

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™**

**United
Way**



2009
Annual Report
GREAT RIVERS UNITED WAY

Mission

OUR MISSION is to improve the quality of life in our region by assessing community needs, by raising and distributing resources to respond to those needs, and by providing leadership to solve community problems.

In pursuit of our mission, the volunteers and professionals of United Way value:

- Responsible stewardship of contributed financial and volunteer resources.
- Ethical fund raising practices.
- A proactive approach to identifying and responding to changing and emerging regional needs and issues.
- The dignity of each individual in our community.
- Impartiality in decision-making.
- Community problem-solving.
- Collaborative relationships.
- The diversity of our community.
- The inclusiveness of programs and services.
- Volunteerism as a vital community resource.
- Open communication on accurate information.



Did you know...

if you're using Adobe® Reader, you can use the ZOOM and HAND tools, and the FIND palette to make reading and navigating this document easier. If you're unfamiliar with these tools, consult Reader Help.

OFFICERS

President Brad Sturm Coulee Bank
1st Vice President Dale Walter Associated Bank
Treasurer Jeff Jensen RSM McGladrey

TERM EXPIRING MARCH 2010

Tom Brock * Altra Federal Credit Union
Rolan Covert * Community Volunteer
Jeff Jensen * RSM McGladrey
Lee Rasch * Western Technical College
Brad Sturm * Coulee Bank
Lynn Sturm Gundersen Lutheran
Mary Torstveit Community Volunteer
Kim Valiquette CenturyLink

TERM EXPIRING MARCH 2011

Kerstin Boudreau Vendi Advertising
Todd Eber W.A. Roosevelt Company
Sue Horne * Main Street Ingredients
Jerry Kember La Crosse School District
Pat Kerrigan Viterbo University
Fred Kusch JFK Associates/The Growth Coach
Chongcher Lee Hmong's Golden Eggrolls
Rebecca Nesse Community Volunteer
Susan Ring * Gundersen Lutheran

TERM EXPIRING MARCH 2012

Julie Bartels Franciscan Skemp Healthcare
Sue Breyer Wells Fargo
Chief Gregg Cleveland * La Crosse Fire Department
Sarah Havens Gundersen Lutheran
Jerry Huber La Crosse County Human Services
Paula Knudson University of WI-La Crosse
Rick Mickschl District Lodge #66 – IAMAW
Pattie Nimocks US Bank
Bill O'Driscoll Trane
Dr. Brenda Rooney Gundersen Lutheran
Kate Shillin Organic Valley
Brent Smith Johns Flaherty & Collins
Sam Van Riper Trane
Dale Walter Associated Bank

TERM EXPIRING UPON HIGH SCHOOL GRADUATION

LeAnn Cleveland Aquinas High School Student

* Denotes member of the Executive Committee



STAFF

Rose Mary Boesen Chief Professional Officer
Teri Booth Office Manager
Kristen Brinks Community Impact Director
Jen Dobrunz Resource Development & Marketing Director
Lorie Fredrickson Finance Director
Daniel P. Hanson Community Services Director
Great Rivers United Way, Inc.
1855 E. Main Street
Onalaska, WI 54650
608.796.1400
608.796.1410 fax
info@greatriversunitedway.org
www.greatriversunitedway.org

LIVE UNITED!

Dear Great Rivers United Way Investor:

2009 was a year of challenge and triumph for Great Rivers United Way. Our local programs were receiving less county and state funding. The need for United Way funded programs was increasing. With less employees in our five county region, raising funds became more difficult than ever before.

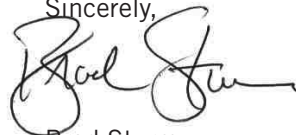
Thanks to the efforts of our local media and the generosity of the people in our five county region, Great Rivers United Way exceeded the \$1.85 million dollar goal; finishing the campaign at \$1.86 million.

My sincere appreciation goes out to every volunteer and donor who helped Great Rivers United Way stay at the top. For the past 60 years, the generosity of our community has saved and changed lives.

As we begin 2010, remember that no matter what happens throughout the rest of our country, Great Rivers United Way is here to serve our fellow community members who are in need. Your generosity and commitment to our community gives the United Way Board of Directors the confidence to continue helping over 60 programs serve more people than ever before.

