

2019 Annual Report



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OUR CREDO

We fight for the health, education and financial stability of every person in our community.

OUR MISSION

Mobilizing the caring power of Racine County to improve lives and transform our community.

OUR VISION

United Way envisions a community where individuals and families achieve their potential through education, income stability and healthy lives.

OUR VALUES

- Commitment to community success
- Leadership
- Inclusiveness
- Integrity and accountability
- Innovation



2019 was a year of change and growth for United Way of Racine County.

In September, I began my role as the first female president and CEO in our organization’s 100-year history. With this change in leadership, United Way had an opportunity to evaluate our collaborative efforts and focus on more opportunities for engagement.

Impact is our driving force at United Way, but we cannot create it alone. Therefore, we focused our efforts this year on collaborations that would elevate our work.

During the first months of my tenure, I met with impact partners and donors to learn how to strengthen our relationships and provide the best resources possible for the Racine community. I am proud to say that United Way will soon offer more shared services and more methods to facilitate open communication with our partners. For instance, United Way will anonymously survey impact partners for feedback each year. We also committed to digital transformations that will help us engage our donors at a deeper level.

This year, our Volunteer Income Tax Assistance (VITA) program partnered with the city of Racine and the Racine Public Library, resulting in the library hosting VITA’s services. Collectively, our VITA sites and volunteers helped the program return \$1.125 million in tax returns for Racine County residents.

Our focus on impact was especially critical as

we launched our second community school, Julian Thomas Elementary, for the 2019-20 school year. Partnerships with Racine Unified School District, volunteers, the business community and more led our first community school, Knapp Elementary, to many improvements. These include a 20-point increase in math and reading scores on the MAP assessment and a 37-percent decrease in office referrals and suspensions. We are excited to see similar transformation unfold at Julian Thomas in the future.

These results represent only a fraction of what we achieved with our volunteers, partners and all who have worked to Live United with us. Together, we are doing our part to fight for the health, education and financial stability of our community.

Ali Haigh
President & CEO

Health



Goal: Increase the number of Racine County residents who participate in quality physical and mental health practices.



\$557,811

saved for Racine County residents on prescription drugs through FamilyWize in 2019.



7,802

Racine County residents who saved money on prescription drugs through FamilyWize in 2019.

Education



Goal: Students graduate high school with the knowledge, skills and motivation to succeed in college, vocational training or career.



16%

growth in Knapp Elementary's state report card score since introducing LIFT.



32%

increase in average monthly attendance at Knapp Community Nights from 2017-18 to 2018-19.



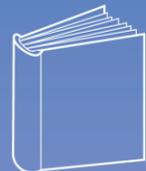
420

hours (56 additional days) of after-school programming provided by LIFT at Knapp Elementary in 2018-19.



3,847

volunteer tutoring hours provided to Schools of Hope students in 2018-19.



64,456

free books mailed to Racine County children in 2019 through Imagination Library.



6,386

children receiving free books through Imagination Library as of December 2019.



308

volunteers for school-day, after-school, and community events at Knapp from 2018-19.



3,770

2018-19 volunteer hours completed at Knapp in support of school-day, after-school and community events.

Financial Stability



Goal: Individuals and families achieve self-sufficiency to support future advancement.



\$1,125,357

in 2019 tax returns provided to Racine County residents through VITA's free tax services.



757

Racine County clients who received free tax preparation and filing through VITA in 2019.



Health

FamilyWize

The FamilyWize free prescription discount card makes medication more accessible for Racine County residents. It provides discounts of up to 40 percent on FDA-approved medications. The card has no age or income restrictions and no enrollment requirements.



Education

Schools of Hope

First- through third-grade students are matched with volunteer tutors who provide regular, one-on-one reading support. This program develops confident, capable readers who are better prepared to succeed in high school and beyond.



Financial Stability

Veterans Financial Stability Initiative

United Way partners with Veterans Outreach and other community organizations to build financial literacy and stability for residents of the local veterans village. Programming includes workshops on topics such as credit reports and predatory lending, as well as one-on-one financial coaching.



