



United Way of Kenosha County Annual Report 2022



United Way
of Kenosha County

Give. Advocate. Volunteer. LIVE UNITED.

...since 1923

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Letter From the CEO



Dear Kenosha County community members,

As we approach the end of another remarkable year in service of Kenosha County, it is with great honor that I bear witness to the unwavering compassion that defines our community. The United Way of Kenosha County team stands humbled and privileged to present to you our 2022 Annual Report, showcasing the investments we have made in local nonprofits and the profound impact of our programs, including Readers Are Leaders, Volunteer Income Tax Assistance (VITA), and 211.

Throughout 2022, United Way of Kenosha County extended its support in benefit of almost 20,000 individuals, granting access to crucial educational, health, & financial services. Personally, I was moved by the enthusiasm displayed by the students participating in Readers Are Leaders. Despite challenges imposed by the pandemic, our dedicated volunteers returned to Brass, Forest Park, and Wilson elementary schools to provide invaluable, one-on-one literacy tutoring. As a tutor myself, I was inspired by the progress made by my students and the connections we forged. Witnessing their transformation into more confident readers fills me with pride.

The road ahead brims with immense possibilities as we continue to work together towards a positive impact in education, health, financial stability, and meeting basic needs. In 2022, we concentrated our efforts on harnessing the abundant strengths of our community to amplify our impact. By joining forces with all of you, we propelled our initiatives forward, addressing the current, pressing needs of our community.

I extend my deepest gratitude to each of you for your unwavering financial support, volunteer time, and advocacy efforts. It is through your collective contributions that we can envision making an even greater difference in the years to come.

Together, we can all truly LIVE UNITED in Kenosha County.

With heartfelt appreciation and a shared dedication to service,

Carolynn Friesch

Carolynn Friesch

Chief Executive Officer at United Way of Kenosha County

Our Community Investment



COMMUNITY INVESTMENT

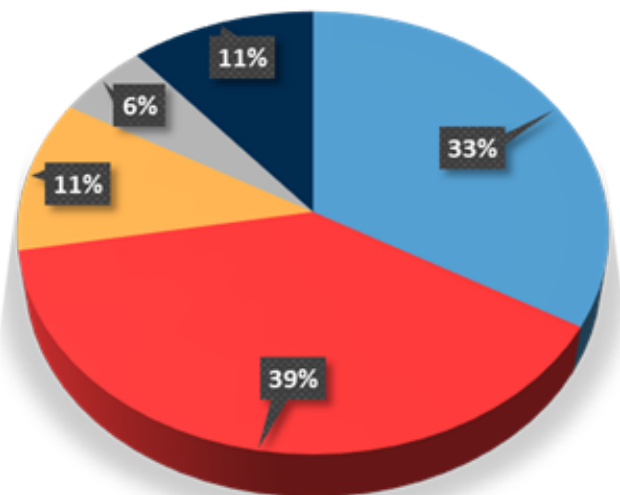
In 2022 **13,273 Kenosha County residents received access to vital services** through our community investment partners. As part of our vision to create a thriving community where adults and children have equitable access to, and can participate in, education, financial stability, and quality healthcare, UWKC invests your donations in high-performing organizations through a competitive grant process. Funding requests are reviewed by volunteers known as our Community Investment Committee (CIC).

2022 IMPACT

KEY

- Health, Mental Health, Substance Abuse
- Education
- Housing and Shelter
- Other Basic Needs
- Financial Stability

PROGRAM FOCUS AREA BREAKDOWN



The next three pages feature our highlighted partners and our collective impact. We are proud to celebrate and support their work, coming together to bring our vision of equitable access for all people in Kenosha to life.

