



# 2024 ANNUAL REPORT

UNITED WAY OF  
KENOSHA COUNTY



**UNITED WAY**  
Kenosha County





# LETTER FROM THE CEO

United Way of Kenosha County is committed to investing in what matters most—our youth, our families, and the future of our community.

With 36% of local households struggling financially, we focus on youth opportunity, financial stability, healthy communities, and community resiliency. These interconnected priorities create the foundation for long-term success.

From education and housing to mental health and economic support, we take a holistic approach to helping individuals and families not just get by but truly thrive.

Your generosity makes this possible. Together, we are creating lasting change and building a stronger Kenosha County.

United is the way forward.

*Carolynn Friesch*

Chief Executive Officer

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

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

## BOARD OF DIRECTORS

### 2024 Board of Directors Executive Committee

**Jacqueline Morris**, President  
Gateway Technical College

**Mark Holmes**, Audit Committee Chair  
LMI Packaging, Inc.

**Kelsey Hubeler**, Secretary  
Kenosha County

**Cyndean Jennings**, Community  
Investment Chair  
Gateway Technical College

**Rob Hogan**, Treasurer  
Johnson Financial Group

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**Tanya Ruder**

**Lt. Horace Staples**





# INVESTING IN IMPACT: WHERE YOUR DOLLARS GO

At United Way, every dollar you give is an investment in creating lasting change for our community. In 2024, your support fueled programs that empower families, strengthen neighborhoods, and open doors to new opportunities.



76 cents of every dollar supports programs and services supporting Kenosha County.

47%

YOUTH  
OPPORTUNITY

16%

COMMUNITY  
RESILIENCY

9%

FINANCIAL  
STABILITY

4%

HEALTHY  
COMMUNITY

15%

MANAGEMENT  
& GENERAL

9%

FUNDRAISING

**Youth Opportunity:** Helping children and teens succeed in school and beyond through literacy, mentorship, and enrichment programs.

**Community Resiliency:** Strengthening local systems to respond to emergencies and build a stronger, safer future for everyone.

**Financial Stability:** Providing resources and support to help individuals and families achieve long-term financial independence.

**Healthy Community:** Connecting our neighbors to vital health and wellness services so all can thrive.

**Management & General:** Ensuring strong oversight and efficient operations to maximize every dollar's impact.

**Fundraising:** Building partnerships and engaging donors to keep our investments focused on what matters most to our community and its people.

Scan the QR Code  
for more  
accountability  
information.



# HIGHLIGHTING OUR IMPACT

## Greg Strom, Readers Are Leaders Tutor

"I enjoy the smiles from the littles when I go to their classroom complete with fist bumps and sometimes a hug. I enjoy hearing about what is going on with their lives, their families, school, friends, etc. (joys and sorrows). I enjoy the terrific classroom teachers, learning coordinators, and support staff at the school(s)." When asked about his experience as a tutor, Greg says "I always GET more than I GIVE."



4,970  
children and  
youth  
received  
academic  
enrichment.

70% of  
individuals  
improved  
living and  
employability  
skills.



## Juliya, Kenosha Literacy Council Client

Thanks to United Way of Kenosha County, Juliya found her voice in a new country. When she arrived from Russia, she couldn't speak English and relied on her husband to communicate. Through classes at the Kenosha Literacy Council, she built confidence, made friends, started her first U.S. job, and has already read three books in English. With support, Juliya didn't just learn a new language—she built a new life.

## Anonymous VITA Client

"This service is vital for seniors and low-income families. Living on a fixed income gets harder every year as prices rise, but VITA gives me peace of mind. It saves so much money, and everyone who volunteers is so kind, friendly, and helpful."



37% of VITA  
clients used  
their refund  
to pay for  
their basic  
needs.





# OUR COMMUNITY INVESTMENT

UWKC invested \$126,073 to 14 local nonprofits and supports 15 programs to drive measurable change for people in need in Kenosha County through youth opportunity, financial security, and good health.

\*2023/2024 Investment Cycle

UWKC impacted  
the lives of  
35,057  
individuals and  
families in  
Kenosha County.

## Education

**Boys & Girls Club** - Youth Empowerment

**ELCA Outreach Center** - Summer Camp

**Kenosha YMCA** - Abilities in Motion Adaptive Sports

**LGBT CENTER OF SE WISCONSIN** - Kenosha LGBTQ+ Youth Program

## Health

**Kenosha Area Family and Aging Services, Inc.** - Meals on Wheels

**Sharing Center** - Nutrition Program

**Women and Children's Horizons** - Children's Services

**Women and Children's Horizons** - Legal Advocacy

**Catholic Charities** - Behavioral Health & Counseling Services

**Hope Council on Alcohol and Other Drug Abuse** - Parenting Time / Supervised Visitation

## Financial Security

**Asset Builders Of America, Inc. Kenosha** - Youth POWER Academy of Finance

**Kenosha Human Development Services, Inc.** - Homeless Rapid Rehousing Services

**Kenosha Literacy Council, Inc.** - Literacy for Life Adult Literacy Education Program

**Kenosha Vocational Ministry** - Vocational Ministry

**Shalom Center of the Interfaith Network** - Homeless Shelter Programs (Emergency Family and INNS Shelters)



“We all have to get our taxes done, and knowing there’s a service like this makes a huge difference.”

-Anonymous VITA Client

## FINANCIAL SECURITY

### VITA (VOLUNTEER INCOME TAX ASSISTANCE)

The Volunteer Income Tax Assistance (VITA) program provides free tax prep to individuals and families who need it most. But it’s more than just taxes. It’s peace of mind. It’s dignity. It’s the difference between falling behind and getting ahead. Every return filed helps someone keep more of what they’ve earned, avoid predatory fees, and build a stronger financial future.

