2020 ANNUAL REPORT

United Way of Racine County



UnitedWayRacine.org

United Way of Racine County









FOCUS

ON

ATHERS

United Way of Racine County fights for the **health**, **education and financial stability** of every person in our community.

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LIVE UNITED













UNITED WE FIGHT. UNITED WE WIN.

OUR CREDO

We fight for the health, education and financial stability of every person in our community.

OUR VISION

United Way envisions a community where individuals and families achieve their potential through education, income stability and healthy lives.

OUR MISSION

Mobilizing the caring power of Racine County to improve lives and transform our community.

OUR VALUES

- Commitment to community success
- Leadership
- Inclusiveness
- Integrity and accountability
- Innovation

PRESIDENT'S REPORT

2020 was a year no one will soon forget.

It was a year of challenges, change and heartbreak, but it was also a year that showed me the strength and resilience of our community.

I'm proud to say that United Way of Racine County was there every step



Ali Haigh (she/her) President & CEO

I know that our community will emerge stronger than ever thanks to our partnerships, our programming and our combined efforts to **Live**

United for Racine County.

of the way. Almost as soon as the COVID-19 pandemic reached Racine County, we knew we would need new efforts to combat the pandemic and more virtual, remote options for our existing programming.

In late March, we launched Community Cares in partnership with the Racine Community Foundation. Community Cares offered both grant funding and a supply drive to support local nonprofits affected by COVID-19 through the end of August.

In November, a new phase of pandemic relief efforts opened to local nonprofits through the UWRC COVID Relief Fund. This fund provides grant opportunities and supplies to all nonprofits serving Racine County. By the end of 2020, we provided over \$200,000 in grants for COVID relief between the two funds. A generous contribution from the Morgridge Family Foundation in May allowed us to provide an additional \$60,000 in funding to local nonprofits.

Additional pandemic support came through our Be Safe, Wear a Mask campaign, which mobilized volunteers to assemble 28,000 single-use, disposable face masks for local nonprofits' use.

Along with these new endeavors, we were one of the first organizations to pilot a virtual version of the Volunteer Income Tax Assistance (VITA) program. We also conducted our first virtual campaign in 2020. I was grateful and inspired to see how many people and organizations kept our community on its feet by donating their time, talent and treasures.

The inequities and issues caused by the COVID-19 pandemic will take years to fully overcome. However, I am constantly amazed and impressed with all we have been able to accomplish. The road ahead will not be easy, but I know that our community will emerge stronger than ever.









United Way contributes to the betterment of the community in so many ways, addressing issues with food, housing, education and health where needed the most."

- JIM HOLLAND

Board and Committee Member, Schools of Hope Volunteer, VITA Volunteer





HEALTH

OUR HEALTH INITIATIVES AND PARTNERS

SingleCare

The free SingleCare (formerly FamilyWize) prescription savings card provides discounts on prescription medications. It is free to anyone regardless of insurance, requires no registration, is available in English and Spanish, covers all FDA-approved medications and has no use limit.

Alliance on Mental Illness of Racine County

NAMI Racine County

Children's Hospital of Wisconsin Community Services

 Child and Family Counseling

Racine Family YMCA

 Family Service of Racine: Supervised Visitation & Safe Exchange

Focus on Community

- FAST (Families and Schools Together)
- S.C.A.N. Stop Child Abuse & Neglect
- · Sexual Assault Services
- Substance Abuse Prevention Program

Racine Friendship Clubhouse

 Clubhouse Model of Psychosocial Education









COVID-19 RESPONSE THROUGH COLLABORATION

Collaboration is the key to our work at United Way of Racine County and this has never been more evident than it was in 2020.