Key Partnerships

IMPACT 2-1-1

During times of personal crisis and community disaster, 2-1-1's free, confidential helpline pairs community members with the information, agencies and support they need. 2-1-1 is available 24 hours a day and in more than 200 languages.



Character Playbook

In 2017, United Way introduced the web-based Character Playbook course to middle school students in Racine and Burlington. This course engages students in interactive emotional education and cultivating healthy relationships.



Imagination Library

Racine County children under age 5 receive free books in the mail each month through Imagination Library. Participants in Burlington scored higher than non-participants on the PALS literary assessment.



VITA

Racine County residents are eligible for VITA's free, volunteer tax assistance. From its start in 2017 to 2019, VITA has filed more than \$2.7 million in returns and is the only local program that offers assistance past the tax deadline.



Youth As Resources

Youth who design and lead their own service projects can apply for YAR grants of up to \$1,000. This program is run by a committee of middle school students to engage youth on both ends of the grant process. Since 1996, it has provided more than \$288,000 through 422 grants.



Community Collaboration: LIFT Community Schools

Collaboration is the key to our work. To see it in action, one has to look no further than the LIFT (Link and Inspire For Tomorrow) strategy. In collaboration with Racine Unified School District, we introduced the LIFT strategy to both Knapp Elementary and Julian Thomas Elementary since 2016, transforming them into community schools.



A community school is a hub for the whole neighborhood and a home base for partner organizations, programs and resources tailored to the needs, challenges and aspirations of the school's community.

The community school model takes five to seven years to show full results. But Knapp, a community school for four years, has already accomplished impressive growth. In 2018-19, Knapp's **32% increase in community night attendance** and **near 40% decrease in office referrals and suspensions** showcase its success with LIFT. Knapp's parents and staff are thrilled by the changes, as the **4.29 parent satisfaction rating** (out of 5) and **98% staff retention** indicate.

Community schools support their entire community on a holistic level. The commitment of our impact partners and RUSD to after-school programming play a major role in this approach. RUSD works side by side with us to

ensure both schools provide resources for the entire family, such as Children's Hospital of Wisconsin's in-school mental health clinic for the neighborhood and Racine Literacy Council's on-site adult education classes.

Many of these programs also support individuals and families that experience marginalization.

SAFE Haven of Racine offers the Girls Inc. program at both community schools. This program empowers young women through education on anything from STEM learning to nutritious eating. At Julian Thomas, Catholic Charities of the Archdiocese of Milwaukee



offers resources like assistance from immigration lawyers and counseling.

In addition to partner providers, community schools' work relies largely on parents, teachers and **more than 300 volunteers**. During 2018-19, volunteers in particular fulfilled **nearly 3,770 hours of service** to the schools.

As we work with our community to expand the community school model throughout the county, the continued cultivation of these relationships remains imperative. With strengthened relationships and open communication, we look forward to new shared victories.

United Way Supporters

DONOR HIGHLIGHT Johnson Financial Group

No one person or organization can transform our community alone. United Way of Racine County is grateful for the many volunteers, donors and partners who join us in Living United to create large-scale, lasting solutions.

Johnson Financial Group is among United Way's top ten most generous contributors and makes the Chairman's Club (companies that donate \$50,000 or more annually) every year. This business and its employees consistently go above and beyond to find new ways to support their community through United Way. Their year-round support of United Way's work ranges from generous individual donations and corporate matches to extensive volunteer service, regular event sponsorship, and heavy participation in the 2019 campaign cabinet—which was chaired by Johnson Financial Group's CEO and president, Jim Popp. Thank you, Johnson Financial Group, for being an excellent example of what it means to Live United.

In gratitude to Johnson Financial Group for sponsoring the 2019 Live United Gala.