### THANK YOU, 2024 VITA SPONSORS



### BY THE NUMBERS

35

VOLUNTEERS

2246

HOURS OF SERVICE

887

TAXPAYERS HELPED

1038

RETURNS FILED

\$239K

SAVED ON PREPERATION

\$1.23M

IN REFUNDS RETURNED





# 211 IMPACT

211 is Kenosha County's free, 24/7/365 connection to local services, like housing, food, utility assistance, elder care, crisis intervention, alcohol and other drug recovery and much more. 211 makes it easy and accessible for residents to get connected to information and assistance.

211  
RECEIVED  
2,360  
CONTACTS  
AND 4,742  
REFERRALS

1233

HOUSING &  
SHELTER

806

HEALTH, MENTAL HEALTH &  
SUBSTANCE USE

320

FOOD

131

INCOME  
SECURITY/SUPPORT

448

COMMUNITY & LEGAL  
SERVICES

432

OTHER BASIC  
NEEDS



## THIS IS ALICE

ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, and represents the growing number of families who work hard but still struggle to afford essentials like housing, child care, food, transportation, health care, and technology. These individuals play vital roles in keeping our communities running, yet remain one emergency away from financial crisis.

In 2023, 38% of households in Kenosha County were below the ALICE Threshold, including 12% living in poverty and 26% classified as ALICE. United Way of Kenosha County is proud to support ALICE families by funding programs that meet basic needs and promote long-term financial stability.

Scan the QR Code  
for more information  
about ALICE in  
Kenosha County



Visit <https://www.kenoshaunitedway.org/ALICE> for more ALICE information.





Mrs. Jones was amazing! My students were practically jumping into her lap as she read. It made me reflect on how they still love to hear stories being read aloud and the importance of having GREAT role models reading to them.”

-Mari Enwright  
3<sup>rd</sup> Grade Teacher, Nash Elementary School

# YOUTH OPPORTUNITY

We’re building brighter futures by helping kids learn, lead, and thrive. Your support improves reading skills through tutoring, celebrates literacy, inspires a love of books, and empowers young changemakers. Together, we are opening doors of opportunity for youth across our community.

## READERS ARE LEADERS

114 students received literacy support from 96 volunteers. Over 1,200 sessions were provided to students to enhance skills and the joy of reading.

## READ ACROSS KENOSHA

190 volunteers read to 4,219 students in 204 classrooms.

## IMAGINATION LIBRARY

630 children enrolled receiving free books monthly.

## YOUTH AS RESOURCES

Awarded seven youth \$500 each – \$3,500 total invested in youth-led community projects.

## BUILDING OUR FUTURE

BOF works to improve educational outcomes in Kenosha County by aligning efforts across sectors. UWKC is proud to support BOF through ongoing community collaboration.

# THANK YOU

Behind every success story is you—our dedicated partners, donors, and volunteers who make this work possible. Because of your generosity and commitment, children are learning to read, families are finding financial stability, and our community is growing stronger every day.

We are deeply grateful to the individuals, companies, and organizations who have invested their time, resources, and passion in creating lasting change. Thank you for believing in this mission and helping us build a brighter future together.

## Top Partners

Snap-on Incorporated  
Festival Foods  
Kenosha Beef  
Johnson Financial Group  
Ocean Spray  
Kenosha Unified School District  
Meijer  
LMI Packaging  
Educators Credit Union  
Aurora Health Care  
BMO Harris Bank  
Kenosha County Government  
City of Kenosha  
Costco Wholesale  
Kenosha Human Development Services  
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.  
Kenosha Area Family & Aging Services, Inc.

M3 Insurance  
NextHome Signature Group  
Petretti Properties  
Puratos Chocolate  
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  
TUnion 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

### **365 Business Partners**

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  
We Energies

### **Leadership Donor Society**

Myron Schulz  
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Mark S. Totts  
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Todd R. Battle  
Gerald D. Williams  
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Teresa B. Ottersen  
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Carolynn Marie Friesch  
Dr. Michele Hancock  
Pablo Bolano  
Patricia Geiger  
Mark J. Schwalbe  
Lucas Wysiatko  
Rick A. Madison  
John Johnson  
Demario Williams-Cannon  
Alan Flores  
Johnathan Schmeelk  
Jason Klawonn

### **Grants & Sponsorships**

Johnson Financial Group  
LMI Packaging  
Educator's Credit Union  
Huntington Bank  
Summit Credit Union  
Waste Management  
Gateway Technical College  
Snap-on  
Carthage College  
Community State Bank  
City of Kenosha (CDBG)  
Kleenmark  
Ardent Mills  
Uline  
St Mary's Lutheran Church  
Herzing  
City of Hope  
Aurora  
Blackhawk Community  
Credit Union





## CONTACT US

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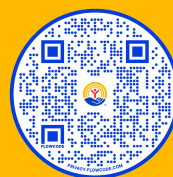
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## VOLUNTEER NOW

Scan the QR Code  
for volunteer  
opportunities



## LET'S CONNECT

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 (262) 658-4104

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 [@United Way of Kenosha County](https://www.youtube.com/channel/UCqWz8v8v8v8v8v8v8v8v8v8)

 [KenoshaUnitedWay.org](https://kenoshaunitedway.org)

# STAND UNITED. MAKE AN IMPACT.

Get Involved. Give Back. Take Action.

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



**UNITED WAY**  
Kenosha County