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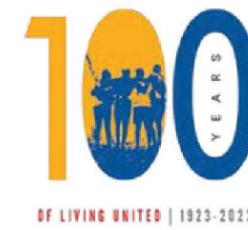
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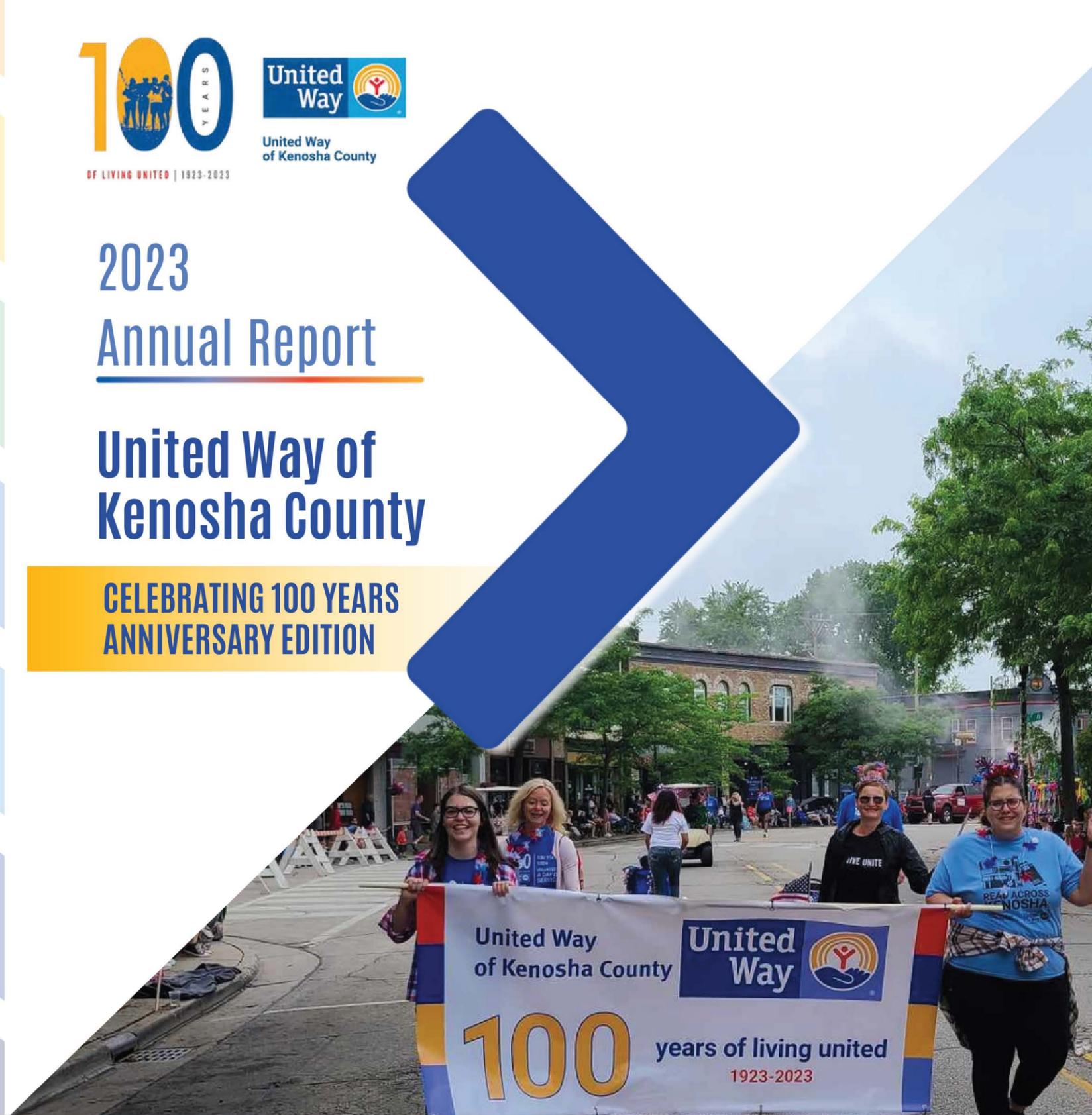
🔗 KenoshaUnitedWay.org



# 2023 Annual Report

## United Way of Kenosha County

CELEBRATING 100 YEARS  
ANNIVERSARY EDITION



Unifying Voices.  
Amplifying Impact.



