



THE EQUITY INNOVATION FUND



December 2022 Grantee Impact



United Way
of Racine County

▶ **December 2022 Grantees**

Racine Video Production Workshop
Project: More Voices Podcast Network



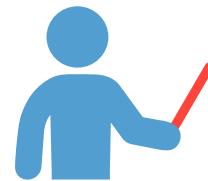
3 projects totaling over **\$114,795**.

Burlington Senior Activity Center
Project: Tell Your Story



920 individuals served.

NAMI Racine County
Project: Compassionate Conversations: a
NAMI Racine County Podcast for Mental
Illness and Mental Health



2 projects are directed by BIPOC, women, LGBTQIA+ community members or other marginalized individuals.

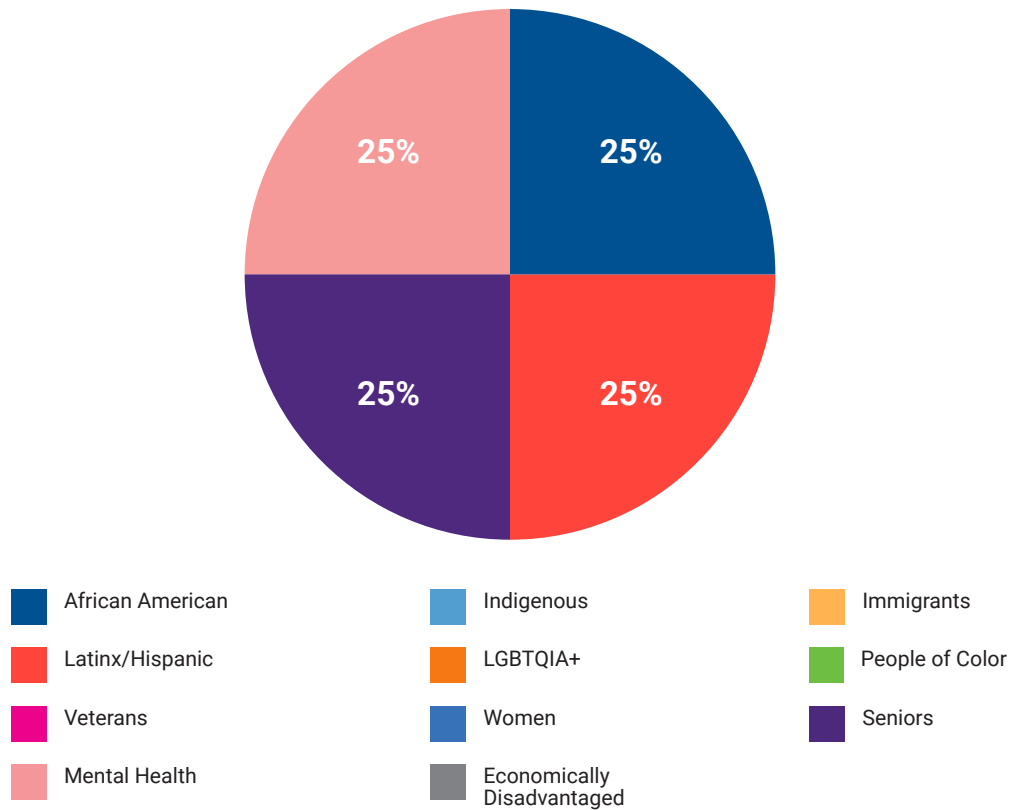


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“We are all so proud of the tremendous work being done by Equity Innovation Fund grantees in such a wide variety of arenas, from creating resources for victims of human trafficking to helping people learn how to manage their finances and so much more. It’s been wonderful to see the results of the impressive and creative ideas and projects being powered by United Way of Racine County’s Equity Innovation Fund. I am so pleased to be part of this important work in Racine County.” – Stephanie Sklba, Equity Innovation Fund Committee chair

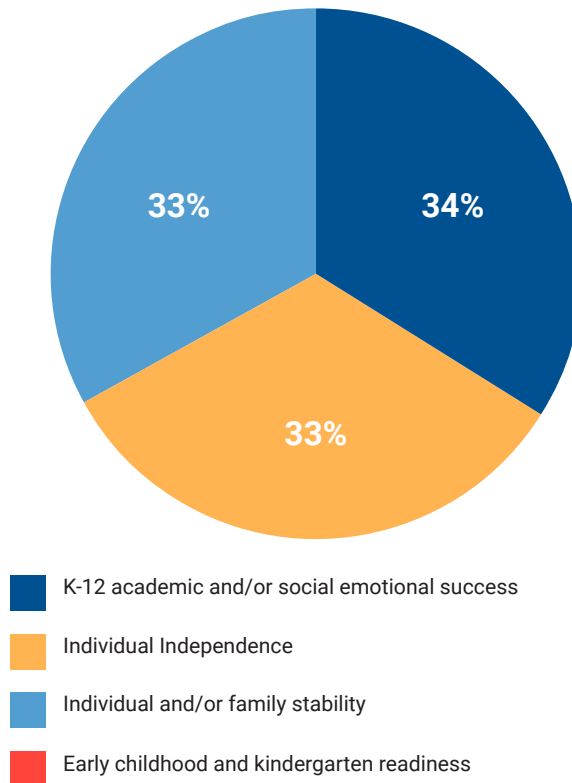
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Marginalized Populations Served by Projects



Grantees indicated in their application which marginalized population their projects will serve. Projects may serve more than one population.