Our Community Investment



FUNDED PROGRAMS

EDUCATION

Youth Empowerment - Boys and Girls Club
Early Intervention Program - Kenosha Achievement Center
Lincoln Middle School Teen Achievers - YMCA
Summer Camp - ELCA Outreach Center

HEALTH

S.C.A.N - BeLEAF Survivors
Behavioral Health and Counseling - Catholic Charities
Child and Family Counseling - Children Service Society of Wisconsin
Meals on Wheels - Kenosha Area Family and Aging Services
Juvenile Crisis - Kenosha Human Development Services
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

2022 IMPACT

2021-2022 Funding Cycle

14 Nonprofit Partners Received

\$170K in Funding to Support

18 Community Programs

**An additional
\$2.5K was
awarded through
community gifts.**



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



WOMEN AND CHILDREN'S
HORIZONS
Advocating for Victims of Domestic and Sexual Violence

1 in 3 women and 1 in 9 men will be victimized in their lifetime. Kenosha County ranks as the second highest county in WI for victimization, making the work of Women and Children's Horizons (WCH) that much more critical to our community.

WCH is the Midwest's oldest, continuously operating crisis line and shelter for domestic violence and sexual assault victims and their children, offering full services for sheltered and non-sheltered clients.

In 2022, WCH supported 2,000+ victims and children with emergency shelter, transitional living, legal services, food, and therapy. They also provided outreach and training to schools, law enforcement, courts, and social service agencies regionally and nationally.



Kenosha Area Family and Aging Services, Inc is where Kenoshans care for Kenosha. Their mission is to support and promote healthy aging, build strong families, and create a connected community.

In 2022, KAFASI served over 108K meals through Meals on Wheels, helped 220 families with 14K hours of support and parenting classes, provided 19K senior volunteer hours for our community, **4K rides were provided, and 126 hours of technical assistance** to seniors learning to use technology.

KAFASI's programs empower people to overcome the challenges they may face and to help them understand that, regardless of age, they are a valuable part of the fabric of our community.



Our Community Impact



The ELCA Outreach Center provides a free, 6-week summer camp for primarily low-income, elementary school children. It gives children a safe and fun summer learning environment and provides paid work opportunities with extraordinary life experience to high school and college camp counselors.

In 2022, 53 students participated in the ELCA Summer Camp, engaging children in activities like sports, swim lessons, and fun field trips. They also practice skills in school subjects such as math, science, reading, and art. Relationships formed between camp counselors and campers are considered a life-changing connection, and they have fun while learning together too.



Since 1982, Shalom Center has provided a lifeline to individuals and families experiencing food insecurity and homelessness. Beyond a meal and a bed, Shalom Center offers case management and wrap-around services with the goal of self-sufficiency by maximizing the potential of the people we serve.

In 2022, Shalom Center served 12,505 households from their Food Pantry and provided almost 19,000 shelter nights to those who found themselves without shelter. No matter the need, Shalom Center is there, serving as the only homeless shelter that serves the entire community, largest food pantry and distribution center, and longest running nightly meal program in Kenosha County. **Together, we can continue to build HOPE and Impact Lives. United!**



Our Community Impact



BUILDING UNITY IN COMMUNITY



Building Unity in CommUNITY, provides Kenosha County professionals with training resources that increase awareness and understanding of equity, diversity, inclusion, and unconscious bias, and ultimately, leads to more equitable workplaces. **In 2022, 60 individuals from 36 local organizations received 15+ hours of EDI training.**

Made possible by: The Mary Lou & Arthur F. Mahone Fund, Herzing University, and Snap-on Incorporated.

VOLUNTEER WISCONSIN

Volunteer Wisconsin – UWKC’s newest volunteer database – allows volunteers to connect with local nonprofits and 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.



www.kenoshaunitedway.org/volunteer

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.

2022 IMPACT

- 1** Full Year of Active Enrollment
- 396** Enrolled Children*
- 35** Graduated Children
- 4.7K** Books Mailed
- 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

*Dolly Parton's Imagination Library (DPIL) provides local projections for child registrations. The DPIL forecast accounted for 342 registrations in the first year, or 20% of eligible children. UWKC proudly exceeded this forecast within the program's first year.



