



UNITED WAY OF  
KENOSHA COUNTY  
**2019** Annual  
Report

**A WORD FROM THE CEO**

LIVE UNITED

Let me start by saying “thank you” for the vital role you play in keeping Kenosha County a strong, caring community.

Through our annual fundraising campaign, we raised funds which help us address priority needs in our community through our partner organizations and internal programs. We could not create this impact without our generous donors, corporate partners, amazing volunteers and our community who advocated and demonstrated what it means to Live United.

We create impact because of the fundraising we do. Fundraising is the means; improving lives is the end. Both are equally important.

When you give to United Way of Kenosha County, you help bridge the gap between those who need help and those who can help so thousands of children and families can achieve their full potential and lead healthy, productive lives. With your investment, you help unite us in our effort to make a real and lasting difference in our community.

Your money stays local to help fund programs that support the health, education and financial stability of our community. United Way of Kenosha County has been in the community for over 95 years, and through our experience and knowledge we are able to connect donors to nonprofit organizations. Most local nonprofit organizations have limited marketing and fundraising budgets so United Way provides them additional opportunities to get in front of people to tell their story.

Throughout the many programs United Way of Kenosha County administers, we are able to address critical needs in our community.

In health, by collaborating with community partners we engaged hundreds of people

through counseling, treatment, safety and nutrition.

In education, we addressed third grade reading proficiency by tutoring children through the Readers Are Leaders Tutoring Program. To address kindergarten readiness, we began fundraising to bring Imagination Library to our community. This program promotes early childhood literacy by giving free age-appropriate books to children from birth to five years of age mailed directly to the child's home every month.

In financial stability, the Volunteer Income Tax Assistance (VITA) program helped Kenosha County residents claim valuable tax credits that are an important resource to help them become financially stable. Since the program's inception in 2009, Kenosha County families have received over \$17 million in tax refunds.

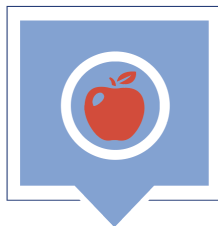
These are examples of real impact and the true measure of our success as an organization. While we know there's more work to be done, we are proud of what we have accomplished thus far.

Whether you donate to our initiatives, attend an event, join a committee, run a campaign at your workplace, or volunteer — you are part of a network of care that advances the quality of life for Kenosha County residents. We are strengthened by the significant support we receive from the Kenosha community and want to extend our deepest gratitude and sincerest appreciation for your continued support.

To live better, we must LIVE UNITED.

Chief Executive Officer

*Tara Panasewicz*



## United Way Kenosha County **OUR IMPACT in EDUCATION**



### **BUILDING OUR FUTURE**

United Way of Kenosha County is proud to be the Fiscal Sponsor for Building Our Future which is a network of community leaders representing all sectors of Kenosha County committed to improving student outcomes. Their partnership unites existing programs, organizations and community resources to reach our shared goals.



### **IMAGINATION LIBRARY**

Imagination Library was created in 1996 by famed country singer Dolly Parton to foster a love of reading in children and promote early childhood literacy. All participating children from birth to 5 years of age receive free age-appropriate books mailed directly to the child's home every month. This program is a perfect fit for United Way of Kenosha County's early childhood priority of school readiness and children's health development.

### **NFL CHARACTER PLAYBOOK**

United Way and the National Football League (NFL) offers the NFL



Character Playbook, a digital, interactive education program that teaches middle school children in the U.S. how to cultivate and maintain healthy relationships, make good decisions and step in when they see questionable activity. Our Character Playbook curriculum was endorsed by experts in social and emotional learning, as well as relationship-building, and teaches youth how to:

- Think more about what's influencing them
- Better understand and manage their emotions
- Communicate more effectively
- Resolve conflicts
- Step in to stop negative behavior
- Make good decisions

#### 2019 STATS

- 105 students participated in the program
- 3 middle schools registered; Mahone, Lincoln & Washington



#### READERS ARE LEADERS TUTORING PROGRAM

The Readers Are Leaders tutoring program, a United Way of Kenosha County led initiative in collaboration with Kenosha Unified School District, local businesses and community members, utilizing data provided by Building Our Future, provides young children in grades kindergarten through third grade with tutors on a regular basis to increase reading achievement in the early grades. In just one hour per week, Readers Are Leaders volunteers are helping students become more confident and capable readers. Tutoring takes place during school hours, September/October through May.