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# Letter From the CEO

**Our Brand:**  
Unifying Voices.  
Amplifying Impact.

**Dear Kenosha County community members,**

For 100 years, United Way of Kenosha County, along with our donors and volunteers, has improved lives and made Kenosha a better place for everyone. Although much has changed throughout Kenosha County and the world over the past 100 years, one thing remains clear: Kenosha is a caring community.

Our organization was founded on March 29, 1923 by fifteen concerned citizens with the goal of enlisting community support to meet local needs – The Community Chest. The following day, Kenosha News reported their meeting as “one of the most enthusiastic meetings of public nature ever held in Kenosha.” Their first campaign, which used the slogan, “Suppose Nobody Cared,” raised more than 1.5 million dollars in today’s amount.

From there, the organization continued to keep up with current needs, serving the community through World War II and other historic events. In 1973, the organization’s mission and brand was made to align with the national United Way movement, officially becoming United Way of Kenosha County.

Amidst the celebratory milestone of United Way of Kenosha County’s 100th Anniversary, we reinvisioned our mission, vision, and brand statements to better align with serving our community now and in the future while remaining true to our founding principles.

Thank you for joining us in celebration of decades of impactful, caring efforts!

**Together, we can UNIFY VOICES and AMPLIFY IMPACT right here in Kenosha County.**

With heartfelt appreciation and a shared dedication to service,

*Carolynn Friesch*

Chief Executive Officer

**Our Vision:**  
An equitable  
Kenosha County  
where all individuals  
are healthy,  
educated, and  
economically  
stable.

**Our Mission:**  
United Way  
of Kenosha County is  
committed to  
connecting diverse  
voices and maximizing  
resources to  
collectively strengthen  
and uplift Kenosha  
County.





# Celebrating 100 Years

We are infinitely grateful for the enduring dedication of our donors, partners, and volunteers who have helped shape the landscape of philanthropy in our community over the past 100 years. Our 100th Anniversary was complete with energetic events celebrating our legacy, including A Legacy of Giving, 100 Years, 100+Volunteers: A Day of Service (p. 5), and the Centennial Jubilee.

The **Centennial Jubilee** marked the official release of the nonprofit's new mission, vision, and brand while also raising \$39K in support of UWKC, laying a foundation for continued success.

**Local institutions are the best vehicles of collective action... The progress we see will be the progress we create right here. Sometimes, it's the oldest institutions that have learned some of the best secrets of success. If they were not battle-hardened they wouldn't be here today.**

- John Swallow, Carthage College



### Thank you to our Centennial Jubilee sponsors:

Carthage College, Johnson Financial Group, NextHome Signature Group, Snap-on Incorporated, Aurora Health Care, Gateway Technical College, Kenosha FiberCity®, Educators Credit Union, Community State Bank, and Herzing University

During the Centennial Jubilee, UWKC recognized its Centennial Celebrate UNITED Award Winners, which included:

- Legacy of Caring Award:** Sue Mielke
- Volunteer Lifetime Achievement Award:** William (Bill) Roberts
- Legacy of Giving Award:** Patricia Demos
- Legacy of Giving Trailblazer Award:** Dezarrea Johnson-Kindle
- Esteemed Corporate Contributor Award:** Kenosha Beef/Birchwood Foods
- Centennial Jubilee Partner:** Snap-on Incorporated

A **Legacy of Giving** spotlighted our donors and volunteers who are the foundation of our work. It was held at the Kenosha History Center, featuring a temporary exhibit (shown above) adorned with artifacts that narrated the story of our collective efforts, illustrating the profound impact we've made on countless lives.

There's only one thing left to do. Look forward to the future as we Unify Voices and Amplify Impact. Our commitment to connecting diverse voices and maximizing resources sets out to collectively strengthen and uplift Kenosha County. Thank you for your continued support. We invite you to join in on the momentum as we uphold a shared vision to transform lives.





# 100 Years, 100+ Volunteers: A Day of Service

April 1, 2023 marked United Way of Kenosha County's first major event honoring the organization's 100th Anniversary. In partnership with Leadership Kenosha, 100 Years, 100+ Volunteers: A Day of Service reignited the caring power of our community while raising awareness surrounding local volunteer needs. We are grateful for the opportunity to bring back an event of this capacity during such a momentous occasion, marking the return of community-wide volunteer events for the first time since 2018.