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, the Born Learning Trail in Columbus Park offers multiple activity stations with fun, interactive learning games that parents, grandparents and caregivers can play with young children.

Sponsored By:



Educators
CREDIT UNION

SENSORY PLAYGROUNDS

Sensory playgrounds offer activity stations with interactive learning games that students can engage with and play together. Concepts like counting, math, and the alphabet are brought to life with colorful activities every student can enjoy. **In 2022, Sensory Playgrounds were created at The Brompton School and Tall Oaks Academy**, which were made possible by a partnership with school administration and parent leaders. Your school can have a sensory playground too! Contact us to learn more.



Our Impact in Education



READERS ARE LEADERS

In Kenosha County, just one in four third graders can read proficiently. Readers Are Leaders (RAL) aims to reverse this statistic by promoting literacy and providing reading support to students who need it most. In January '22, just in time for the second semester, RAL relaunched after a pandemic-driven hiatus. Community volunteers were eager to return to reading with students. **Together, students and tutors put in more than 365 hours of reading.**



2022 IMPACT

*Data from 2021-2022 school year

- 3** Participating Schools, Including 1 After School Program:
Forest Park, Brass, and Wilson Elementary
- 41** Students
- 47** Tutors
- 594** Tutoring Sessions
- 365** Hours Spent Reading
- 1** Eagle Scout Project
- 50** Backpacks Donated

With help from Keira Clark, Scout Troop 505G, students participating in RAL received a new backpack, books, and other literacy activities. Keira has a passion for literacy and wanted to help students develop a love for reading. Their Eagle Scout project, **"Preventing the Summer Slide,"** aimed to prevent learning loss over summer by providing students with materials to keep them reading all summer long. Thank you, Keira!



Our Impact in Education



READ ACROSS KENOSHA

Read Across Kenosha: A Community Literacy Event took place on Wednesday, March 2, 2022, in partnership with KUSD. Previously, the event mobilized hundreds of volunteers in a one-day celebration of reading. This year, however, local leaders engaged with classrooms through pre-recorded and live virtual readings. Books featured diverse authors and titles, guided by the National Education Association. Sponsorships and community donations helped provide children's books to 260 KUSD classrooms.



Photo courtesy of
Kenosha Unified School District (KUSD)

2022 IMPACT

- 3** Event Sponsors: Gateway Technical College, UW-Parkside, & LMI Packaging
- 3** Event Partners: Kenosha Unified School District, Kenosha Community Media, & Blue House Books
- 17** Local Community Leader Readers
- 25** Schools/Programs Registered
- 2,000** Students and **84** Educators Registered for Live Readings
- 260** Books Donated to KUSD Classrooms



THANK YOU COMMUNITY READERS!

KUSD – Beth Ormseth and Yolanda Adams, **Culver's** – Kandace Young and Scoopie, **Gateway Technical College** – Bryan Albrecht, Zina Haywood, Sharon Johnson, and Stephanie Sklba, **Kenosha Kingfish** – Alyssa Hill and Elvis, **City of Kenosha** – Mayor John Antaramian, **University of Wisconsin-Parkside** – Chancellor Ford, Jordania Leon-Jordan, Rob Ducoffe, and Scott Menke, **Kenosha Public Library** – Heather Thompson & Marcia Siehr, **Racine Zoo** – Beth Heidorn, and **Kenosha Literacy Council**

Our Impact in Education



YOUTH AS RESOURCES

*Data from 2021-2022 grant cycle

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 (**9** youth board members and **3** adult members), including not only leading the approved service projects but also reviewing and allocating grant funds. **In 2022, 14 grant recipients and youth-led service projects were awarded \$5,210.**

YAR is made possible by a partnership between United Way of Kenosha County and University of Wisconsin-Madison Division of Extension.



Through YAR, I gained many valuable leadership skills that will last a lifetime. My involvement allowed me to experience the impact that youth can have on their community. It is amazing what can be accomplished when given a voice to create positive change.
-Abbey Proctor

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 organizes local government, community based organizations, schools, families 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.



