



2023 Annual Report

United Way of Kenosha County

CELEBRATING 100 YEARS
ANNIVERSARY EDITION



Unifying Voices.
Amplifying Impact.



Table of Contents

- p2. Letter from the CEO**
- p3-4. Celebrating 100 Years**
- p5-7. 100 Years, 100+ Volunteers**
 - 5. A Day of Service Event Overview
 - 6. Volunteer Kenosha
- p7-10. Our Community Investment**
- p.-11-12 Our Community Impact**
 - 11-12. The Sharing Center
- p13-14 Our Impact in Education**
 - 13. Education Overview
 - 14. Dolly Parton's Imagination Library
- p15-16. Our Impact in Financial Stability**
 - 15-16. VITA (Volunteer Income Tax Assistance)
- p17-18. Our Impact in Basic Needs and Health**
 - 17-18. Impact 2-1-1
 - 18. Single Care
- p19-20. Our Campaign Contributors**
 - 19. Top and Local Campaign Partners Circle
 - 20. National Partners and 365 Small Business Circle
- p21. Financial Overview**
- p22. Contact Us**



Letter From the CEO

Our Brand:
Unifying Voices.
Amplifying Impact.

Dear Kenosha County community members,

For 100 years, United Way of Kenosha County, along with our donors and volunteers, has improved lives and made Kenosha a better place for everyone. Although much has changed throughout Kenosha County and the world over the past 100 years, one thing remains clear: Kenosha is a caring community.

Our organization was founded on March 29, 1923 by fifteen concerned citizens with the goal of enlisting community support to meet local needs – The Community Chest. The following day, Kenosha News reported their meeting as “one of the most enthusiastic meetings of public nature ever held in Kenosha.” Their first campaign, which used the slogan, “Suppose Nobody Cared,” raised more than 1.5 million dollars in today’s amount.

From there, the organization continued to keep up with current needs, serving the community through World War II and other historic events. In 1973, the organization’s mission and brand was made to align with the national United Way movement, officially becoming United Way of Kenosha County.

Amidst the celebratory milestone of United Way of Kenosha County’s 100th Anniversary, we reinvisioned our mission, vision, and brand statements to better align with serving our community now and in the future while remaining true to our founding principles.

Thank you for joining us in celebration of decades of impactful, caring efforts!

Together, we can UNIFY VOICES and AMPLIFY IMPACT right here in Kenosha County.

With heartfelt appreciation and a shared dedication to service,

Carolynn Friesch

Chief Executive Officer

Our Mission:
United Way of Kenosha County is committed to connecting diverse voices and maximizing resources to collectively strengthen and uplift Kenosha County.

Our Vision:
An equitable Kenosha County where all individuals are healthy, educated, and economically stable.



Letter From the CEO





Celebrating 100 Years

We are infinitely grateful for the enduring dedication of our donors, partners, and volunteers who have helped shape the landscape of philanthropy in our community over the past 100 years. Our 100th Anniversary was complete with energetic events celebrating our legacy, including A Legacy of Giving, 100 Years, 100+Volunteers: A Day of Service (p. 5), and the Centennial Jubilee.

The Centennial Jubilee marked the official release of the nonprofit's new mission, vision, and brand while also raising \$39K in support of UWKC, laying a foundation for continued success.

Local institutions are the best vehicles of collective action... The progress we see will be the progress we create right here. Sometimes, it's the oldest institutions that have learned some of the best secrets of success. If they were not battle-hardened they wouldn't be here today.

- John Swallow, Carthage College



Celebrating 100 Years



Thank you to our Centennial Jubilee sponsors:

Carthage College, Johnson Financial Group, NextHome Signature Group, Snap-on Incorporated, Aurora Health Care, Gateway Technical College, Kenosha FiberCity®, Educators Credit Union, Community State Bank, and Herzing University

During the Centennial Jubilee, UWKC recognized its Centennial Celebrate UNITED Award Winners, which included:

Legacy of Caring Award: Sue Mielke

Volunteer Lifetime Achievement Award: William (Bill) Roberts

Legacy of Giving Award: Patricia Demos

Legacy of Giving Trailblazer Award: Dezarrea Johnson-Kindle

Esteemed Corporate Contributor Award: Kenosha Beef/Birchwood Foods

Centennial Jubilee Partner: Snap-on Incorporated

A **Legacy of Giving** spotlighted our donors and volunteers who are the foundation of our work. It was held at the Kenosha History Center, featuring a temporary exhibit (shown above) adorned with artifacts that narrated the story of our collective efforts, illustrating the profound impact we've made on countless lives.