## Event Overview

- 150** Volunteers
- 500** Service hours
- 10** Service projects

Thank you to our event sponsors:

Johnson Financial Group, Educators Credit Union, Waste Management, Woodman's Food Markets, and 4D Business Group.



## Volunteer Wisconsin

Volunteer Wisconsin connects interested volunteers with local nonprofits so they can get involved with the issues most important to them. At the same time, organizations will post their events and opportunities on an ongoing basis, to get connected with the individuals and groups who have the skills, talent, and time to lend a hand whenever they can.



Scan the QR Code to get connected to volunteer opportunities



[www.kenoshaunitedway.org/volunteer](http://www.kenoshaunitedway.org/volunteer)

Volunteer Wisconsin





# Our Community Investment\*

UWKC invested a total of \$153,250 to empower 15 high performing organizations, igniting meaningful progress through 20 impactful community programs  
\*2022/2023 funding cycle.

## Education

- Youth Empowerment - Boys & Girls Club of Kenosha
- Early Intervention - Kenosha Achievement Center
- Summer Camp - ELCA Outreach Center
- S.C.A.N. Stop Child Abuse and Neglect - BeLEAF Survivors
- Literacy for Life - Kenosha Literacy Council
- Art to Increase Disability Awareness - Society's Assets

## Health

- Nutrition Program - Sharing Center
- One on one Mentoring - Big Brothers Big Sisters of Racine/Kenosha
- Abilities in Motion Adaptive Sports - Kenosha YMCA
- Juvenile Crisis - Kenosha Human Development Services
- Safety around Water - Kenosha YMCA
- Children's Services - Women and Children's Horizons
- Behavioral Health and Counseling Services - Catholic Charities
- Legal Advocacy - Women and Children's Horizons
- Homeless Shelter Program - Shalom Center
- Meals on Wheels - Kenosha Area Family and Aging Services, Inc. (KAFASI)
- Live Strong at the YMCA - Kenosha YMCA

## Financial Stability

- Vocational Ministry - Kenosha Vocational Ministry
- Transitional Housing for Homeless Youth & Adults - Kenosha Human Development Services
- Home Construction - Habitat for Humanity of Kenosha





# Our Community Investment

United Way of Kenosha County works towards its vision for an equitable community where all individuals are healthy, educated and economically stable. Together with our investment partners, **UWKC positively impacted the lives of 9,238 individuals and families in Kenosha County.**

## EDUCATION

734 children and youth received academic enrichment outside of school and 77 percent of participating students improved academically.

## HEALTH

7971 individuals received access to health and safety resources and improved their healthy living skills.

## FINANCIAL STABILITY

70.3 percent of program participants (533) improved their quality of living and employability skills.





# Our Community Impact

A rural family of four faced homelessness due to health issues but found stability with the help of United Way funding. Struggling to afford a unique dietary product for a severely ill family member, they sacrificed their food budget. The Sharing Center intervened, connecting them with resources and stocking products that met the families dietary needs in its pantry, leading to improved health outcomes and stable housing for the entire family.



**The Sharing Center**  
SHARE | SERVE | ADVOCATE



Thanks to United Way's support, the Center provides high-quality food to nearly 4,000 residents annually, ensuring equitable access to healthy meals for low-income and homeless families in rural Kenosha County.

- Sharon Pomaville Executive Director, Sharing Center.



# Our Impact in Education

My student and I have had an absolute blast reading together and made huge progress. We even finished his first-ever chapter book!  
- Kimberly Molinaro, Readers Are Leaders Tutor

## 2023 Impact

### READERS ARE LEADERS

In Kenosha, only 1/3 of third graders read proficiently. Readers Are Leaders sets out to help address this crisis.

- 99 Students who received literacy support
- 63 Volunteer tutors
- 799 Hours spent reading together

### READ ACROSS KENOSHA

The 2023 event marked the first in-person volunteer gathering since 2020, spreading positive memories surrounding literacy, which is critical to nurturing a lifelong love for reading that empowers students to achieve their future goals.

Thank you to our event sponsors: Johnson Financial Group, University of Wisconsin-Parkside, and LMI Packaging!