When the COVID-19 pandemic reached Racine County in March 2020, it quickly became evident that many of the local nonprofits serving Racine County needed support. In many ways, nonprofits are the backbone of our society. They keep every sector of our community strong, including those in health, education, financial stability and essential services. By the end of March, we formed a partnership with the Racine Community Foundation called Community Cares to provide this much-needed aid in the forms of a supply drive and emergency grants. The supply drive allowed nonprofits to share a list items that they needed, such as toiletries, technology and more. Community members then donated items to the nonprofits that requested them. By the time Community Cares closed at the end of August, 27 organizations had received 37 grants totaling \$148,395. Funding supported everything from purchasing PPE to providing basic needs assistance to Racine County residents.

Our crisis support of Racine
County nonprofits expanded with the
creation of the UWRC COVID Relief
Fund, which awarded an additional
\$50,000+ in pandemic relief grants
in 2020. Nine organizations were
awarded funding in 2020 and used it
to provide emergency services, access



5,418

SingleCare clients who saved on their 2020 prescriptions.



\$33,411

in prescription savings through SingleCare in 2020.



1,000

COVID supply boxes funded for low-income families.



\$148,395

in COVID-19 relief provided through Community Cares.



\$62,466

in COVID-19 relief given through our COVID Relief Fund.



8,400

face masks made through Stay Safe, Wear a Mask.

the technology needed to run socially distanced programming and address inequities in health services for the underserved.

We were also able to work with local nonprofits that needed volunteer support through the creation of Season of Caring, which replaced Day of Caring. This year-round opportunity allowed local nonprofits to add volunteer projects to a master list available to the community and all its potential volunteers.

In May, we collaborated with more than 30 nonprofits serving Racine County to engage supports, approach new audiences and raise critical funds through Do More 24. By creating a unified movement in the form of Do More 24, local nonprofits struggling from the pandemic were given the chance to reach a broader audience of donors and raise the funds so critically needed during the COVID-19 pandemic: \$39,903.90 in 2020.

As we move into 2021, we are working to expand our collaborations with these organizations in new and exciting ways, and we look forward to this next step in our journey together.







A big part of any community is those little people in our schools who will be our future workforce, parents and community leaders."

– BARB BAKSHIS Board Member





OUR EDUCATION INITIATIVES AND PARTNERS

Imagination Library

Racine County children under five can register to receive a free book in the mail each month.

No Small Matter

With Extension Racine County and Higher Expectations for Racine County, we provided free, virtual screenings of this film on the importance of free, quality childcare

Schools of Hope

We provide young children with regular tutoring to increase early grade reading achievement.

LIFT (Link and Inspire for Tomorrow)

This strategy connects resources with neighborhoods by creating community schools like Knapp and Julian Thomas.

Big Brothers Big Sisters of Racine & Kenosha Counties

- Mentoring Elementary Students for Early Grade Success
- Outcome-Based One-to-One Mentoring for High School Students
- Outcome-Based One-to-One Mentoring for Middle School Students

Central Racine County Health Department

Family Connects Racine County
 *This program was awarded funding but did not receive it due to an inability to carry out programming during the COVID-19 pandemic.

Focus on Community

Opportunities Club

John XXIII Educational Center: A Ministry of St. Patrick's Parish

- · High School Support Program
- · Middle School Support Program

Racine Family YMCA

- School Achievers
- Teen Achievers
- Young Achievers

SAFE Haven of Racine

- Girls Inc. Elementary School Programs
- Girls Inc. Middle School Programs

UW-Madison Extension Racine County

 Early Learning and School Readiness Project

Youth for Christ - Southeastern Wisconsin

· Parent Life







EDUCATION HIGHLIGHTS

- · United Way of Racine County partnered with Extension Racine County and Higher Expectations for Racine County to provide three virtual and free screenings of the documentary film No Small Matter, which explores the importance of free and quality childcare.
- In total, 480 people viewed the film during the three screenings and 61 childcare providers attended and received continuing education Registry credits for their participation. Panelists, including local childcare providers, participated in a panel discussion following viewing of the film.
- Twenty weeks of Schools of Hope tutoring were completed before the program operations were suspended due to COVID-19. Despite the early end of the program, 217 volunteers provided 4,929 tutoring sessions to 139 students at six schools.
- Traditionally, backpacks filled with books are given to Schools of Hope students at the end of the school year. Despite the pandemic, we were still able to safely distribute these at the end of the 2019-20 school year.
- · Knapp Elementary has achieved a 23-point increase in closing achievement gaps on the state report card when comparing data from the 2015-16 school year (the year before Knapp became a community school) through the 2019-20 school year.
- During the 2019-20 school year, 231 hours of after-school programming



