



United Way of Kenosha County Annual Report 2021

United
Way



United Way
of Kenosha County

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Letter From the CEO



It's an honor to provide our community with an update on United Way of Kenosha County (UWKC) with our Annual Report. In it you will find more information on UWKC's impact in 2021 as well as organizational changes. To start, I joined the team in May and have been completely amazed to experience and be a part of the caring power of our community. The people that I have met over the past year are exemplary in their strength, courage and commitment to Kenosha County.

2021 was a pivotal year as we looked to reintroduce, reimagine and refocus programming in part due to pandemic-driven transformations but also in order to best serve all people in Kenosha.

The team underwent transitions as I welcomed two new staff members, who will be instrumental in continuing to move our work forward. Without you, however, none of this would be possible.

I look forward to LIVING UNITED with you.

Yours in service,

Carolynn Friesch

Carolynn Friesch
Chief Executive Officer at United Way of Kenosha County

Our Community Investment



COMMUNITY INVESTMENT

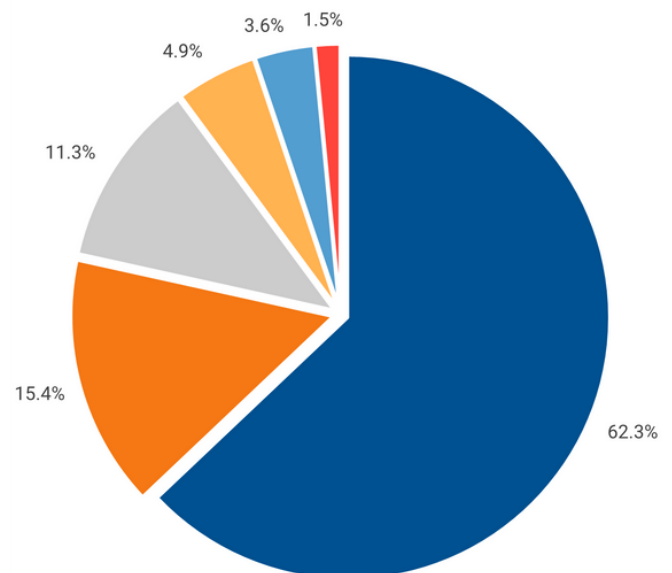
As a convener, collaborator and catalyst for change, **our vision is to create a thriving community where adults and children have equitable access to, and participate in, education, financial stability and good healthcare.** As part of that commitment, UWKC invests in high-performing organizations that provide programs and services in alignment with our strategic priorities through a competitive grant process. Funding requests are reviewed annually by community volunteers known as our Community Investment Committee (CIC).

2021 IMPACT

KEY

- Health, Mental Health, Substance Abuse
- Community and Legal Services
- Housing and Shelter
- Other Basic Needs
- Food
- Income Security

PROGRAM FOCUS AREA BREAKDOWN



The next three pages feature more information about the difference we make together, featuring impact stories from four of our nonprofit partners. We are proud to support their work, and the work of all of our partners, as we come together to bring our vision of equitable access for all people in our community to life.

Our Community Investment



FUNDED PROGRAMS

EDUCATION

Youth Empowerment - Boys and Girls Club
Early Invention Program - Kenosha Achievement Center
Fatherhood involvement - Racine/Kenosha Community Action Agency
Lincoln Middle School Teen Achievers - YMCA

HEALTH

S.C.A.N- BeLEAF Survivors
Behavioral Health and Counseling - Catholic Charites
Child and Family Counseling - Children Service Society of Wisconsin
Meals on Wheels- Kenosha Area Family and Aging Services
Juvenile Crisis- Kenosha Human Development Services
Senior Veggie - Racine/Kenosha Community Action Agency
Homeless Shelter- Shalom Center
Nutrition Program- Sharing Center
Legal Advocacy- Women and Children's Horizons
Children's Services- Women and Children's Horizons
Livestrong- YMCA
Safety Around Water-YMCA