There's only one thing left to do. Look forward to the future as we Unify Voices and Amplify Impact. Our commitment to connecting diverse voices and maximizing resources sets out to collectively strengthen and uplift Kenosha County. Thank you for your continued support. We invite you to join in on the momentum as we uphold a shared vision to transform lives.



100 Years, 100+ Volunteers: A Day of Service

April 1, 2023 marked United Way of Kenosha County's first major event honoring the organization's 100th Anniversary. In partnership with Leadership Kenosha, 100 Years, 100+ Volunteers: A Day of Service reignited the caring power of our community while raising awareness surrounding local volunteer needs. We are grateful for the opportunity to bring back an event of this capacity during such a momentous occasion, marking the return of community-wide volunteer events for the first time since 2018.

Event Overview

- 150** Volunteers
- 500** Service hours
- 10** Service projects

Thank you to our event sponsors:

Johnson Financial Group, Educators Credit Union, Waste Management, Woodman's Food Markets, and 4D Business Group.





Volunteer Wisconsin

Volunteer Wisconsin connects interested volunteers with local nonprofits so they can 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.



Scan the QR Code to get connected to volunteer opportunities



www.kenoshaunitedway.org/volunteer

Volunteer Wisconsin





Our Community Investment*

**UWKC invested a total of \$153,250 to empower
15 high performing organizations, igniting meaningful progress
through 20 impactful community programs
*2022/2023 funding cycle.**

Education

Youth Empowerment - Boys & Girls Club of Kenosha
Early Intervention - Kenosha Achievement Center
Summer Camp - ELCA Outreach Center
S.C.A.N. Stop Child Abuse and Neglect - BeLEAF Survivors
Literacy for Life - Kenosha Literacy Council
Art to Increase Disability Awareness - Society's Assets

Health

Nutrition Program - Sharing Center
One on one Mentoring - Big Brothers Big Sisters of Racine/Kenosha
Abilities in Motion Adaptive Sports - Kenosha YMCA
Juvenile Crisis - Kenosha Human Development Services
Safety around Water - Kenosha YMCA
Children's Services - Women and Children's Horizons
Behavioral Health and Counseling Services - Catholic Charities
Legal Advocacy - Women and Children's Horizons
Homeless Shelter Program - Shalom Center
Meals on Wheels - Kenosha Area Family and Aging
Services, Inc. (KAFASI)
Live Strong at the YMCA - Kenosha YMCA

Financial Stability

Vocational Ministry - Kenosha Vocational Ministry
Transitional Housing for Homeless Youth & Adults - Kenosha Human
Development Services
Home Construction - Habitat for Humanity of Kenosha





United Way
United Way of Kenosha County
Pay to the Order of Kenosha Literacy Council \$ 11,000.00
Eleven thousand 00/100 Dollars
For Community Investment Carolynn Friesch
Authorized Signature

Date 7-11-2023



United Way
United Way of Kenosha County
Pay to the Order of Kenosha Area Family and Aging Services \$ 12,500.00
Twelve thousand Five hundred 00/100 Dollars
For Community Investment Carolynn Friesch
Meals on Wheels Authorized Signature

Date 7-11-2023



Our Community Investment

United Way of Kenosha County works towards its vision for an equitable community where all individuals are healthy, educated and economically stable. Together with our investment partners, **UWKC positively impacted the lives of 9,238 individuals and families in Kenosha County.**

EDUCATION

734 children and youth received academic enrichment outside of school and 77 percent of participating students improved academically.



HEALTH

7971 individuals received access to health and safety resources and improved their healthy living skills.

FINANCIAL STABILITY

70.3 percent of program participants (533) improved their quality of living and employability skills.





Our Community Impact

A rural family of four faced homelessness due to health issues but found stability with the help of United Way funding. Struggling to afford a unique dietary product for a severely ill family member, they sacrificed their food budget. The Sharing Center intervened, connecting them with resources and stocking products that met the families dietary needs in its pantry, leading to improved health outcomes and stable housing for the entire family.



The
Sharing Center

SHARE | SERVE | ADVOCATE



Our Community Impact



Thanks to United Way's support, the Center provides high-quality food to nearly 4,000 residents annually, ensuring equitable access to healthy meals for low-income and homeless families in rural Kenosha County.

- Sharon Pomaville Executive Director, Sharing Center.