4,929

tutoring sessions for Schools of Hope students.



viewers of No **Small Matters** screenings in 2020.



hours of Knapp after-school programming.



students who received Schools of Hope tutoring.



64,523

books delivered to **Imagination Library** children in 2020.



6,715

Imagination Library book recipients in 2020.

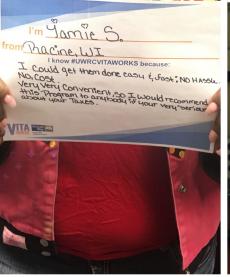
were provided by LIFT at Knapp Elementary.* Students participated in more than 240 hours of literacy activities and programming, and more than 40 hours of STEM activities and programming, at Knapp Elementary. Knapp's Black History Month celebration was attended by 216 in February.

- In July, United Way of Racine County's LIFT program was awarded a Full-Service Community Schools Grant, with funding beginning in October. This grant supported the addition of two, full-time community school coordinators for both Knapp and Julian Thomas as well as expanding services at both schools.
- · In 2020, we announced that Mitchell School will become Racine Unified's (Racine County's) third community school in fall of 2021.
- 64,523 books were mailed to 6,715 children through Imagination Library in 2020. 294,335 books have been mailed through Imagination Library since the program started in September 2009.











Participating in the volunteer committees is a constant eyeopener for me. I see folks who are competent, compassionate and caring make time to do important work in these committees."

PEGGY JAMES
 Community Investment Committee
 Chair





FINANCIAL STABILITY

OUR FINANCIAL STABILITY INITIATIVES AND PARTNERS

VITA (Volunteer Income Tax Assistance)

VITA is a national program staffed by local volunteers to provide free preparation and electronic filing of tax returns. It's an important service to thousands of Racine County households with low-to-moderate incomes who are eligible for tax credits.

Catholic Charities of the Archdiocese of Milwaukee

 Advancing Family Assets for the Hispanic Community

Focus on Community

- Advancing Family Assets
- Advancing Family Assets -Young Adult Program

Racine County

 Racine Family YMCA; Focus on Fathers Initiative

Racine Family YMCA

 First Choice Pre-Apprenticeship Training

Racine Literacy Council

Adult Literacy Program

Racine Vocational Ministry

• RVM Walk-in Program

YWCA Southeast Wisconsin

 High School Equivalency Diploma Program









FINANCIAL STABILITY HIGHLIGHTS

- Racine County residents are eligible for VITA's free, volunteer tax assistance. From its start in 2017 to 2020, VITA filed more than \$3.8 million in returns and is the only local program that offers assistance past the tax deadline.
- In 2020, VITA prepared
 567 returns, bringing
 back \$1,080,841 in State
 and Federal refunds to
 Racine County taxpayers.
 Clients could also file their
 taxes online with the free
 MyFreeTaxes software. VITA
 clients save an average of
 \$200 per return, totaling
 \$113,400 in tax preparation
 fee savings. In 2020, 79 IRScertified volunteers donated
 1350 hours.
- In preparation for virtual VITA services in 2021, United Way of Racine County helped pilot the virtual GetYourRefund program during the summer of 2020. In November, the Wisconsin Department of Revenue, recognized Initiatives Manager Lori Riffer and VITA partner Courtney Wynia, who oversees the Case High School



1,350

volunteer hours donated to VITA by volunteers.



\$1,080,841

in 2020 tax returns to Racine County VITA clients.



567

2020 state and federal tax returns prepared with VITA.