FINANCIAL STABILITY

Transitional Housing- Kenosha Human Development Services
Adult Literacy- Kenosha Literacy Council
Vocational Ministry- Kenosha Vocational Ministries

2021 IMPACT

2020-2021 Funding Cycle

14 Nonprofit Partners Received
\$235K in Funding to Support
19 Community Programs



Donations to United Way of Kenosha County help fund these vital community organizations and their programs. Donate today by visiting: www.kenoshaunitedway.org/donate

Our Community Impact



HOPE IS THE ENGINE
OF TRANSFORMATION

RACINE/KENOSHA VOCATIONAL MINISTRIES (RKVM)

To date, **RKVM has placed 4,765 people in jobs and/or education.** Their work is focused not on employment, but on vocation, which is not a job, or even a career; it is a calling. RKVM believes that all people are gifted with the skills and abilities to build a life that is both personally satisfying and an asset to the community.

KENOSHA LITERACY COUNCIL (KLC)

KLC is made up of teachers, learners, tutors, volunteers and donors who work together to improve adult literacy in Kenosha County because literacy is a basic human right and the foundation for lifelong learning.

In 2021, UWKC supported the expansion to 1,103 language class/tutor sessions for 707 KLC students. Most of KLC's students (79 percent) are learning English as a second language but others (21 percent) are American-born, English speaking students. KLC teaches reading, writing and speaking skills to adults and families so they can achieve financial independence, good health and greater involvement in our community.



Our Community Impact



BeLEAF SURVIVORS

In 2021, BELEAF Survivors provided abuse awareness lessons to 2,413 Kenosha Unified School District (KUSD) Students through their program S.C.A.N. (Stop Child Abuse and Neglect). SCAN teaches children to recognize abusive situations and to understand that abuse needs to be reported right away to trusted adults.

SCAN teaches children lessons like abuse is never a child's fault and that all children are special and have a right to feel safe and be safe. They envision a world where all children grow up in safe environments free from abuse.

THE SHARING CENTER

The Sharing Center's Nutrition Program, primarily the Emergency Food Pantry, has become the gateway to services for families in crisis or with complex or long-term basic needs. **In 2021, their nutrition program helped 2,839 residents access healthy food and resources.**

Food insecurity is most often the first indicator of financial instability. The Sharing Center serves as an entry point for holistically identifying and addressing people's needs by connecting people to established resources or creating community solutions for those needs. The Sharing Center continues to lead the way in Kenosha County to best serve the community and work toward ending homelessness and hunger both in Kenosha County and nationally.



Our Impact in Education



IMAGINATION LIBRARY

Imagination Library was created in 1996 by Dolly Parton to foster a love of reading in children and promote early childhood literacy. The Imagination Library provides FREE age-appropriate, high-quality books each month to registered children from birth to age five. **Through the Imagination Library, which launched in Kenosha County in October 2021, UWKC helps ensure that all children have books at home, regardless of the environment in which they grow up in.** This program is a perfect fit for our education initiatives as we look at the early childhood priority of school readiness.

2021 IMPACT

- 2** Months of Active Enrollment
- 4** Community Partners: A Place To Grow, The Sharing Center, Community Library and Kenosha Achievement Center
- 4** Program Sponsors: Gateway Technical College, Johnson Financial Group, Aurora Healthcare and the Kloss Foundation
- 6** Eligible Zip Codes: 53104, 53168, 53170, 53179, 53181 & 53192
- 146** Enrolled Children*

*As it takes a couple months for enrolled children to begin receiving their free books, and enrollment opened in October, UWKC has no significant data to report for the total number of books received in 2021. Stay tuned for an update in our 2022 Annual Report.