#### 2019 STATS

##### Readers Are Leaders Tutoring Program

- 176 students
- 264 volunteer tutors
- Total of 1560 volunteer program hours
- In the 2019-20 school year, United Way of Kenosha County, partnered with Kenosha Unified School District, and expanded our Tutoring program to 5 schools – Brass, EBSOLA-Creative Arts, Forest Park, McKinley, and Wilson Elementary Schools.

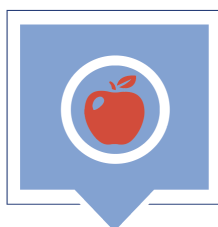


#### YOUTH AS A RESOURCES

Kenosha County Youth As Resources (YAR) is a grant-giving program which funds youth-designed, youth-led community service projects in Kenosha County. YAR is a program of Kenosha County University of Wisconsin-Extension in partnership with United Way of Kenosha County.

#### 2019 STATS

- 11 grants awarded for community service projects
- \$4,710 distributed to local youth groups



## United Way Kenosha County OUR IMPACT in HEALTH





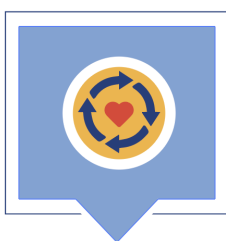
## FAMILYWIZE

Prescription help at no cost to employers or employees. Nearly 1,000 United Ways are partnered with FamilyWize in all 50 states to lower the cost of medicine by distributing free FamilyWize prescription discount cards. These free discount cards are for all clients, as well as their family, friends, neighbors in our community and across the country.

### 2019 STATS

#### FamilyWize

- 3025 number of people helped
- 47% average savings
- \$285,215 saved in 2019 with \$2,438,717 saved since 2007



## United Way Kenosha County OUR IMPACT in BASIC NEEDS



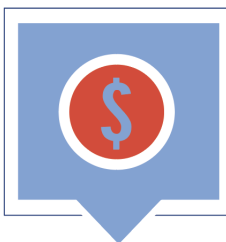
### 2-1-1

IMPACT 2-1-1 is a 24-hour central access point for people in need. A great resource available to the residents of Kenosha County. During times of personal crisis or community disaster, its free, confidential helpline and online resource directory make it easy for residents to get connected to local information, agencies and assistance. IMPACT 2-1-1 also has translation service with over 200 languages available.

### 2019 STATS

#### IMPACT 2-1-1

- 1113 number of calls received from Kenosha residents
- 1330 referrals to local nonprofit organizations for assistance



## United Way Kenosha County OUR IMPACT in FINANCIAL STABILITY

### VITA

In an effort to promote financial stability and asset building in our community, the United Way of Kenosha VITA program together with IRS-certified volunteers provide free income tax preparation assistance to low-to-moderate income families.

VITA

United Way  
of Kenosha County  
VOLUNTEER INCOME TAX ASSISTANCE

## 2019 STATS VITA

- Affordable Housing Forum w/70 community partners in attendance
- 74 IRS certified volunteers provide 1,726 hours in tax preparation
- Assisted 817 taxpayers receive over \$1,000,000 in refunds

## CAMPAIGN CONTRIBUTORS

2003 DONORS / \$353,439 GIVEN / AVERAGE GIFT \$176.46

## TOTAL VOLUNTEERS 2019-2020

993 VOLUNTEERS

OVER 8,000 VOLUNTEER HOURS GIVEN

**18 PARTNERS** funded through our community investment committee  
with a total of \$270,000 distributed.

## FUNDED PARTNERS

- One-on-One mentoring, *Big Brothers Big Sisters*
- GSWISE Leadership Experience, *Girl Scouts of Southeast Wisconsin*
- ELCA Kids Summer Camp, *ELCA Outreach Center*
- Youth Empowerment, *Boys & Girls Club of Kenosha*
- Early Intervention, *Kenosha Achievement Center*
- Father Involvement, *Racine Kenosha Community Action Agency*
- Literacy for Life, *Kenosha Literacy Council*
- Transitional Housing, *Kenosha Human Development Services*
- Homeless Shelter, *Shalom Center*
- Vocational Ministry, *Vocational Ministry*
- SCAN (Stop Child Abuse and Neglect), *Focus on Family*
- Legal Advocacy, *Women and Children's Horizons*