Let's stand united together for education, income, and health. Let's continue to give, advocate, and volunteer. In order to better the lives of the people in our community, we must continue to LIVE UNITED.

Sincerely,



Brad Sturm
Coulee Bank
Great Rivers United Way
Board President

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

Compass

COMPASS provides a snapshot of life in the Great Rivers region. This collaborative report assesses community strengths and priority issues that will help guide and mobilize action to improve life in the five counties making up the Great Rivers region.

The challenge is to spark leaders and citizens to action—action based on information about the present status of their community and a vision of what can be accomplished in the future.

THANK YOU to the many people and organizations who gave of their time, talents and resources to make this project a success. A complete regional COMPASS report, as well as individual county reports, are available on the Great Rivers United Way website www.greatriversunitedway.org.

“COMPASS sought individual and collective ideas and concerns from the community. From this, we’ve identified areas where collaboration will strengthen the community. Only with individuals helping each other out will we accomplish great things.

COMPASS provides a solid foundation to build on.”

Dr. Brenda Rooney, Gundersen Lutheran

Marketing

The marketing team of Great Rivers United Way hit the ground running in 2009. The goal was to educate the public about United Way's impact on the community. Give. Advocate. Volunteer. LIVE UNITED; those words rang true as local companies began sporting United Way's famous LIVE UNITED t-shirts.

Each of us had the power to make a difference by simply investing the cost of one can of soda a week in GRUW.

America continued to struggle through an economic downturn, and by the end of 2009, donations were significantly down. We knew local programs would be in trouble without appropriate funding. Marketing Director, Jen Dobrunz, supported by staff and our Marketing Committee created a plan to raise additional funds. Local media came together and the "Little Extra" campaign was born.

January 10-24, 2010, GRUW success stories were shared with the community by local media. Community members were introduced to people they had helped with their GRUW donations.

During our "Little Extra" campaign, local grocery stores allowed customers to drop off United Way donations, or add a donation to their grocery bill. Thanks to this special campaign, we raised an additional \$108,932.65, bringing our 2009 campaign total to 1.86 million dollars.

Thanks to everyone who was a part of the 2009 Marketing Committee: Susan Ring, Pat Kerrigan, Todd Eber, Kim Valiquette, Kerstin Boudreau. Thanks also to Board President Brad Sturm, 2009 Campaign Co-Chair Chief Gregg Cleveland, WXOW 19, Vendi Advertising, WKBT 8, Mid-West Family Broadcasting, La Crosse Radio Group, River Valley Newspaper Group, Festival Foods, Logistics Health, Inc., Kwik Trip, and Quillin's for their efforts on behalf of our "Little Extra" campaign.

Special thanks to our local media for helping make our "Little Extra" campaign a great success.

Check us out on Facebook and Twitter.

Community Investment

Great Rivers United Way is committed to going green. All 28 Partner Agencies submitted online applications, and 75% of Community Investment Volunteers submitted reviews online.

This year there were 67 programs considered for funding in the 2010-2011 cycle. The programs were first reviewed by a volunteer Outcomes Review Team. Those reviews were passed on to our 75 Community Investment Volunteers to complete the rating and scoring process. These volunteers met in Panels to share their individual scores, comments, and to arrive at a group consensus. The consensus scores were given to the Fund Distribution Steering Committee, which consisted of the Chairs of the 12 Community Investment Panels. The Committee recommended funding amounts based on scores and dollars available from the annual campaign. The Board of Directors approved the recommendation on February 25, 2010.

We owe a big THANKS to Gundersen Lutheran, who graciously opened their Onalaska and Green Bay Street buildings for training sessions and Community Investment Panel meetings. Not only did we have great facilities but also great food! THANK YOU to Wendy's for donating chili & Hmong's Golden Eggrolls for donating eggrolls to all of our hard-working volunteers.

Resource Development

The 2010 United Way campaign was full of fires, and who better to lead a Campaign full of fires than La Crosse Fire Chief Gregg Cleveland and his wife, Kay. As county and state funding continued to cut local programs, the pressure for United Way to make its 2010 Campaign goal of \$1,850,000 grew. Through much adversity, the Cleveland's exceeded the goal by raising a total of **\$1,862,643.00**.