Our Impact in Education



BORN LEARNING TRAILS

Children are constantly learning, right from birth. To help adults turn a simple park visit into an early learning opportunity, Born Learning Trails offer multiple activity stations with fun, interactive learning games that parents, grandparents and caregivers can play with young children. The trails are an educational strategy to boost children's language and literacy skills – a valuable community resource for early learning. In partnership with the City of Kenosha, **UWKC installed Kenosha's first Born Learn Trail in August 2021 in Columbus Park.**



2021 IMPACT

- 1 Born Learn Trail Installation
- 10 Interactive Activities
- 20 Volunteers
- 60 Hours Spent Installing

Sponsored By:



Our Impact in Education



READERS ARE LEADERS

Readers Are Leaders (RAL) promotes literacy and provides reading support to students who need it most by pairing volunteer tutors with students at participating schools. RAL was on hiatus during the 2021-2022 school year, but **community volunteers stayed engaged with students through recorded, virtual readings, which reached over 1K views on Facebook.** Stay tuned for updates on the program's relaunch.



MEET THE TEAM

Picture Provided By:

John S. Rusfeldt
P H O T O G R A P H Y

In partnership with The PhotoKenosha Group

Jevon Claussen,
Director of Community Impact

Sherry Westhoff,
Finance Manager

Carolynn Friesch,
CEO

Rita Nicholson,
VITA Program Coordinator

Marisa Markowski,
Resource Development Manager



Our Impact in Education



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.** As a backbone organization, BOF enables system leaders, community-based organizations, practitioners, and philanthropists to work together to get better results for kids. The partnership works to identify data-driven, outcomes-focused strategies to address root causes of inequities. This approach will put more young people on the path to economic mobility.

United Way of Kenosha County is proud to support Building Our Future by serving as fiscal sponsor as well as a partner through collaboration on various community initiatives.

2021 IMPACT

- 24** CommUNITY Conversations in Lincoln Park and Wilson Heights Neighborhoods
- 363** Total Community Conversation Attendees
- 7** Partner Organizations who Completed Results Count/Continuous Improvement Cohort
- 43** Partner Organizations Trained in DEI
- 156** Local Leaders Trained in DEI to Date
- 2** Schools Launched WI Reading Corps: Brass Community School and Wilson Elementary
- 500+** Partners Involved in Kenosha County Collective Impact



Our Impact in Education



YOUTH AS RESOURCES

Kenosha County Youth As Resources (YAR) is a grant-giving program which funds youth-designed, youth-led community service projects in Kenosha County. The program fosters complete youth involvement, including not only leading the approved service projects but also reviewing and allocating grant funds. YAR is made possible by a partnership between United Way of Kenosha County and University of Wisconsin-Madison Division of Extension.

2021 IMPACT

*Data from '20-'21 grant cycle

5 Adult Board Members

9 Youth Board Members

11 Grant Recipients & Youth-Led Service Projects

\$5,460 Awarded



Being in YAR has been one of the greatest experiences of high school. My leadership and communications skills have grown, and I have been fortunate enough to help with the development of the Shalom Center pavilion, numerous book drives, and donations...

-Justus Wilhoit

Our Impact in Health



Single Care Formerly known as Familywize

SingleCare is a prescriptions savings program, which provides a free and powerful resource for ALL Kenosha County residents. United Way of Kenosha County partners with SingleCare (formerly FamilyWize) to provide **access to affordable prescription medications at no cost to the individual**, ensuring greater health and financial stability. Free discount cards are available for all community members, as well as their family, friends or neighbors in our community.

2021 IMPACT

*Data from Jan. 2021 - Dec. 2021

1,740 Community Members Utilized SingleCare in Kenosha County

\$217K in Prescription Savings

1K+ United Ways partnered with SingleCare in all **50** States

29.6K Community Members Utilized SingleCare since 2009

\$125 Average Savings per person

\$2.68M Total in Prescriptions Savings since 2009

\$217,368.90
in prescription savings
in 2021

Our Impact in Basic Needs



IMPACT 2-1-1

IMPACT 211 provides a central access point for people who need help to take the first step toward regaining stability. During times of personal crisis or community disaster, the free, confidential helpline and online resource directory make it easy for Kenosha County residents to get connected to information and assistance. **211 is Kenosha County's one-stop connection to the local services**, like utility assistance, housing, food, elder care, crisis intervention, alcohol and other drug recovery and much more.