## TOTAL AMOUNT IN EACH FOCUS AREA

- **EDUCATION: \$50,450** distributed for mentoring, youth empowerment, children's summer camp
- **FINANCIAL STABILITY: \$102,500** distributed for employment options, adult literacy, and father involvement
- **HEALTH: \$117,050** distributed for counseling, treatment, safety and nutrition

## NON-PROFIT PARTNERS

- **15 PARTNERS** funded through donor designations
- **\$36,947** of donor designations

- Behavioral Health & Counseling, *Catholic Charities*
- Meals on Wheels, *KAFASI (Kenosha Aging and Family Services)*
- Juvenile Crisis, *Kenosha Human Development Services*
- Children's Services, *Women and Children's Horizons*
- Child & Family Counseling, *Children's Hospital of WI*
- Learn to Swim, *Kenosha YMCA*

## COVID - 19

- \$138,780 amount raised
- 19 partners funded
- As we learned PPE equipment is still challenging, we partnered with KABA and IRIS Corp to provide 5,000 masks to our nonprofit community.
- We raised over \$139,000 so far to date for our COVID-19 Response Fund. In our first round of grants, we helped 19 organizations and awarded \$83,000 to support nonprofits with COVID efforts.
- 211 – Mobilized our 211 service with community information. Calls from Kenosha County increased 500% during this time.
- Created a Community Needs Forum <https://kenoshamutualaid.wixsite.com/forum> for our community to easily visit to see all nonprofits needs.



**TARA M. PANASEWICZ**  
Chief Executive Officer

A lifelong resident of Kenosha, I have a vested interest in the success and betterment of our community. I attended local schools including Holy Rosary and St. Joseph's High School and obtained my Bachelor's Degree in Business Administration from Concordia University.

I serve on the Board of Directors in various capacities for Lakeside Curative Services and Band of Blue. As a volunteer, I work with Habitat for Humanity, Tiny Paws Small Dog Rescue as a Foster Mom, and a Big Sister for Big Brothers and Big Sisters of Kenosha County.

Educating our community on programs and volunteer opportunities leads to a deeper dedication and contribution to the success and betterment of our community. This is the true meaning of taking care of our own backyard and was what attracted me to United Way of Kenosha County.

### UNITED WAY OF KENOSHA COUNTY BOARD MEMBERS

JP Moran,  
President

Nicholas Smith,  
Vice President

Jeff Hill,  
Treasurer

Chris Terry,  
Secretary

Patricia Demos,  
Community Investment  
Committee Chair

Kimberlie Goldsberry,  
Audit Committee Chair

Pete Sinsky,  
Member

Jerry Harried,  
Member



I am looking forward to participating in all United Way of Kenosha County volunteer events and programs and seeing everyone come together for our community.



**LAURIE  
MCDONALD**

**Director of Community Impact**

As a volunteer, I always feel that I receive back more than I could ever give. Whether it is volunteering through our Boy Scout Troop, church or school, we've tried to instill in our children the importance of giving back, to be a part of something bigger than themselves. It is a pleasure to be a part of all of United Way's volunteer events - Day of Caring, Readers Are Leaders, the Playground Power-Up Projects - working alongside other community members on these projects is a joy.

As the Director of Community Impact, I am always amazed and grateful for the number of volunteers who give their time and expertise to help people in our community. Our volunteers are truly the best!



**SHERRY  
WESTHOFF**

**Finance Manager**

Sherry currently serves on several committees at her church. While her children were growing up, she volunteered extensively with the Girl Scouts and Boy Scouts. Sherry gets inspiration from the Day of Caring volunteers and enjoys coordinating the project that takes place at United Way of Kenosha County.