Community Partners

Health

- Alliance on Mental Illness of Racine County**
NAMI Racine County
- Children's Hospital of Wisconsin**
Community Services
Child and Family Counseling
- Family Service of Racine**
Supervised Visitation & Safe Exchange
- Focus on Community**
FAST (Families and Schools Together)
S.C.A.N. Stop Child Abuse & Neglect Sexual Assault Services
Substance Abuse Prevention Program
- Racine Friendship Clubhouse**
Clubhouse Model of Psychosocial Education

Education

- Big Brothers Big Sisters of Racine and Kenosha Counties**
Mentoring Elementary Students for Early Grade Success
Outcome-Based One-to-One Mentoring for High School Students
Outcome-Based One-to-One Mentoring for Middle School Students
- Central Racine County Health Department**
Family Connects Racine County
- Focus on Community**
Opportunities Club
- John XXIII Educational Center: A Ministry of St. Patrick's Parish**
High School Support Program
Middle School Support Program
- Racine Family YMCA**
School Achievers
Teen Achievers
Young Achievers
- SAFE Haven of Racine**
Girls Inc. Elementary School Programs
Girls Inc. Middle School Programs
- University of Wisconsin-Madison, Division of Extension**
Early Learning and School Readiness Project
- Youth for Christ - Southeastern Wisconsin**
Parent Life

Financial Stability

- Catholic Charities of the Archdiocese of Milwaukee**
Advancing Family
Assets for the Hispanic Community
- Focus on Community**
Advancing Family Assets
Advancing Family Assets - Young Adult Program
- Racine County**
Racine Family YMCA
Focus on Fathers Initiative
- Racine Family YMCA**
First Choice Pre-Apprenticeship Training
- Racine Literacy Council**
Adult Literacy Program
- Racine Vocational Ministry**
RVM Walk-in Program
- YWCA Southeast Wisconsin**
High School Equivalency Diploma Program

Essential Services

- The Arc of Racine County**
Special Education Advocacy Program
- Burlington Transitional Living Center**
Shelter Program
- Catherine Marian Housing**
Bethany Apartments
- The Cerebral Palsy Agency of Racine County**
Camp Kinder
RADD (Recreational Activities for the Developmentally Disabled)
- HALO**
Shelter Program
- Health Care Network**
Health Care Services
- IMPACT, Inc.**
Impact 2-1-1
- Racine County Food Bank**
Emergency Food Distribution
- SAFE Haven of Racine**
Youth Shelter & Outreach Programs
- The Salvation Army - Racine Corps**
Child Nutrition School Food Sack Program
- Volunteer Center of Racine County**
Get Connected
- Women's Resource Center of Racine**
Empowerment Program

Community Workforce Fund

- Alliance on Mental Illness of Racine County**
NAMI Racine 2nd Annual Research Dinner
- Asset Builders of America**
2019 Money Conference
- Catholic Charities of the Archdiocese of Milwaukee**
Outreach & Case Management
- Children's Hospital of Wisconsin, Community Services**
Trauma Informed Training for Racine Police Dept.
- Cops N Kids Reading Center**
Cops N Kids Programming
- Harborfest: Celebrating Racine and Kenosha Counties**
- Racine Creative Center**
Product Development Program
- Three Harbors Council - Boys Scouts of America**
Exploring Program
- University of Wisconsin-Madison, Division of Extension**
Networking Breakfasts
- UW - Parkside**
Nonprofit Leadership Conference
- Volunteer Center of Racine**
All County Count

Our Generous Contributors

Tocqueville Society

The Tocqueville Society honors the generous donors who devoted their time, talent and resources, giving at least \$10,000 to United Way in 2019.

Gus and Sandy Antonneau
 Tim and Rebecca Bailey
 Scott and Elaine Bowser
 Ms. Betty Brenneman
 Tom and Ginee Burke
 Agnieszka and Mark Dahms
 John and Lyn Erskine
 H. Fisk Johnson
 Craig Leipold and Helen Johnson-Leipold
 Ms. Dorothy MacVicar
 Anindita Mukherjee
 Ted Sokoly and Nancy Toll
 Ruud Family Foundation
 Fred and Sandra Young