- 130 Volunteers read to students in 128 classrooms

### YOUTH AS RESOURCES

- 12 Youth-led service projects were awarded \$4,400

### SENSORY PLAYGROUNDS

- 3 Sensory Playgrounds were created at: EBSOLA, Roosevelt, and KTEC

### BUILDING OUR FUTURE

Building Our Future (BOF) was founded on a simple idea: Kenosha County can improve educational outcomes for every child by aligning our work across all sectors. UWKC is proud to support BOF through collaboration on various community initiatives.



## IMAGINATION LIBRARY

The Imagination Library is so awesome! My son, Bodhi, runs to the mailbox to get his books.

- Eris W., Kenosha County Parent

Through Imagination Library, UWKC helps ensure that all children have books at home, regardless of the environment in which they grow up in, providing one free age-appropriate book per month to enrolled children.

- 648 Enrolled Children
- 4 Program Sponsors: Gateway Technical College, Johnson Financial Group, Aurora Healthcare, and the Kloss Foundation



# Our Impact in Financial Stability

# 47.6%

of VITA clients are unable to set money aside for emergencies.

## Program Sponsors



**Educators**  
CREDIT UNION®

*A Shared Past, A Strong Future.*  
608-755-6065 800-779-5555  
[www.bhccu.org](http://www.bhccu.org)



## Volunteer Income Tax Assistance

United Way of Kenosha County provides free tax assistance to Kenosha County's low- to moderate-income residents. Many of which could not afford the cost of tax preparation and would not have access to the refunds they earned without the hard work of UWKC's volunteer tax preparers.

"VITA is important to me because it helps those who have a low income and can't afford to go over budget."

Thank you to all of our VITA Volunteers!



## 2023 Impact

**41** IRS Certified Volunteer Tax Preparers

**2,416** Hours of Service

**823** Taxpayers Helped

**1,807** Returns filed

**\$1.19M** in Refunds returned to Kenosha residents

**\$199K** Saved on tax preparation



# Impact 211

IMPACT 211 is Kenosha County's free, 24/7 connection to local services, like utility assistance, housing, food, elder care, crisis intervention, alcohol and other drug recovery and much more. During times of personal crisis or community disaster, 211 makes it easy for residents of Kenosha County to get connected to information and assistance.



**2,170**  
Total Contacts



**4,035**  
Total Referrals



Impact 211

## Top 211 Referrals by Category



**989**  
Housing and Shelter



**409**  
Community and Legal Services



**681**  
Health, Mental Health, and Substance Use



**266**  
Food



**227**  
Utility Assistance



**105**  
Income Security

## Single Care

1,959 people received \$217,315.40 in prescription savings.



**KENOSHA HUMAN DEVELOPMENT SERVICES**  
A NONPROFIT ORGANIZATION

Kenosha Human Development Services (KHDS), a nonprofit community agency, works to help all people in the Kenosha area live productive lives. We believe everyone should have access to the opportunities and resources they need to thrive. We aim to help everyone reach their potential.

Impact 211 | Single Care





# Campaign Contributors

## Top Partners

Snap-on Incorporated  
 Festival Foods  
 Kenosha Beef  
 Johnson Financial Group  
 Ocean Spray  
 KUSD  
 Meijer  
 LMI  
 Educators Credit Union  
 Advocate Aurora  
 BMO Harris Bank  
 Kenosha County Government  
 City of Kenosha  
 Costco Wholesale  
 KHDS  
 Pieper Electric

## Local Partners

Andrea & Orendorff  
 Beckhart Environmental  
 BeLeaf Survivors, Inc.  
 Boys & Girls Club of Kenosha  
 Carthage College  
 Chrysler Retirees  
 Community State Bank  
 ELCA Outreach Center  
 Gateway Technical College  
 Girl Scouts of WI SE  
 Gordon Food Service  
 Heart of Illinois United Way  
 Herzing University  
 Hold My Beer  
 Johnson Controls Inc.  
 KAFASI  
 M3 Insurance  
 NextHome Signature Group  
 Petretti Properties  
 Puratos Chocolate  
 Robert Baird  
 Rockwell Automation  
 SE WI Regional Planning Commission  
 Shalom Center of the Interfaith Network  
 Southern Lakes Credit Union  
 State of Wisconsin  
 Target 2251 (Pleasant Prairie)  
 The Sharing Center  
 Trustmark Consolidated  
 Union Local 15  
 United Way Blackhawk Region  
 United Way of Kenosha County  
 United Way of Racine County  
 University of Wisconsin - Parkside  
 UW of Greater Milwaukee & Waukesha Cty  
 USA Mobile Drug Testing of Milwaukee