Areas Addressed by Projects



Grantees indicated in their application the focus area addressed by their project.



*"I didn't do projects like this until I was in college."
– Stacy Tapp, Racine Unified School District's Chief of Communication and Community Engagement*

Racine Video Production Workshop Project: More Voices Podcast Network

The More Voices Podcast Network project seeks to give voice to underrepresented populations in the Racine community by asking people to share their lived experiences on a video podcast. Students in the program are given career-building experience creating video podcasts and were engaged in determining episode topics, developing logos and producing and promoting the podcasts. Racine Video Production highlighted the importance of promoting diverse content creators and amplifying the voices of historically marginalized populations.

Driven by what they learned through the project, three participants purchased their own equipment and are working for local news website Racine County Eye covering high school sports. Other participants are also starting their careers in photography and filmmaking as a result of their time with the More Voices Podcast Network.



"Students are often ignored and are overlooked populations. We think about them becoming adults, but we don't listen to them." – René Guzman, photography teacher and Eagle Time Podcast Co-director

By the Numbers

- 82 video episodes and 186 short clips were produced
- 849,192 views across all platforms (YouTube, TikTok, Facebook, Instagram), far surpassing the program goal of 600,000 views
- 109 crew members
- Total unduplicated number of participants: 569 including crew, members, mentors and guests
- 269 guests at in-person events



"We don't have a video communication or visual media pathway at Case. Many people, including me, would like to go into this as a career, and we don't have that. The program and podcast introduce people to those careers." – Reina Spicka, Case High School freshman



Burlington Senior Activity Center Project: Tell Your Story



Burlington Senior Activity Center created the Tell Your Story project to collect oral histories of local seniors. The program helped seniors record their life stories, with an aim of increasing participants' self-esteem, self-actualization and recognition of achievements. The most significant success was the increase in and benefit of socialization for the participants. Burlington Senior Activity Center has found that socialization can combat both depression and dementia.

Tell Your Story also incorporated a live storytelling event, called a story slam. The multigenerational event was a success, with nearly all participants and attendees reporting having learned something new about another generation and that they felt storytelling was an important life skill.

Tell Your Story helps remind the community that senior citizens are viable contributors to our society. Burlington Senior Activity Center plans to continue the program using the equipment purchased with Equity Innovation Fund grant money.



"I realized my life was interesting and I have a good life." – program participant



"Telling the story released some of the pressure from my military service." – A Purple Heart veteran who initially was reluctant to tell his story



By the Numbers

- 52 seniors interviewed
- 2 story slams facilitated
- 100% of participants reported a positive effect on their self-concept
- Half of participants said their self-image improved



NAMI Racine County

Project: Compassionate Conversations: a NAMI Racine County Podcast for Mental Illness and Mental Health

NAMI set out to bring awareness to mental health and mental health stigma with the Compassionate Conversations project. Compassionate Conversations used a podcast to host discussions centered around mental health, helping normalize speaking out about mental health issues and bring awareness to mental health services available. Several community partners shared expertise including representatives from government, health care, nonprofit organizations and more.

Through this innovative platform, NAMI was able to reach beyond its typical circle of impact to provide information and education on mental health and illness, helping reduce barriers marginalized individuals often face surrounding mental health. Those served by this podcast had free access and anonymous listening to help learn about programs available in the community.

Compassionate Conversations will be moving into a second season with funding secured using the data showing the successes of the first season of podcasts.

By the Numbers

- 298 listeners
- 90% of podcast guests strongly agreed that Compassionate Conversations will increase awareness of mental health and mental illness
- 100% of podcast guests strongly agreed that Compassionate Conversations will help break down stigma in our community
- 11 podcasts completed



"I am honestly thrilled to see our small team be able to create something like this. I think Compassionate Conversations has the potential to facilitate judgement-free discussion about mental illness and mental health with people who may not regularly be exposed to these topics."

– Bridget Munson, NAMI Racine County executive director





From its launch in January 2022 to the completion of the grants included in this report, United Way of Racine County's Equity Innovation Fund has awarded 15 grants to organizations, totaling more than \$595,000. More than 2,470 people have been served by the projects supported through these 15 Equity Innovation Fund grants.

Future Equity Innovation Fund reports will detail the impact of grants that have been awarded in subsequent rounds of funding.

▶ Stay Up to Date

If you have any questions about the Equity Innovation Fund, please contact Special Projects Manager Katie Tuttle at ktuttle@unitedwayracine.org



To learn more, and to see other Equity Innovation Fund reports, scan the QR code or visit: UnitedWayRacine.org/EIF



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of Racine County