Supporting Companies

Abbott Laboratories	Racine County-RADD	Company, LLP
AbbVie Foundation Emp Engagement Fund	Children's Hospital of Wisconsin Community Services	Great Northern Corporation
Action Law Offices, SC	City of Racine	HALO, Inc.
Advocate Aurora Health	CJW Inc.	Health Care Network, Inc.
Alliance on Mental Illness of Racine Co. (NAMI - Racine)	CliftonLarsonAllen CN (Canadian National)	Herb Kohl Philanthropies
Alpha Delta Kappa Tau Chapter	Community State Bank	IBM
Amazon Smile Foundation	Constellation Brands	ITW National
Ascension - All Saints	CRB Insurance	John Hancock Financial Services
Associated Bank	CSL Plasma Services	John XXIII Educational Center
AT&T	David Insurance Agency, Inc.	Johnson Keland Management, Inc.
Badger Meter	Davita	JP Morgan Chase & Co.
Baird	Dremel Rotary & Benchtop Power Tools	Kiwanis Club of Greater Racine
Baxter & Woodman	E. C. Styberg Engineering	Kohl's Department Store
Best Buy	Eaton Corporation	L & S Electric, Inc.
Big Brothers/Big Sisters of Racine & Kenosha Counties, Inc.	Econoprint	Landmark Credit Union
BMO Harris Bank	Electronic Systems of Wisconsin	Landmark Title of Racine
Buhler Family Foundation	Exelon Corporation	Lang Family Foundation
Burlington Area School District	Family Service of Racine	Lavelle Industries, Inc.
Butter Buds Food Ingredients	Federal Health	Lutheran Social Services of Wisconsin & Upper Michigan
Carthage College	FedEx	Manpower Group
Cassity Tree Service, Inc.	First Weber Group	Maresh-Meredith & Acklam
Caterpillar	Fischer USA, Inc.	McDonald's Restaurant
Catherine Marian Housing, Inc.	Focus on Community	McLane Foodservice Distribution
Catholic Charities of the Archdiocese of Milwaukee	Gateway Technical College	Merchants Moving & Storage-Budd Van Lines
Cerebral Palsy Agency of	GE Foundation	Morgan Stanley/Dean Witter Financial
	Girl Scouts of Wisconsin Southeast	
	GiveGab	
	Gordon J. Maier &	

Mulligans Mini Golf, Inc.	Facility
Nelson Electric Supply Company	Rockwell Automation
Nielsen Madsen & Barber, S.C.	Ruud Family Foundation
Northwestern University	SAFE Haven of Racine, Inc.
O&H Danish Bakery	Sargento Foods, Inc.
Olympia Brown Unitarian Universalist Church	Service Year Exchange Inc.
O'Reilly Auto Parts	Skogen's Festival Foods
Panera	Talk of the Town
Petrifying Springs Beer Garden LLC	Target #0152
Pieper Power	The Arc of Racine County
Racine Area Manufacturers and Commerce (RAMAC)	The Johnson Foundation at Wingspread
Racine Community Foundation, Inc.	The Journal Times
Racine County	The Salvation Army - Racine Corps
Racine County Economic Development Corp.	Thermo Fisher Scientific
Racine County Food Bank	Three Harbors Council - Boy Scouts of America
Racine Family YMCA	Thrivent Financial
Racine Friendship Clubhouse	Tinder Creek Follis
Racine Honda	TJW Investments LLC
Racine Vocational Ministry, Inc.	Town of Waterford
Racine/Kenosha Community Action Agency	TriCore, Inc.
Regal Union Grove	Truist
	Unico Technologies Group
	United Mechanical
	United Parcel Service
	University of Wisconsin - Parkside
	US Bank
	UW Credit Union
	Village of Caledonia

Village of Mount Pleasant
Village of Waterford
Vision Impaired Group
Vittoria Colonna Lodge
Volunteer Center of Racine County
Walker Forge, Inc.
Wal-Mart Store #2668
Wal-Mart Store #3488
Wells Fargo Bank
Wisconsin Screen Process, Inc.
Women's Resource Center of Racine
Youth For Christ
Southeastern Wisconsin YWCA Southeast Wisconsin

Chairman's Club

United Way of Racine County acknowledges the significant contributions of the following organizations and their employees, where total giving at each company is \$50,000 or more annually.

