

2015 Report to the Community

UNITEDWE
TRANSFORM
LIVES

Tri-City Area United Way



Tri-City Area United Way
Supporting Marinette/Oconto, WI
and Menominee, MI Counties

2015 By The Numbers

- 1 Campaign Goal - \$400,000
- 2 Funds Pledged - \$305,571.15 (76% of goal)
- 3 **People Helped – 2,651 children and 4,713 adults**
- 4 Partner Organizations - 14
- 5 Direct Service Initiatives - 4
- 6 Direct Service Savings - \$119,715
- 7 Awards Presented – 4 Awards to 4 Organizations
- 8 Community Impact - Testimonials



Tri-City Area United Way

Our Mission

To improve lives in the Tri-County area by mobilizing the caring power of our communities to advance the common good.

Our Vision

Create lasting change by promoting educational success, financial stability, and health and well-being of all residents.



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1

Campaign Goal - \$400,000
Amount Achieved - \$305,571.15

There is a growing need for family and individual services in our region. Keeping our campaign goals aggressive will help ensure these people have access to the services they need.

Our local citizens, companies, and organizations are making life better for all who call the Tri-City Area home.



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2

Funds Pledged - \$305,571.15

~95 organizations, large and small participated in the campaign

~921 individuals participated from all over the country

These funds support the United Way initiatives which embrace the United Ways goals of:

- enhancing *educational success*,
- increasing *financial stability*, and
- promoting a *healthy lifestyle*.

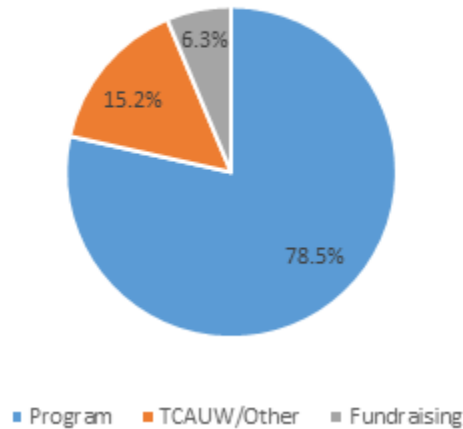


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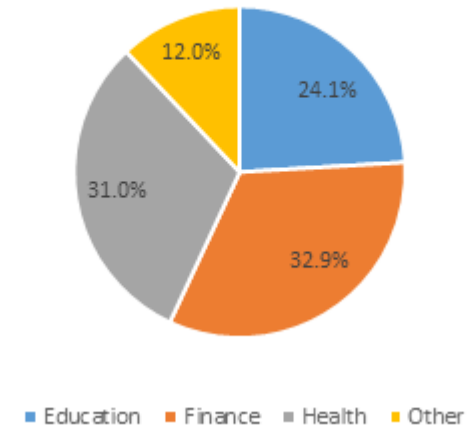
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Funds Pledged – Where Spent

2014 TCAUW Expense



2014 Community Impact Dollars



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3

People Helped

- 2,651 Children
- 4,713 Adults



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Partner Agencies/Task Forces

- Bay Lakes Council Boy Scouts of America
- Big Brothers Big Sisters
- CASA of Menominee County
- Catholic Charities
- DAR Boys & Girls Club
- Goodwill Industries
- Handicap United
- Healthy Youth Coalition
- Marinette County Elderly Services
- Menominee County Imagination Library
- Public Health Delta & Menominee All Stars
- Rainbow House
- Respite Care - Marinette & Menominee Counties
- Twin Counties Free Clinic



Direct Service Initiatives

- **Free Health Screening**
- **Volunteer Income Tax Assistance (VITA)**
- **Familywize/Agelity Reduced Prescription**
- **Empty Bowls Fundraiser**

6

Direct Service Savings

<u>Program</u>	<u>Client Savings Realized</u>
•Free Health Screening	\$21,800
•Volunteer Income Tax Assistance (VITA)	\$49,560
•Familywise Reduced Prescription	\$44,455
•Empty Bowls	\$ 3,900
<u>Total Client Savings</u>	<u>\$119,715!!</u>



Awards Presented

<u>Award</u>	<u>Category</u>	<u>Winner</u>
<u>TCAUW Summit Award</u>	≥\$75,000 (Corp & Employees) Community Investment Committee Community Impact participant	➤ Kimberly Clark
<u>You Raise Me Up</u>	Campaign With the Highest % Increase in Employee Pledges Totaling ≥\$5,000	➤ Bay Area Medical Center
<u>Corporate Community Leader</u>	Company Donated \$25,000 or Greater	➤ Anchor Coupling/Caterpillar
<u>Corporate Community Advocate</u>	Company Donated \$5,000 to \$24,999	➤ WPS



Community Impact

The Tri-City Area United Way is creating change for children, for families, and for the entire community. Here are a few of the testimonials from those who have benefitted from our Cradle to Career Initiative.

*“For the past seven years, the **Healthy Youth Coalition** has played an important and active role in my life. As a result, I have made positive decisions, and encouraged those positive decisions on my peers as well. I will always treasure the friends and memories I have made through **Healthy Youth Coalition**.”*

*“I am very thankful my two and three year old boys are able to receive books from the **Imagination Library**. They look forward to getting a book in the mail each month. We have to read the new books right away. We keep their special books on a shelf in our living room. They enjoy reading them every single day.”*

*An Oconto County client of the **Rainbow House Domestic Abuse Shelter** who was a victim of domestic violence two years ago continues to stay in contact with the Outreach Advocate. The client had been through a great deal of mental and emotional abuse during her marriage. This also continued throughout the divorce proceedings. The two children were affected by the domestic violence in the home. The children were struggling academically and having difficulty in establishing peer relationships. The client contacted the Oconto Advocate in March and asked to set up an appointment. When the client came to the Oconto Outreach office, she brought many new items to donate for other women that were in a similar situation to hers. The client stated that she remembers having to ask for help and was so thankful for the laundry soap, baby wipes, etc. that she wanted to give back on a regular basis, now that she is in a good spot in her life. She recently was able to rent her own duplex and is working two part-time jobs. The children are involved in school activities and both on the honor roll. The client is stronger and happier than she has ever been.*



A Message From Our Executive Director

**UNITED WE
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I never cease to be amazed at the power of working together to achieve great things. Year after year this region does just that. Thank you for your overwhelming generosity, not just during our annual campaign, but throughout the year. You go above and beyond by not only giving of your dollars but giving of your time and talent and willingness to work collectively to solve the many issues we face as a region. We are achieving great things. You truly know what it means to “Live United”.

Our Educational Success – Cradle to Career (C2C) initiative continues to flourish and grow in its effort to develop innovative solutions to many of the issues you told us were holding us back as a community. Programs to help at risk kindergarten and 2nd graders become successful in school, educating the medical community on the extent of prescribed drug abuse and pain management alternatives we have available right here, providing career awareness options, and informing our middle school students of all the great activities offered are just a few of the initiatives underway.

With your continued support and generosity I am looking forward with anticipation to all the great things we are and will be doing in the future to improve the lives of so many here in our three county area.

Thank you for your tremendous support of the Tri-City Area United Way!

Philip R. Everhart
CEO/Executive Director
Tri-City Area United Way



Philip R. Everhart

Executive Director
Philip Everhart
(715) 735-7785
phil@tricityareaunitedway.com

Resource Development Associate
Sarah Rabideau
(715) 735-7785
sarah@tricityareaunitedway.com

Administrative Assistant
Erika Lesperance
(715) 735-7785
erika@tricityareaunitedway.com



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