2023 Impact

READERS ARE LEADERS

In Kenosha, only 1/3 of third graders read proficiently. Readers Are Leaders sets out to help address this crisis.

- 99 Students who received literacy support
- 63 Volunteer tutors
- 799 Hours spent reading together

READ ACROSS KENOSHA

The 2023 event marked the first in-person volunteer gathering since 2020, spreading positive memories surrounding literacy, which is critical to nurturing a lifelong love for reading that empowers students to achieve their future goals.

Thank you to our event sponsors: Johnson Financial Group, University of Wisconsin-Parkside, and LMI Packaging!

- 130 Volunteers read to students in 128 classrooms

YOUTH AS RESOURCES

- 12 Youth-led service projects were awarded \$4,400

SENSORY PLAYGROUNDS

- 3 Sensory Playgrounds were created at: EBSOLA, Roosevelt, and KTEC

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. UWKC is proud to support BOF through collaboration on various community initiatives.

Our Impact in Education
My student and I have had an absolute blast reading together and made huge progress. We even finished his first-ever chapter book!
- Kimberly Molinaro, Readers Are Leaders Tutor





IMAGINATION LIBRARY

The Imagination Library is so awesome! My son, Bodhi, runs to the mailbox to get his books.

- Eris W., Kenosha County Parent

Through Imagination Library, UWKC helps ensure that all children have books at home, regardless of the environment in which they grow up in, providing one free age-appropriate book per month to enrolled children.

648 Enrolled Children

4 Program Sponsors: Gateway Technical College, Johnson Financial Group, Aurora Healthcare, and the Kloss Foundation

Our Impact in Education





Our Impact in Financial Stability



VITA

Volunteer Income Tax Assistance

United Way of
Kenosha County



Volunteer Income Tax Assistance

United Way of Kenosha County provides free tax assistance to Kenosha County's low- to moderate-income residents. Many of which could not afford the cost of tax preparation and would not have access to the refunds they earned without the hard work of UWKC's volunteer tax preparers.

2023 Impact

41 IRS Certified Volunteer Tax Preparers

2,416 Hours of Service

823 Taxpayers Helped

1,807 Returns filed

\$1.19M in Refunds returned to Kenosha residents

\$199K Saved on tax preparation



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.”

Program Sponsors



Educators
CREDIT UNION®

A Shared Past, A Strong Future.
608-755-6065 800-779-5555
www.bhccu.org



Thank you to all of our VITA Volunteers!



Our Impact in Financial Stability





Impact 211

IMPACT 211 is Kenosha County's free, 24/7 connection to local services, like utility assistance, housing, food, elder care, crisis intervention, alcohol and other drug recovery and much more. During times of personal crisis or community disaster, 211 makes it easy for residents of Kenosha County to get connected to information and assistance.



2,170

Total Contacts



4,035

Total Referrals



Impact 211



Top 211 Referrals by Category



989
Housing and
Shelter



409
Community and
Legal Services



681
Health, Mental
Health, and
Substance Use



266
Food



227
Utility Assistance



105
Income
Security

Single Care
1,959 people received \$217,315.40
in prescription savings.





Campaign Contributors

Top Partners

Snap-on Incorporated
Festival Foods
Kenosha Beef
Johnson Financial Group
Ocean Spray
KUSD
Meijer
LMI
Educators Credit Union
Advocate Aurora
BMO Harris Bank
Kenosha County Government
City of Kenosha
Costco Wholesale
KHDS
Pieper Electric

Local Partners

Andrea & Orendorff
Beckhart Environmental
BeLeaf Survivors, Inc.
Boys & Girls Club of Kenosha
Carthage College
Chrysler Retirees
Community State Bank
ELCA Outreach Center
Gateway Technical College
Girl Scouts of WI SE
Gordon Food Service
Heart of Illinois United Way
Herzing University
Hold My Beer
Johnson Controls Inc.
KAFASI
M3 Insurance
NextHome Signature Group
Petretti Properties
Puratos Chocolate
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)
The Sharing Center
Trustmark Consolidated
Union Local 15
United Way Blackhawk Region
United Way of Kenosha County
United Way of Racine County
University of Wisconsin - Parkside
UW of Greater Milwaukee & Waukesha Cty
USA Mobile Drug Testing of Milwaukee





Double E Workplace Solutions, LLC.
 Dynamic Training Resources
 Living As A Leader
 Johnson Financial Group
 NextHome Signature Group
 Platinum Systems

National Partners

Abbott Laboratories	JCP
AbbVie	McDonald's
Accenture	Molson Coors
Allstate Insurance	Northwestern Mutual
Associated Bank	People's Gas
AT&T	Stellantis
Best Buy	SuperValu Inc
Blackhawk Bank	Thrivent Choice
Caterpillar Inc.	Truist Company
Constellation	US Bank Consolidated
Elevance Health	Wabtec
Enterprise Rent-A-Car	Walmart
Exelon	We Energies
GE	
Hydrite Chemical	
ITW	

We'd love to talk more with you about
 the ways your company can give back.
 Contact us today!