Andis Company
 CNH Industrial
 Educators Credit Union
 IDEAL Industries
 InSinkErator
 Johnson Financial Group
 Johnson Outdoors, Inc.
 Modine Manufacturing Company
 Racine Unified School District
 SC Johnson
 Twin Disc, Inc.
 We Energies

\$1.3 million
 in corporate gifts

4,906
 donors in 2019

487
 leadership donors

\$2,268
 average leadership gift

Volunteer Leadership

Board of Directors

Executive Committee

Steve McLaughlin
Chair

Ralph Malicki
Vice-Chair

Rebecca Mason
Immediate Past Chair

Peggy James
Vice-Chair, Community Investment

Scott Huedepohl
Treasurer/Vice-Chair, Finance

Tony Rosso
Vice-Chair, Human Resources

Jim Ladwig
Vice-Chair, Nominating Committee

Vice-Chairs At Large

Barbara Bakshis
Eric Gallien
Stephanie Sklba

Ali Haigh
Secretary and President

Members At Large

Vanessa Abejuela-Matt,
DO

Brian Agen
Chris Antonneau
Dominic Cariello
Keith Cruise
Sheila Egerson
Jason Greenwood
Jim Holland
Kimberly Kane
Stacey Malacara
Willie McDonald
Kristin McManmon
Laura Million
Matt Montemurro
Kara Reske
Cory Sebastian
Mark Villalpando
Connie Zinnen

Annual Campaign Leadership

2019 Campaign Cabinet

Jim Popp, <i>Chair</i>	Tanya Kenmore
Lisa Just, <i>Vice Chair</i>	Ray Koukari
Bryan Albrecht	Karla Krehbiel
John Batten	Steve Langer
Mark Behrens	Wayne Laramie
Pat Bohon	Tom Mahoney
Tom Burke	Logan Martin
Ken Fellman	Laura Matter
Eric Gallien	Tom Moore
Dave Johnson	Neil Staeck
	Carmen Tenuta

Community Investment

Community Investment Financial Team

Adam Dibiase, <i>Chair</i>	Josh Jordan
Gary Hovan	Ross Sauer

Volunteer Advisory Teams – LIFT

Ken Moehle, <i>Co-chair</i>	Danielle Dekker
Paula Lund, <i>Co-chair</i>	Shircel
Janet Colvin	Chrishirella Sutton
Anisa Diaz	Richard Wytonick

Community Investment (cont.)

Volunteer Advisory Teams – General

Peggy James, <i>Chair</i>	Paula Lund
Kara Reske, <i>Co-chair</i>	Kevin McCabe
Tim Dustman	Ken Moehle
Dave Durment	DeAnn Possehl
Jackie Hartley	Lori Strangberg
Joe Heck	Hollie White
Pairin Hongsoongnern	

VAT – Health

Jackie Hartley, *Chair*
Hollie White, *Co-chair*
Kathy Aber
Vickie Elliker
Stuart Hunter
Lakesha Stevens

VAT – Financial Stability

Dave Durment, *Chair*
Tim Dustman, *Co-chair*
Danielle Johnson
Josh Jordan
Debbie McGrain

VAT – Education

Lori Strangberg, *Chair*
DeAnn Possehl, *Co-chair*
Alyssa Arzikovic
Barbara Decorah
Adam DiBiase
Juan Gamez

VAT – Essential Services

Joe Heck, *Chair*
Pairin Hongsoongnern,
Co-chair
Julie Hueller
Peggy James
Alysia Ruiz

Community Impact Leadership

Schools of Hope Leadership Council

Bryan Albrecht	Christie Gajewski
M.T. Boyle	Art Howell
Tom Buhler	William Macemon
Rosalie Daca	Matt Montemurro
Lynn Debilzen	David Novick
Janell Decker	Matt Snyder
Roger Dower	Connie Zinnen
Deborah Ford	

Women United Executive Committee

Laura Matter, *Chair*
Gina Sorenson, *Vice Chair*
Amanda Bulgrin
Francesca Bumpurs
Frances Kis

Youth As Resources Board

Danika Burinda	Ian Henning
Eavy Christensen	Abel Santos
Molly Diggins	Rumina Sharma
Elijah Gallup	Karsen Skiles
Maria Gomez	Maddie Thompson
Giovanni Grippe	



Revenue

Expenses

United Way of Racine County has a long tradition of adhering to very high standards of accountability and transparency; the 990 tax form and annual audit are available for review at UnitedWayRacine.org/financials.