\$113,400

in tax preparation fees saved for local VITA clients.



79

IRS-certified volunteers who ran VITA's 2020 sites.



\$3.8 million

in tax returns to local VITA clients since 2017.

VITA volunteers, for their extraordinary efforts to support taxpayers during the pandemic while ensuring the safety of clients, volunteers and staff.



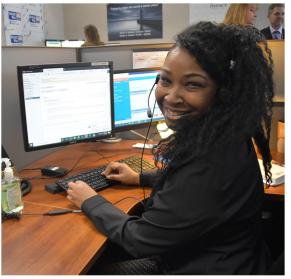












United Way breaks down barriers for residents of Racine County by creating paths to those essential building blocks: health, education and financial stability."

- DAN TAIVALKOSKI

Executive Director of the Racine County Food Bank, a UWRC Impact Partner





ESSENTIAL SERVICES

OUR ESSENTIAL SERVICES INITIATIVES AND PARTNERS

2-1-1

IMPACT 2-1-1 is a 24-hour resource hotline for people in need.

Community Conversations

To guide Mitchell School's 2021-2022 community school launch, we held 20 virtual, kitchen table-style talks with Mitchell's teachers, staff, parents and community.

The Arc of Racine County

 Special Education Advocacy Program

Burlington Transitional Living Center

Shelter Program

Catherine Marian Housing

Bethany Apartments

The Cerebral Palsy Agency of Racine County

Camp Kinder

*This program was awarded funding but did not receive it due to an inability to carry out programming during the COVID-19 pandemic.

· RADD (Recreational Activities for the Developmentally Disabled)

HALO

Shelter Program

Health Care Network

· Health Care Services

Racine County Food Bank

· Emergency Food Distribution

SAFE Haven of Racine

 Youth Shelter & Outreach **Programs**

The Salvation Army - Racine **Corps**

· Child Nutrition School Food Sack Program

Volunteer Center of Racine County

· Get Connected

Women's Resource Center of Racine

Empowerment Program







ESSENTIAL SERVICES HIGHLIGHTS

- In 2020, IMPACT 2-1-1 prioritized calls from people affected by the COVID-19 pandemic. In Racine County, the majority of the requests received were related to food insecurity, health, mental health and substance abuse. Of the 8,938 Racine County callers, nearly half of those who shared their demographic information identified as Black or African American.
- Ahead of Mitchell School's transformation into a community school in the 2021-22 school year, United Way of Racine County held twenty virtual, kitchen table-style discussions called Community Conversations in 2020 with teachers, staff, parents and community members of the Mitchell community. These conversations will help guide LIFT strategies and programming at Mitchell.
- With the help of over 120 teachers and staff and over 200 students, Mitchell's Community Conversations addressed needs and desires for the school, including the creation of a school-based mental health clinic and the desire to build collaborative relationships across grade levels.



120+

teachers who gave input on Mitchell's transformation.



200+

students who gave input on Mitchell's transformation.



150

trainees in Racial Equity Institute's Groundwater Plus.



8,938

Racine County residents called 2-1-1 in 2020.



30.2%

of 2-1-1 calls were for food, 2020's top service request.



47.2%

2-1-1 callers who identified as Black/ African American.







OUR GENEROUS CONTRIBUTORS

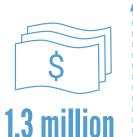
Abbott Laboratories AbbVie Foundation **Employee Engagement Fund** Action Law Offices, SC Advocate Aurora Health Alliance on Mental Illness of Racine Co. (NAMI - Racine) Amazon Smile Foundation Ascension - All Saints Associated Bank T&TA **Badger Meter** Baird Baxter & Woodman Big Brothers/Big Sisters First Weber Group of Racine & Kenosha Counties Inc. **BMO Harris Bank** Burlington Area School District Carthage College Catherine Marian Housing Inc. Catholic Charities of the Archdiocese of Milwaukee Cerebral Palsy Agency of Racine County-RADD Children's Hospital of Wisconsin Community Services City of Racine CliftonLarsonAllen CN (Canadian National) Community State Bank CRB Insurance CSL Plasma Services