Our Impact in Health



Single Care Formerly known as Familywise

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 FamilyWise) 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.

2022 IMPACT

*Data from Jan. 2022 - Dec. 2022

1,570 Community Members Utilized SingleCare in Kenosha County, and **1K+** United Ways partnered with SingleCare in all **50** States.



UNLOCK SAVINGS

visit www.kenoshaunitedway.org/singlecare
to print your *SingleCare savings card*.

\$190,370.30

in prescription savings
in 2022

24,167

people helped in
Kenosha

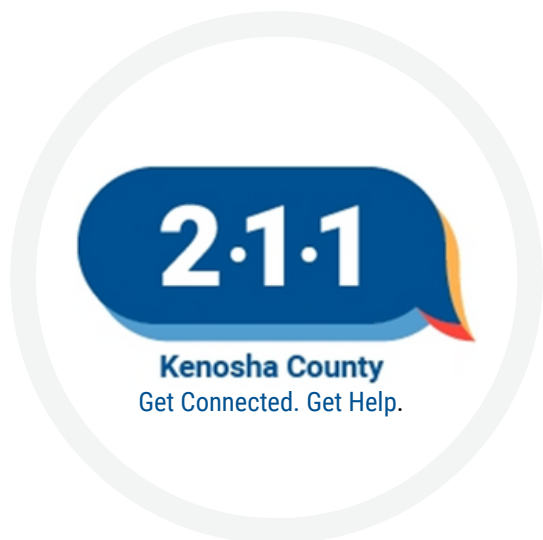
\$125

average saved
per person

\$2,923,855

TOTAL IN
PRESCRIPTION
SAVINGS SINCE 2009

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 local services**, like utility assistance, housing, food, elder care, crisis intervention, alcohol and other drug recovery and much more.

2022 IMPACT

*Data from Jan. 2022 - Dec. 2022

1,948 Calls from Residents in Need -

Top Three Needs:

- Housing or Shelter
- Substance Use Disorder Assistance
- Food Pantries

3,645 Local Referrals -

Top Three Referrals:

- Racine, Kenosha Community Action Agency
- Shalom Center
- Kenosha Human Development Services



visit www.kenoshaunitedway.org/211
to get connected to resources.



Our Impact in Financial Stability



VOLUNTEER INCOME TAX ASSISTANCE

The Volunteer Income Tax Assistance (VITA) program uses IRS-certified volunteers to provide free, quality tax preparation for moderate to low-income individuals and families.

2022 IMPACT

34 IRS Certified Volunteer Tax Preparers
2,098 Hours of Service
925 Taxpayers Helped
\$1.63M Back into Kenosha County
13.8K Total Taxpayers who Have Received Assistance since 2010
\$21.4M refunded to Kenosha Residents in the last 13 years.

47.6%

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

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

20%

of VITA clients are unable or unsure if they are able to pay monthly bills

VITA has been a lifesaver for me! I am happy with the service I receive



Sponsored By:



Thank You to All of Our VITA Volunteers!

Our Impact in Financial Stability



ALICE IN FOCUS

ALICE households earn more than the Federal Poverty Level, but less than what it costs to live and work in the modern economy. ALICE households often do not qualify for public assistance and are locked out of receiving benefits despite facing ongoing financial struggles. Having accurate, complete data can build a foundation for creating equitable, community-wide solutions that provide critical supports to those who need it most. ALICE in Focus spotlights the struggles of specific groups of people, including children, people with disabilities, and military veterans.

30%

of children in Kenosha County live in families struggling to afford basic needs.

50%

of people with disabilities (8K) live below the ALICE Threshold.

Compared to veteran's who were deemed in poverty, **THREE TIMES AS MANY** lived below the ALICE Threshold.



It's been a struggle to pay bills on time. There's been times where we've ran out of toilet paper, or body wash.