Total
\$5,221,344

Fundraising and Administration
Charities should spend no more than 35 percent of related contributions on fundraising, according to the Better Business Bureau.

United Way Initiatives
United Way unites people to address critical community issues.

Health Investments

Education Investments

Financial Stability Investments

Essential Services Investments

Community Workforce Fund
United Way invests in special projects that provide continuous learning and support for the community.

Designations to Agencies
United Way honors requests to direct gifts to other qualified nonprofit agencies or United Ways.

Fiscal Sponsorships

Uncollected Pledges

Total
\$5,047,257

Individuals

United Way contributions are made by individuals either through workplace campaigns or direct donations.

Corporate Gifts

Corporate gifts consist of contributions made on behalf of a company and employee donation matches.

Grants

United Way is the fiscal agent for several federal and state grants.

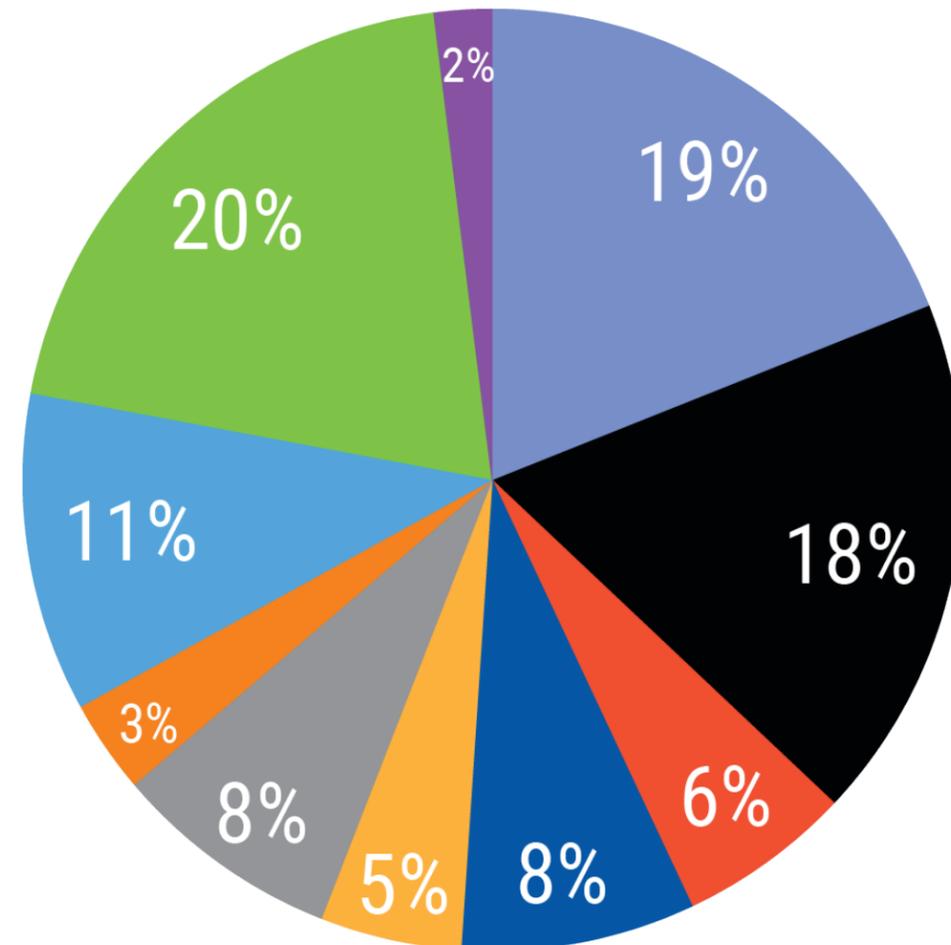
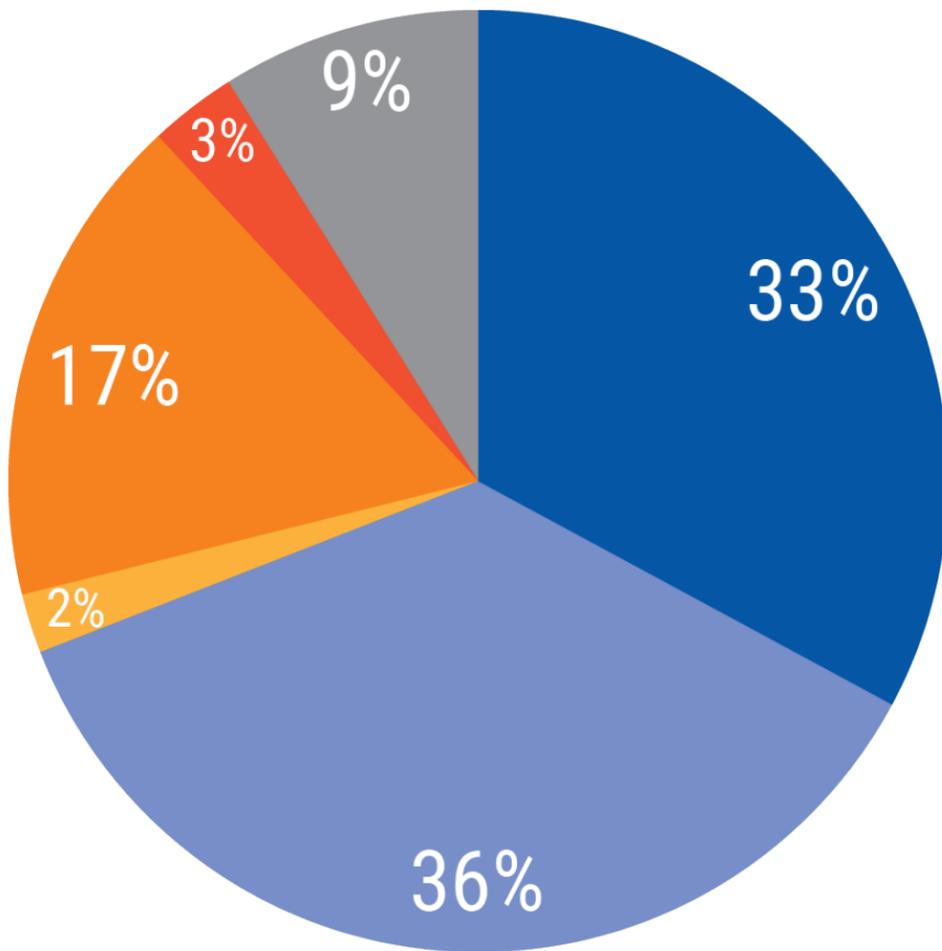
Fiscal Sponsorships

United Way is a fiscally responsible partner for specific community initiatives.

Initiative Support/Sponsorships

Investments in this area directly support the work of United Way.

Investment Income



UNITED WAY STAFF

Leadership

Alexa Haigh
*President and Chief
Executive Officer*

Barb Jopke
*Vice President
of Finance and
Administration*

Marketing

Jen Gragg
*Digital Marketing
and Content
Manager*

Shay King
Marketing Manager

Support

Jennifer Figueroa
Executive Assistant

Linda Ziegler
Finance Assistant

Community Impact

Jessica Safransky Schacht
*Senior Director of Community
Impact*

MaryBeth Kallio
*Community Investment
Director*

Lori Riffer
Initiatives Manager

Sophia Cotton
*AmeriCorps Program
Coordinator*

Investor Relations

Alberto Huerta
*Senior Director of
Investor Relations*

Julie Anderson
*Investor Relations
Manager*

Tracie Feest
*Investor Relations
Manager*

Content:

Jen Gragg

Digital Marketing and
Content Manager

Layout and design:

Shay King

Marketing Manager

To learn more, contact:

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United Way
of Racine County