Culligan Water Conditioning David Insurance Agency JP Morgan Chase & Co. Inc. Doering&Co. Real Estate Knight-Barry Title Inc. LLC **Dremel Rotary &** Benchtop Power Tools E.C. Styberg Engineering **Eaton Corporation Econoprint** Electronic Systems of Wisconsin **Exelon Corporation** Family Service of Racine Nestlé USA Federal Heath FedEx Fischer USA Inc. Focus on Community **Gateway Technical** College **GE** Foundation Girl Scouts of Wisconsin Racine County Southeast GiveGab Gordon J. Maier & Company LLP **Great Northern** Corporation Greenwoods State Bank Racine Friendship HALO Inc. Health Care Network Inc. Herb Kohl Philanthropies **Holy Communion** Lutheran Church ITW National John Hancock Financial Services John XXIII Educational Center

Johnson Keland Management Inc. Knapp Manufacturing Landmark Credit Union Landmark Title of Racine Lavelle Industries Inc. Malicki's Piggly Wiggly Manpower Group Maresh-Meredith & Acklam Funeral Home McDonald's Restaurant **O&H** Danish Bakery Olympia Brown Unitarian Universalist Church Racine Area Manufacturers and Commerce (RAMAC) Racine Community Foundation Inc. Racine County Economic Development Corp. Racine County Food Bank Racine Curling Club Racine Family YMCA Clubhouse Racine Literacy Council Racine Unified School District Racine Vocational Ministry Inc. Redfearn Distributing Inc.

Facility

Regal Union Grove



corporate gifts in 2020.



individual donors in 2020.



individual gifts in 2020.



leadership donors

in 2020.



\$415.35

average individual aift in 2020.



average leadership gift in 2020.

Remax Newport Realty ReStoreMore Inc. **Ruud Family Foundation** SAFE Haven of Racine Inc Sexual Assault Services Skogen's Festival Foods Target #0152 The Arc of Racine County The Cummins Foundation The Johnson Foundation at Wingspread The Journal Times

The Salvation Army -

Racine Corps

Thermo Fisher Scientific Volunteer Center of Three Harbors Council -Boy Scouts of America Walker Forge Inc. Thrivent Financial **Tinder Creek Follis** Town Bank Unico Technologies Group United Mechanical **United Parcel Service** University of Wisconsin -Parkside US Bank **UW Credit Union** Village of Caledonia Village of Mount Pleasant Village of Waterford

Racine County Wal-Mart Store #2668 Wal-Mart Store #3488 Wavman African Methodist Episcopal Church Wells Fargo Bank Wisconsin Screen Process Inc. Women's Resource Center of Racine Youth For Christ Southeastern Wisconsin YWCA Southeast Wisconsin

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CHAIRMAN'S CLUB

These generous companies donate \$50,000 or more each year.

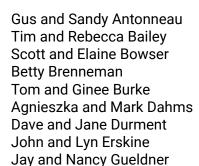
Andis Company Educators Credit Union IDEAL Industries InSinkErator Johnson Financial Group Johnson Outdoors Inc.

Modine Manufacturing Company

SC Johnson Twin Disc Inc. We Energies

TOCQUEVILLE SOCIETY

These generous donors give \$10,000 or more each year.



Vina D. Jacobs H. Fisk Johnson

Craig Leipold and Helen Johnson-

Leipold

Dorothy MacVicar

Patrick and Betsie O'Brien Ted Sokoly and Nancy Toll

Carol Stephens

Fred and Sandra Young

This last year has been hard. So much one-on-one contact has been lost. But it reinforces the need for community, for us to help each other any way we can."