Double E Workplace Solutions, LLC.  
 Dynamic Training Resources  
 Living As A Leader  
 Johnson Financial Group  
 NextHome Signature Group  
 Platinum Systems

## National Partners

Abbott Laboratories  
 AbbVie  
 Accenture  
 Allstate Insurance  
 Associated Bank  
 AT&T  
 Best Buy  
 Blackhawk Bank  
 Caterpillar Inc.  
 Constellation  
 Elevance Health  
 Enterprise Rent-A-Car  
 Exelon  
 GE  
 Hydrite Chemical  
 ITW

JCP  
 McDonald's  
 Molson Coors  
 Northwestern Mutual  
 People's Gas  
 Stellantis  
 SuperValu Inc  
 Thrivent Choice  
 Truist Company  
 US Bank Consolidated  
 Wabtec  
 Walmart  
 We Energies

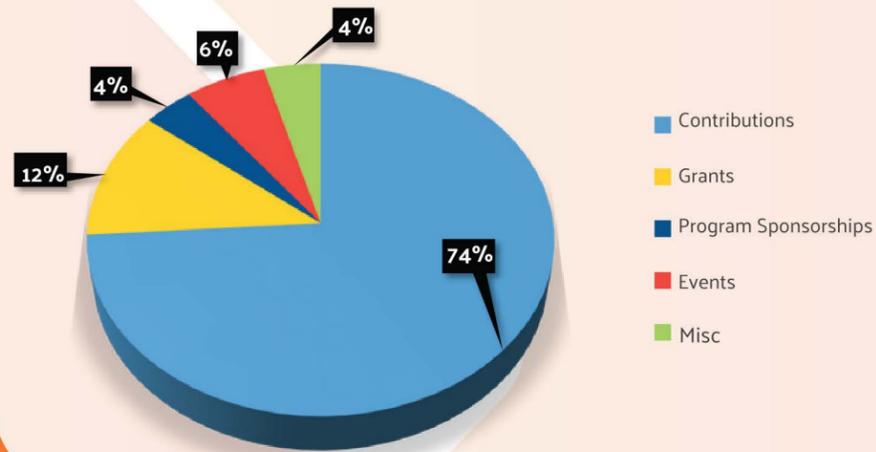
**We'd love to talk more with you about the ways your company can give back. Contact us today!**



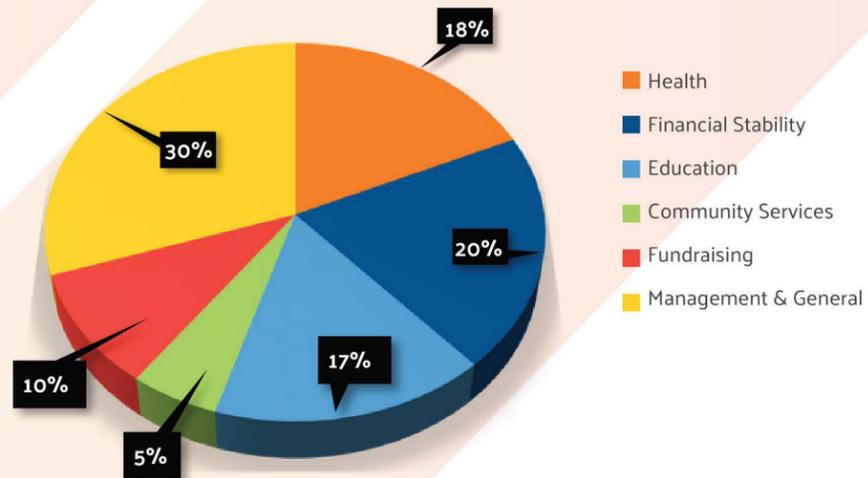
# Financials

Your contributions are vital in allowing us to maximize our impact and improve the health, education, and financial stability of all individuals and families in Kenosha County.

## Where does our money come from?



## How is our money spent?



# Contact Us

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