2025 ANNUAL REPORT

UNITED WAY
Kenosha County

Platinum Transparency 2025
Candid.

Charity Navigator
FOUR-STAR

BOARD OF DIRECTORS

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LETTER FROM BOARD PRESIDENT

Dear Friends,

Every day, we are reminded that meaningful change begins when people come together with a shared belief in what is possible.

Throughout 2025, our community showed what can happen when we choose to care, to serve, and to take action. Because of the generosity of our donors, the dedication of our volunteers, and the strength of our community partners, we helped create brighter futures and greater opportunities for our neighbors across Kenosha County.

But our work is about more than numbers and programs. It is about the student who gains confidence, the family who finds stability, and the neighbor who knows they are not alone.

Thank you for believing in the power of community and for being part of the change. Together, we are creating a stronger Kenosha County–because United is the Way.

With gratitude,

Tanya Ruder
Board President

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.

INVESTING IN IMPACT: WHERE YOUR DOLLARS GO

At United Way, every dollar you give is an investment in building a stronger, more resilient community. In 2025, your generosity helped advance programs that support families, strengthen neighborhoods, and create pathways to opportunity for everyone in our community.

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

51%	9%	13%	7%	11%	8%
YOUTH OPPORTUNITY	COMMUNITY RESILIENCY	FINANCIAL STABILITY	HEALTHY COMMUNITY	MANAGEMENT & GENERAL	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.

HIGHLIGHTING OUR IMPACT

Magan Perez, Read Across Kenosha Volunteer

For Magan, Read Across Kenosha is about sharing a world of possibility with young readers.

"Watching students light up as they discover new books and stories is a powerful reminder of how important it is to help every child build confidence, curiosity, and a lifelong love of reading."

4,870 children and youth received academic enrichment.

92% of individuals demonsrated improved skills for healthy living

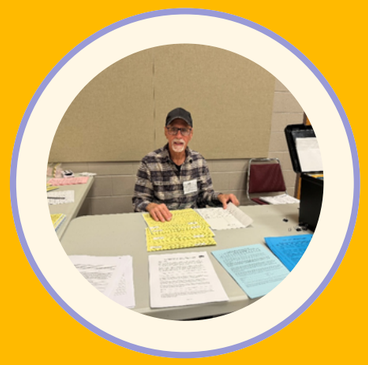
YMCA's Healthy Eating and Active Living (H.E.A.L.) program

Through hands on nutrition education, healthy cooking activities, & opportunities for physical activity, participants learn how to reduce their risk of illness & chronic diseases. Children gain confidence in making healthy food choices, while parents develop the knowledge & skills needed to support their family's well being. By making healthy living accessible, engaging, & fun, the H.E.A.L. helps families create lasting change & build a healthier future together.

VITA Volunteer

Volunteering for the Volunteer Income Tax Assistance Program is more than just tax preparation, it's helping our neighbors overcome financial hardships.

"My favorite part about volunteering is the opportunity to help people, knowing that I made an impact in someone's life."



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

OUR COMMUNITY INVESTMENT

UWKC invested $150,000 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.

*2024/2025 Investment Cycle

UWKC impacted the lives of 19,148 individuals and families in Kenosha County.

Education

Boys & Girls Club - Youth Empowerment

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

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)

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, 2025 VITA SPONSORS

Associated Bank, Educators Credit Union, Huntington, Trustmark, Kenosha Community Foundation, The City of Kenosha, Summit Credit Union, Susan B. Anthony

Thank you to the Kenosha Public Library and the City of Kenosha for their partnership in helping create lasting change. Together, we are expanding opportunities and improving lives across our community.

BY THE NUMBERS

54 VOLUNTEERS	1,997 HOURS OF SERVICE
781 TAXPAYERS HELPED	1,832 RETURNS FILED
$215K SAVED ON PREPARATION	$1.31M IN REFUNDS RETURNED

211 IMPACT

211 Wisconsin

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 2,275 CONTACTS AND 3,395 REFERRALS

TOP CATEGORIES: BY THE NUMBERS

1,353 HOUSING & SHELTER	746 HEALTH, MENTAL HEALTH & SUBSTANCE USE	248 FOOD
252 INCOME SECURITY/SUPPORT	447 COMMUNITY & LEGAL SERVICES	349 OTHER BASIC NEEDS

UNITED FOR ALICE

THIS IS ALICE

ALICE is an acronym for Asset Limited, Income Constrained, Employed, 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.