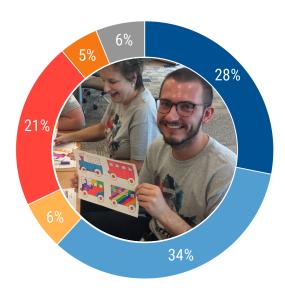
- DAVE DURMENT

Volunteer Advisory Team Member, Schools of Hope and VITA Volunteer



FINANCIALS

United Way of Racine County has a long tradition of adhering to high standards of accountability and transparency. Its 990 tax form and annual audit are available at UnitedWayRacine.org/financials.



Revenue \$5,700,526

Individuals Corporate Gifts Grants

We are the fiscal agent for several federal and state grants.

Fiscal Sponsorships

We are a fiscally responsible partner for specific community initiatives.

Initiative Support/Sponsorships

These investments directly support our work.

Investment Income

Expenses \$5,180,697

Fundraising/Administration

United Way Initiatives

Health Investments

Education Investments

Financial Stability Investments

Essential Services Investments

Community Workforce Fund

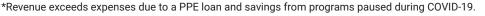
Designations to Agencies

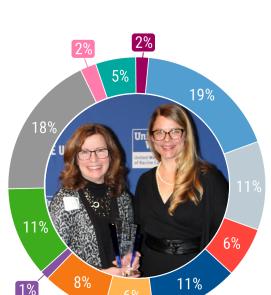
Fiscal Sponsorships

Uncollected Pledges

COVID Relief

State & Federal Grant-Funded Initiatives





CAMPAIGN CABINET

Lisa Just Jonathan Delagrave

Chair Andrea Kiemen-Rognsvoog

Kimberly Kane Laura Million
Co-Chair Matt Montemurro

MembersJim PoppBryan AlbrechtNeil StaeckPat BohonCarmen Tenuta

COMMUNITY INVESTMENT COMMITTEE

Peggy JamesHollie WhiteChairDeAnn PossehlMembersKevin W. McCabeDave DurmentKen MoehleJackie HartleyLori Strangberg

Joe Heck Pairin Hongsoongnern

Dustin Ashley

COMMUNITY INVESTMENT FINANCIAL TEAM

The Community Investment Financial Team did not meet in 2020 because this was the second year of a two-year investment cycle. It reconvened in 2021.

SCHOOLS OF HOPE LEADERSHIP COUNCIL

Rosalie Daca Art Howell
Co-Chair Kristin Latus

David Novick William Macemon
Matt Montemurro
Matt Snyder

Members

Members Connie Zinnen
Brian Albrecht

Lynn Debilzen

WOMEN UNITED EXECUTIVE COMMITTEE

Laura MatterMembersChairAmanda BulgrinGina SorensonFrancesca Bumpurs

Vice Chair Frances Kis

VOLUNTEER ADVISORY TEAMS

HEALTH

Jackie Hartley

Chair

Members Vickie Elliker

EDUCATION

Lori Strangberg

Chair

DeAnn Possehl

Co-Chair

Members

Alyssa Arzikovic

FINANCIAL STABILITY

Josh Jordan

Chair

Members

Debbie McGrain

ESSENTIAL SERVICES

Joe Heck Chair

Members

Pairin Hongsoongnern

Peggy James Alysia Ruiz

LIFT

Ken Moehle Co-Chair

Anisa Diaz

Julian Thomas Elementary

Danielle Dekker Shircel

Knapp Elementary

2019-20 YOUTH AS RESOURCES

Danika Burinda Eavy Christensen Molly Diggins Elijah Gallup Maria Gomez Giovonni Grippe lan Henning Abel Santos Rumina Sharma Karsen Skiles Maddie Thompson







EQUITY HIGHLIGHT

United Way of Racine County invested time in 2020 to working on organizational growth and staff education and development in the areas of diversity, equity and inclusion.