Campaign Contributors

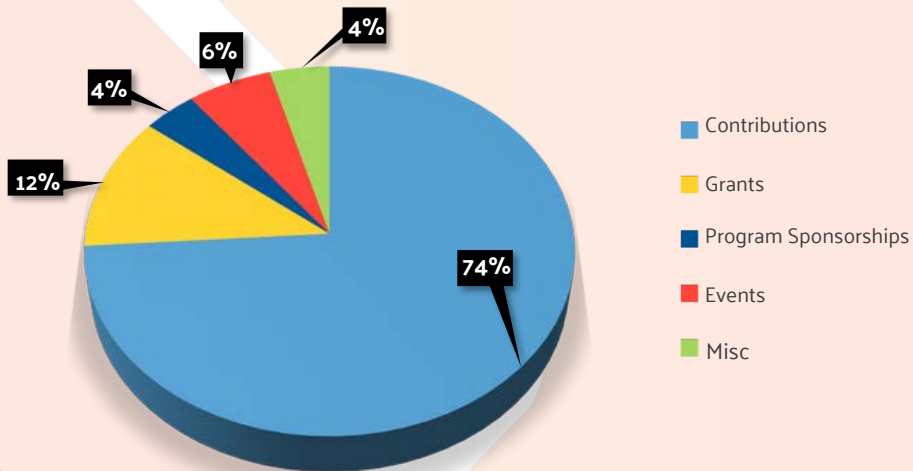




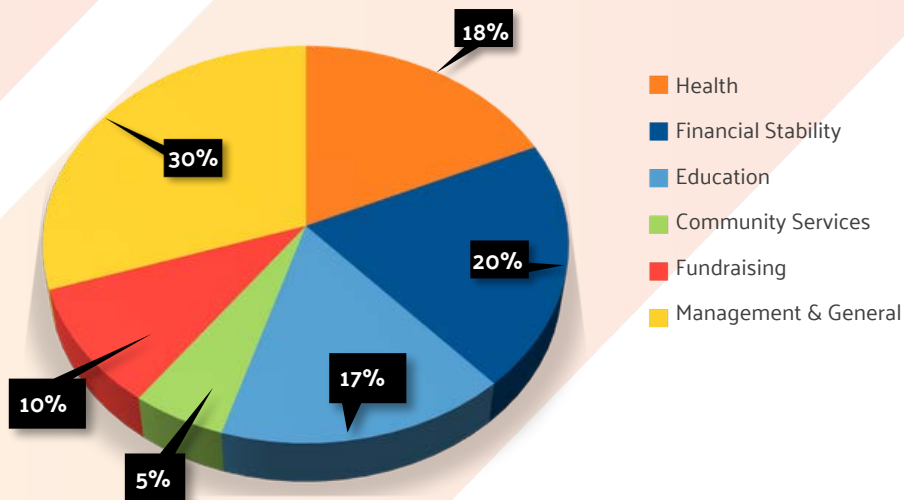
Financials

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.

Where does our money come from?



How is our money spent?





Contact Us

**Carolynn Friesch,
CEO**

(262) 671-2207
cfriesch@kenoshaunitedway.org

**Jevon Claussen,
Senior Director of Community Impact**

(262) 671-2209
jclaussen@kenoshaunitedway.org

**Beth Griffen,
Director of Finance**

(262) 671-2215
bgriffen@kenoshaunitedway.org

**Rita Nicholson,
VITA Program Coordinator**

(262) 671-2216
rnicholson@kenoshaunitedway.org




Contact Us



CONNECT:

 5500 6th Ave., Suite 210

 (262) 658-4104

 info@kenoshaunitedway.org

 @unitedwayofkenoshacounty

 @UnitedWayKenosha

 @UWKenoshaCounty

 @United Way of Kenosha County

 @UnitedWayKenosha

 @United Way of Kenosha County

 KenoshaUnitedWay.org