**TERI  
GAMBLE**

**Resource  
Development/Education  
Coordinator**

I've always enjoyed helping others. As a longtime resident of Kenosha and then Racine counties, I want to make a difference in my communities. I attended local schools including Mary D. Bradford High School and obtained my Bachelor's Degree in Communication from

Jordania Leon-Jordon,  
Member

Victoria Alia,  
Member

Nikki Payne,  
Member

Terri Wruck,  
Member

Nina Taylor,  
Member

Jake Jones,  
Member

Rob Hogan,  
Member

Jacqueline Morris,  
Member

**CIC  
(COMMUNITY  
INVESTMENT  
COMMITTEE)  
MEMBERS**

Madeline Carrera

Bill Roberts

Ruth Rossman

Pat Demos

Horace Staples

Grace Cajiuat

Barb Brattin

Nikki Payne

Juan Torres

Cyndean Jennings

Kim Schuller

Michelle Eisenhauer

Rodney Doersch

Robyn Doersch

**VITA  
Coordinators**

William Johansen  
VITA Program Coordinator

Rita NicholSEN

the University of Wisconsin- Parkside.

I have volunteered for United Way of Kenosha County, United Way of Racine County, and Girl Scouts and have seen first-hand how impactful their programs are to the community. These experiences have given me a deep appreciation for how nonprofits seek to improve the quality of life in their communities, one program at a time.

Assistant VITA Program  
Coordinator

Sue Mielke  
E-file Administrator

Dena Johnson,  
Site Coordinator

## EVENTS

### Day of Action

An invitation for people and organizations around the world to LIVE UNITED and take action. It is a day or days that we ask you to help us put our mission into action by improving the building blocks for a good quality of life - education, income, and health.



### Day of Caring

Work with United Way of Kenosha County to build a custom volunteer day that works for your workplace environment. Day(s) of Caring allows each organization or volunteer group to choose a day(s) for volunteering which works best for them



### RAL Event

United Way of Kenosha County's 11th Annual Readers Are Leaders event was held on March 3, 2020 in conjunction with Read Across America and the birthday of Dr. Seuss. More than 200 classrooms across Kenosha County registered and over 4,200 students heard various Dr. Seuss stories. Thanks to our volunteers and sponsors, our 2020 event was a huge success!



#### Readers Are Leaders Event Stats

- Over 200 volunteers visited 203 classrooms
- Over 4,500 students were reached
- Sponsored by Johnson Financial Group, Nestlé, Gateway Technical College, and Herzing University

### Dragon Boat Races

We had 8 volunteers and over 20 teams which included 8 community teams, participate in our first ever team building fundraiser!





# Lincoln Park Volunteer Appreciation

In 2019, we held our first Volunteer Appreciation event at Lincoln Park Live! A great time was had by all who attended!



## GIVING SPOTLIGHT



**BARBARA BRATTIN**

Barbara is the director for Kenosha Public Library (KPL). She has been volunteering with United Way of Kenosha County for years through the Readers Are Leaders Tutoring Program and on the Community Investment Committee. She got involved with United Way of Kenosha County when, as a KABA mentor at Brass Community the United Way of Kenosha County Readers Are Leaders Tutoring Program began.



**MADELINE CARRERA**

Madeline has been working to connect students with community-based learning opportunities at Gateway Technical College for just under nine years. She has been volunteering for years through Days of Action, Days of Caring, Community Investment Committee and Readers are Leaders. She got involved with United Way of Kenosha County when she was an AmeriCorps VISTA. She spent a year in service to three nonprofits in our community – one of which was United Way of Kenosha County. She stayed involved because she believes United Way of Kenosha County offers great opportunities for program development in Kenosha, but also volunteer opportunities for people who are looking for one-time volunteer opportunities.



**ROBYN HEATHCOTE  
DOERSCH**

Robyn recently retired from Abbott/AbbVie after 32.5 years. She has been volunteering consistently with United Way of Kenosha County since August 2018 when she received training for the Readers are Leaders Tutoring Program. Prior to that she also volunteered through Abbott/AbbVie's work with United Way in Lake County Illinois via day of caring events, fundraising, and book-banks.



**RUTH ROSSMAN**

Ruth retired Jelly Belly Candy Co., North Chicago, IL, in May 2014. She started volunteering for United Way of Kenosha County in 2013 after seeing an article in the Kenosha News asking for community volunteers. She volunteers on United Way of Kenosha County's Community Investment Committee, as a tutor for the Readers Are Leaders Tutoring Program, as a VITA (Volunteer Income Tax Assistance) Program, and during the Readers Are Leaders One Day Read Across America event.

United  
Way



United Way  
of Kenosha County