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

Snap-On Incorporated
Festival Foods
Kenosha Beef
Ocean Spray
KUSD
Johnson Financial Group
Meijer
LMI
Educators Credit Union
Advocate Aurora
BMO Harris Bank
Andrea & Orendorff
City of Kenosha
KHDS
Pieper Electric

365 SMALL BUSINESS CIRCLE

Double E Workplace Solutions, LLC.
Dynamic Training Resources
NextHome Signature Group

Small businesses play a critical role in maintaining a thriving community, and their partnership is equally critical to the success of our work. In 2022, UWKC, with the help of Leadership Kenosha, launched 365 Small Business Circle, making philanthropy easier and more rewarding for small businesses.



Campaign Contributors



LOCAL CAMPAIGN PARTNERS

Beckhart Environmental
BeLeaf Survivors, Inc.
Boys & Girls Club of Kenosha
Carthage College
Chrysler Retirees
Community State Bank
Costco Wholesale
ELCA Outreach Center
Gateway Technical College
Girl Scouts of WI SE
Gordon Food Service
Heart of Illinois United Way
Herzing University
Johnson Controls Inc.
Kenosha County Government
Landmark Credit Union
Manpower
NextHome Signature Group
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)
Trustmark Consolidated
Union Local 15
United eWay
United Way Blackhawk Region
United Way of Greater McHenry Co.
United Way of Kenosha County
United Way of Lake County
United Way of Racine County
University of Wisconsin - Parkside
UW of Greater Milwaukee & Waukesha Cty
USA Mobile Drug Testing of Milwaukee



NATIONAL CAMPAIGN PARTNERS

Abbott Laboratories
AbbVie
Accenture
Allstate Insurance
Associated Bank
AT&T
Best Buy
Blackhawk Bank
Elevance Health
Enterprise Rent-A-Car
Exelon

GE
Hydrite Chemical
ITW
JCP
McDonald's
Molson Coors
Northwestern Mutual
People's Gas
Raymond James Finance
Stellantis
SuperValu Inc

Thrivent Choice
Truist Company
Union Pacific Railroad National
UPS
US Bank Consolidated
US Connect
Wabtec
Walgreen's Master
Walmart
We Energies



We'd love to talk more with you about the ways your company can give back! Call Marisa Markowski at (262) 671-2208 to learn more. Thank you!