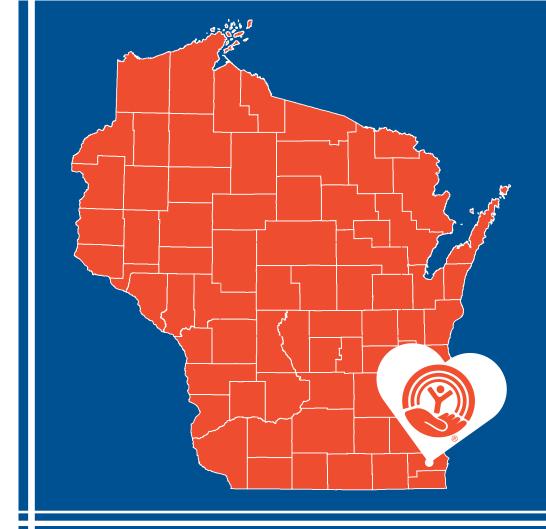
These efforts were kickstarted by the formation of a Diversity, Equity and Inclusion Committee. This committee provides staff regular equity trainings and discussion.

United Way of Racine County also partnered with local organizations to provide DEI trainings for our staff in 2020. In February, staff and local nonprofits were invited to participate in a Safe Zone Training designed to educate participants on how to be safe and effective allies for the LGBTQ community. Staff also participated in a five-part module DEI series led by Payne & Frazier Consultants. The series introduced topics such as equity and structural racism and then asked staff to look first internally and then externally into the ways structural racism plays out and what can be done to combat it.

In the summer, our President and CEO Ali Haigh published an article in the Racine Journal Times called "How I Became Comfortable Talking About Race." In the article, she detailed her journey as a white woman learning to understand her privilege, discuss race and advocate for change.

Also that summer, we partnered with Higher Expectations for Racine County, Racine County and the City of Racine on a virtual Racial Equity Institute Groundwater Plus Training for the Racine community. This one-day, interactive training introduced participants to the structural nature of racism and how to combat it. The training was offered twice in 2020, educating more than 150 participants.

Moving into 2021, United Way of Racine County plans to use this knowledge and personal and professional growth to approach our work through an even more equitable lens.





STAFF

Alexa Haigh (she/her)
President & CEO

Jessica Safransky Schacht (she/her)

Chief Operating Officer

Barb Jopke (she/her)
VP of Finance & Administration

Alberto Huerta (he/him)

Senior Director of Investor Relations

MaryBeth Kallio (she/her)

Community Investment Director

Tracie Feest (she/her)

Investor Relations Manager

Julie Anderson (she/her)

Investor Relations Manager

Lori Riffer (she/her)
Initiatives Manager

Maham Ali (she/her)

Community Schools Manager

Shay King (they/them)

Marketing Manager

Jen Bastron (she/her)

Digital Marketing & Content Manager

Leigh Ann Martinez (she/her)

Community School Coordinator

Jennifer Figueroa (she/her)

Executive Assistant

Linda Ziegler (she/her)

Finance Assistant



Stephen McLaughlin

Chair

Ralph Malicki

Vice-Chair

Peggy James

Vice-Chair, Community Investment

Barbara Bakshis

Treasurer and Vice-Chair, Finance

Brian Agen

Vice-Chair, Human Resources

Keith Cruise

Vice-Chair, At-Large

Eric Gallien

Vice-Chair, At-Large

Stephanie Sklba

Vice-Chair, At-Large

Jim Ladwig

Vice-Chair, At-Large

Alexa Haigh Secretary Members Vanessa A

Vanessa Abejuela-Matt, DO

Chris Antonneau

Darryl Babu

Nicholas Borth

Jason Greenwood

Jim Holland

Kimberly Kane

Stacey Malacara

Willie McDonald

Kristin McManmon

Laura Million

Matt Montemurro

Kara Reske

Cory Sebastian

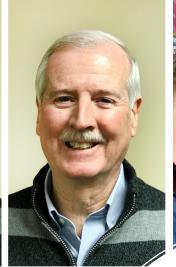
Kelly Mould

Mark Villalpando

Ernest Ni'A

Todd Terry

Connie Zinnen

















2000 Domanik Drive Racine, WI 53404