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

In 2024, 34% of households in Kenosha County were below the ALICE Threshold, including 11% living in poverty and 23% 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.

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

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

113 students (including pilot summer reading camp program) received literacy support from **91** volunteers. Over **1,200** sessions were provided to students to enhance skills and the joy of reading.

READ ACROSS KENOSHA

212 volunteers read to **4,107** students in **204** classrooms and provided **428** books to each classroom library.

IMAGINATION LIBRARY

650 children enrolled receiving **free** books monthly.

YOUTH AS RESOURCES

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

BORN LEARING TRAILS

2 interactive, family-friendly walking paths with activity stations were installed. Helping parents, caregivers, and young children explore, learn, and grow together.

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.

TECHQUITY

Through Techquity, United Way of Kenosha County is helping ensure that every resident has the technology and digital skills needed to succeed in today's connected world. As part of a statewide initiative led by United Way of WI, Techquity works to close the digital divide by providing eligible individuals with access to no-cost laptop computers, affordable internet resources, digital skills training, and personalized support from Digital Navigators.

"I work as an in-home caregiver for the elderly. The laptop has been a blessing to me because without it, I wasn't able to do my online job trainings or manage my finances. Working with the digital navigator , I've been able to set up cool features like the voice command and AI helper which make it possible for me to use the computer all on my own.

-Joyce Techequity Client

BY THE NUMBERS

980
WI RESIDENTS SERVED

1,050
LAPTOPS DISTRIBUTED

40+
DISTRIBUTION EVENTS HELD

THANK YOU TO OUR DONORS

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
Ocean Spray
Kenosha Beef
Festival Foods
Meijer
NextHome Signature Group
KUSD
Johnson Financial Group
LMI Packaging
Eli Lilly
Costco Wholesale

365 Business Partners
Double E Workplace Solutions, LLC.
Johnson Financial Group
Platinum Systems

Local Partners
Advocate Aurora
Andrea & Orendorff
Associated Bank
Beckart Environmental, Inc.
BMO Harris
Boys & Girls Club of Kenosha
Catholic Charities of Racine & Kenosha
Chrysler Retirees
City of Kenosha
Community State Bank
Culvers - Somers, WI
Educators Credit Union
Gateway Technical College
Herbert Kohl Philanthropies
Johnson Controls Inc.
JPMorgan Chase
Kenosha Area Chamber of Commerce
Kenosha County Government
Kenosha Literacy Council, Inc.
M3 Insurance Solutions
Northwestern Mutual
Racine/Kenosha Vocational Ministry
SC Johnson Wax
Southport Wellness Cafe & Smoothie Bar
State of Wisconsin
Summit Credit Union
SuperValu Inc
Target
Trustmark Foundation
University of Wisconsin - Parkside
Women and Children's Horizons Inc.

National Partners
Abbott Laboratories
AbbVie
Accenture
Allstate Insurance
Amcor
American Water thru benevity
AT&T
Banker's Bank
Bissell Inc.
Caterpillar Foundation
Children's Hospital
Elevance Health
Exelon
FIS
GE Healthcare
ITW
Katz, Sapper & Miller LLP
Manpower
Mercyhealth
North Shore Bank
Paychex, Inc.
PNC Bank
Rockwell Automation
Shorewest Realtors
Solenis
Stellantis NV
Telemon
Thrivent Choice Dollars
T-Mobile
Wabtec
WE Energies
Zilber
Zions Bank

Leadership Donor Society
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Kenneth Wells
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Alan Flores
Daniel Rohde
Brittany Long
Shannon Tobias
Robert Pieroni
Dennis Vignieri
Carolynn Friesch
Dena Feingold
Donald Jacobson
John Swallow
Mark Ruffalo
Rob Hogan

Grants & Sponsorships
Ardent Mills
Associated Bank
Aurora
BCU
Blackhawk Community Credit Union
Carthage College
City of Hope
City of Kenosha (CDBG)
Community State Bank
Educator's Credit Union
Eli Lilly
Gateway Technical College
Huntington Bank
Johnson Financial Group
KAFASI
Kenosha Community Foundation
Kenosha Lions Foundation
Kenosha Rotary Foundation
Kleenmark
LMI Packaging
Snap-on Incorporated
Summit Credit Union
Susan B Anthony
Uline
Vizance

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VOLUNTEER NOW

Scan the QR Code for volunteer opportunities

LET'S CONNECT

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