2021 IMPACT

*Data from Jan. 2021 - Dec. 2021

2,668 Calls from Residents in Need -

Top Three Needs:

- Healthcare (COVID-19 Vaccine)
- Housing or Shelter
- Substance Use Disorder Assistance

4,009 Local Referrals -

Top Three Referrals:

- WI Dept. of Health Services
- Racine, Kenosha Community Action Agency
- Shalom Center



Our Impact in Financial Stability



VOLUNTEER INCOME TAX ASSISTANCE (VITA)

The Kenosha County VITA Coalition, a partnership between Carthage College, the Kenosha County Job Center, Gateway Technical College, UW-Parkside, the IRS and United Way of Kenosha County, provides free tax assistance to Kenosha County's low to moderate income residents. Residents like Michael Quinn come back year after year. **Many could not afford the cost of tax preparation and would not have access to the refunds they earned without the hard work of United Way of Kenosha County's volunteer tax preparers.**

2021 IMPACT

35 IRS Certified Volunteer Tax Preparers
2,328 Hours of Service
873 Taxpayers helped
\$1.7M Back into Kenosha County
12.9K Total Taxpayers who Have Received Assistance since 2010
\$19.75M Saved in Tax Refunds Since 2010

Sponsored By:



Thank You to All of Our VITA Volunteers!



I really appreciate the staff and the great job they did on preparing my taxes just like they did last year. I will definitely be back next year.

-Michael Q.



Campaign Contributors



WORKPLACE CAMPAIGNS

The United Way Workplace Campaign unites employees within a business or organization and across all industries to give back to the community where they live, work and/or play in. By donating, volunteering, and advocating for causes that matter to them, individuals can make a greater impact. Campaigns are more than just raising money for a cause; they strengthen connections between employees and their community.

TOP CAMPAIGN PARTNERS

Andrea & Orendorff
Beckart Environmental, Inc.
Carthage College
City of Kenosha
Festival Foods
Kenosha Beef International
Kenosha County Government
Kenosha Human Development Services
Kenosha Unified School District
LMI Packaging
Meijer
Ocean Spray Cranberries, Inc.
Pieper Electric
Snap-on Incorporated
Uline



Want to run a workplace campaign at your business?
We'd love to talk more with you about the ways we
can work together! Call Marisa Markowski
at (262) 671-2208. Thank you!

Campaign Contributors



LOCAL CAMPAIGN PARTNERS

Amazon Smile program
Ascension Wisconsin
Boys & Girls Club of Kenosha
Chrysler Retirees
Community State Bank
Costco Wholesale
Crawford and Wright Orthodontics
Educators Credit Union
ELCA Outreach Center
Froedtert South
Gateway Technical College
Girl Scouts of WI SE
Gordon Food Service
Heart of Illinois United Way
InSinkErator - Kenosha
Johnson Controls Inc.
Johnson Financial Group
Landmark Credit Union
Manpower
Robert Baird

Rockwell Automation
SE WI Regional Planning Commission
Shalom Center of the Interfaith Network
Shorewest Realtors
Southern Lakes Credit Union
State of Wisconsin
Target 2251
Trustmark Consolidated
Union Local 15
United eWay
United Way Blackhawk Region
United Way of Greater Atlanta
United Way of Greater McHenry Co.
United Way of Kenosha County
United Way of Lake County
United Way of Racine County
United Way of San Antonio & Bexar County
University of Wisconsin - Parkside
UW of Greater Milwaukee & Waukesha Cty



NATIONAL CAMPAIGN PARTNERS

Abbott Laboratories
AbbVie
Accenture
Allstate Insurance
Anthem Assoc.
Associated Bank
AT&T
Best Buy
BMO Consolidated
Cigna
CNG