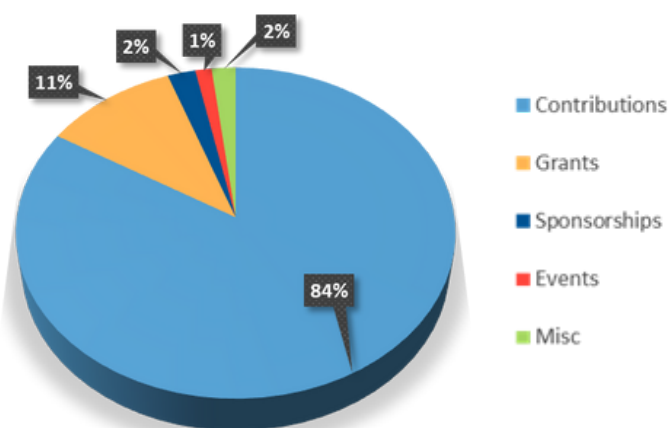
Campaign Contributors



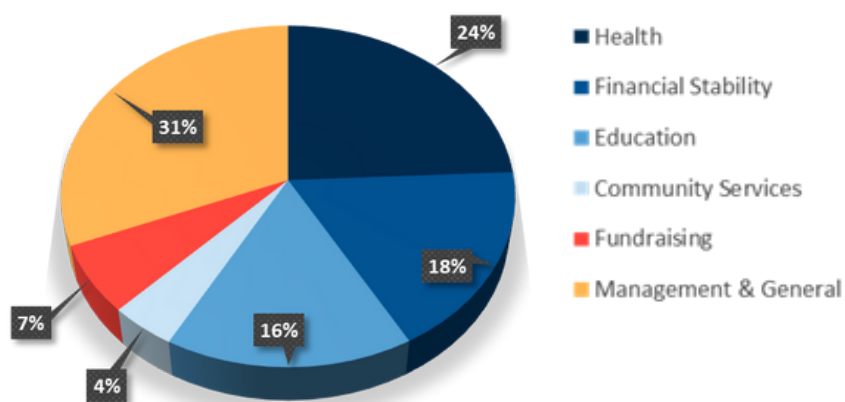
FINANCIAL OVERVIEW

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. Funds received directly support local services through UWKC's community investment grants and programs.

Where does our money come from?



How is our money spent?



Our Board and Committee Members



UNITED WAY OF KENOSHA COUNTY BOARD DIRECTORS

Nicholas Smith, President, *Aurora Health Care*
Rob Hogan, Treasurer, *Johnson Financial Group*
Nina Taylor, Secretary,
Workforce Development for Kenosha County
Patricia Demos, Community Investment
Committee Chair, *KUSD Retiree*
Bill Roberts, *Abbot Retiree*
Dezarrea Johnson-Kindle, *Nexthome*
Signature Group
*Jacqueline Morris, *Gateway Technical College*
Dr. Jeff Hill, *Herzing University*
*Dr. Jen Freiheit, *Kenosha Public Health*
Jordania Leon-Jordon, *UW-Parkside*
Mark Holmes, Audit Committee Chair,
LMI Packaging
Mitch Ferraro, *Wisconsin Home Real Estate Group*
Nikki Payne, *Southeastern Wisconsin Regional*
Planning Commission
Robert J. Moore, *4D Business Group*
*Tanya Ruder, *KUSD*
Terri Wruck, *Snap-On*

**indicates involvement in governance committee*

Finance Committee

Barna Bencs
Jacquetta Gearheart
Jeff Hill
Rob Hogan
Mark Holmes

Audit Committee

Barna Bencs
Tina Schmitz
Mark Holmes

COMMUNITY INVESTMENT COMMITTEE (CIC) MEMBERS

Pat Demos, Chair
Cyndean Jennings, Vice-Chair
William (Bill) Roberts
Robyn Heathcote Doersch
Rod Doersch
Horace Staples
Ruth Rossman
Juan Torres
Kim Schuller
Grace Cajuat
Heather Thompson
John Freese

Campaign Cabinet

Brian Gallagher
Dezarrea Johnson-Kindle
JP Moran
Willie Jude II



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
\$170K Awarded in grant funding
\$2.5K Awarded in community gifts
18 Community programs supported

COMMUNITY IMPACT

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

4,384 People in jobs or education
4.3K Individuals received mental health services
3.4K Residents accessed food & housing services
481 Students participated in healthy living

EDUCATION

396 Kids enrolled in **Imagination Library**
35 Kids graduated from **IL**
2 **Sensory Playground** Installations
365 Hours spent reading together in **RAL**
2K Students tuned in to **RAK** readings
47 **RAL Tutors** read with students weekly
14 Youth-Led Service Projects via **YAR**

HEALTH

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

1,570 People used SingleCare
\$190K 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: Housing, substance use disorder assistance, and food pantries
1,948 Calls from residents in need
3,645 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.

34 IRS certified volunteer tax preparers
925 Taxpayers who received help
\$1.63M Back into Kenosha County

**THE VALUE OF OUR VOLUNTEERS AND THEIR CONTRIBUTIONS TOTAL MORE THAN \$133K!
THANK YOU TO ALL OF OUR VOLUNTEERS, DONORS, COMMITTEE MEMBERS, AND YOU!**

CONTACT US



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Photo by: Rob Moore
& 4D Business Group

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@UWKenoshaCounty



@United Way of Kenosha County



@UnitedWayKenosha



@United Way of Kenosha County



KenoshaUnitedWay.org



United Way
of Kenosha County