ConAgra Foods, Inc.
Enterprise Rent-A-Car
Exelon
FIS
Ford Retirees
GE
Google
Hydrite Chemical
ITW
JCP
McDonald's

Mercyhealth
Molson Coors
Novelis
Nutrien
People's Gas
Raymond James Finance
Sirius Computer Solutions
Stellantis
SuperValu Inc
Thrivent Choice
Town Bank

Truist Company
Union Pacific Railroad National
UPS
US Bank Consolidated
US Connect
Walmart
Walgreen's Master
We Energies
Wheaton Franciscan
Zurn Industries - UWGM

Our Board and Committee Members



UNITED WAY OF KENOSHA COUNTY BOARD DIRECTORS

Nicholas Smith, President, *Aurora Health Care*
Dr. Jeff Hill, Treasurer, *Herzing University*
Nina Taylor, Secretary,
Workforce Development for Kenosha County
Patricia Demos, Community Investment
Committee Chair, *KUSD Retiree*
*Kimberlie Goldsberry, Audit Committee Chair,
Carthage College
Dezarrea Johnson-Kindle, *Nexthome*
Signature Group
*Jacqueline Morris, *Gateway Technical College*
Dr. Jen Freiheit, *Kenosha Public Health*
Jerry Harried, *Uline*
Jordania Leon-Jordon, *UW-Parkside*
JP Moran, *LMI Packaging*
Nikki Payne, *Southeastern Wisconsin Regional*
Planning Commission
Rob Hogan, *Johnson Financial Group*
Terri Wruck, *Snap-On*

**indicates involvement in governance committee*

Finance Committee

Barna Bencs
Jacquetta Gearheart
Jeff Hill
Pete Sinsky
Rob Hogan

Audit Committee

Barna Bencs
Kimberly Goldsberry
Terri Schmidt
Tina Schmitz
Pete Sinsky

COMMUNITY INVESTMENT COMMITTEE (CIC) MEMBERS

Pat Demos, Chair
Cyndean Jennings, Vice-Chair
Barb Brattin
Fernanda Arizola
Grace Cajiuat
Horace Staples
Juan Torres
Kim Schuller
Nikki Payne
Robyn Heathcote Doersch
Rod Doersch
Ruth Rossman
William (Bill) Roberts



Our Impact at a Glance



COMMUNITY INVESTMENT

UWKC invests in local organizations that align with our strategic priorities of Education, Health, Basic Needs and Financial Stability.

14 Nonprofit partners

\$235K Awarded in grant funding

19 Community programs supported

COMMUNITY IMPACT

Together, we Live UNITED with our community investment partners to have a greater impact.

4,765 People in jobs or education

1,103 Language tutoring sessions

2,413 Students learned abuse awareness

2,819 Residents accessed healthy food

EDUCATION

6 Zip codes added to **Imagination Library**

146 Kids enrolled in Imagination Library

1 **Born Learning Trail** Installation

1K+ Views on **RAL** virtual readings

2 Schools launched WI Reading Corps

43 Partners trained in DEI via **BOF**

11 Youth-Led Service Projects via **YAR**

HEALTH

We partner with **SingleCare** to provide access to affordable prescription medications at no cost to the individual

1,740 People used SingleCare

\$217K in Prescription savings

\$125 Average savings per person

BASIC NEEDS

During times of crisis, **211** serves as a free, confidential line to connect residents to help.

Top three needs: Healthcare, housing or shelter and substance use disorder assistance

2,668 Calls from residents in need

4,009 Local referrals

FINANCIAL STABILITY

Through VITA, we provide free tax assistance to Kenosha County's residents who likely could not afford the cost of professional tax prep.

35 IRS certified volunteer tax preparers

873 Taxpayers who received help

\$1.7M Back into Kenosha County

THANK YOU TO ALL OF OUR VOLUNTEERS, DONORS, COMMITTEE MEMBERS AND YOU!

CONNECT:



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