The Cleveland's success was thanks to a very active Campaign Cabinet. The Cabinet assisted in monthly brainstorming sessions and delivered campaign supplies to over 400 companies in the 5 county region. The 2010 Campaign Cabinet consisted of: Chief Gregg Cleveland, Kay Cleveland, Kate Shillin, Lynn Sturm, Wayne Oliver, Sam Van Riper, Pattie Nimocks, Julie Bartels, and Linda Kloet.

Great Rivers United Way continued their Internship Program in 2009. Students from UW-La Crosse and Viterbo University stepped up to the challenge to help with campaign tasks. They held United Way meetings, collected pledge forms, and assisted with special events. This year would not have been possible without them and it was a pleasure to work with all of them. Thank you to the United Way Interns: Bri Bacherach (UW-La Crosse), Corrie Gulsrud (Viterbo), Ryan Hermanson (Viterbo University), Sally Johnson (UW-La Crosse), and Chuck Theil (UW-La Crosse).

With such a great team, we expected big things when the Pacesetter Campaigns began, and that is exactly what we got. Fifteen local companies ran early United Way campaigns to set the pace for campaign. Altra Federal Credit Union, APAC Customer Service, CenturyLink, Coulee Bank, Dairyland Power Cooperative, Festival Foods, Gundersen Lutheran, La Crosse Fire Department, JFK Associates, Logistics Health, Inc., Macy's, Main Street Ingredients, Tri-State Ambulance, UPS, and Wieser Brothers General Contractors stepped up to the challenge of increasing their participation or campaign total by 10% over last years numbers. We announced the Pacesetter companies campaign totals at the Campaign Kickoff on September 9, 2009. These companies raised \$588,135.33 (28.4%) of the campaign goal.

The 2009-2010 campaign raffle was a huge success. For the fifth year, 12 lucky donors received great prizes thanks to the following companies: Altra Federal Credit Union, Associated Bank, Citizen's State Bank, Dahl Automotive, E Spa, Kwik Trip, La Crosse Boat Harbor, La Crosse Family YMCA, Logistics Health, Inc., Mississippi River Rentals, Quillin's, Rose Jewelers, Target, Travel Leaders, US Bank, Wells Fargo. Thanks to all the companies who helped make the raffle the best yet. Thank you also to Main Street Ingredients and Gundersen Lutheran for sponsoring the printing of raffle tickets, and to Dairyland Power Cooperative for printing posters.

WXOW 19 donated the production of our campaign video and Christian Cook from Simply Graphics designed the campaign materials. We are grateful to them for their support of United Way.

Thank you also to the companies that sponsored events throughout campaign. The *Pacesetter Kick Off Event* was sponsored by Altra Federal Credit Union, Dairyland Power Cooperative, Wieser Brothers General Contractors, and the La Crosse Loggers. The *Leadership Event* was sponsored by Community Credit Union, Coulee Bank, Gundersen Lutheran, Johnson Jaekel & Riutzel, Inc., Trust Point, La Crosse Floral, Pepsi-Cola Bottling Company, Jon Ellefson, and Zimmerman Driving School. The *Kick Off Breakfast* was sponsored by AFL-CIO Central Labor Council, CenturyLink, Trane, Wipfli, and the Radisson Hotel. The support from these local companies is truly appreciated. These events would not be possible without their contributions.

Lastly, a big THANK YOU to everyone in the community for donations, volunteerism, and advocacy. Now more than ever before this money will change the lives of people in this community.

Volunteer

Great Rivers United Way is committed to linking volunteers with opportunities to serve, empowering agencies to use volunteers effectively, and advocating for volunteerism to increase the number of volunteers involved in the community.

The Great Rivers United Way Volunteer Center:

- Connects people with quality opportunities to serve.
- Builds capacity for local volunteering.
- Promotes volunteerism and raises awareness of the value volunteers bring to our community.
- Participates in strategic initiatives that mobilize volunteers effectively and efficiently to meet local needs.
- Offers technical assistance to local non-profits.
- Links product donations to agency needs.

Thank you to the many volunteers that lend their time and talents to make a lasting difference in this community.

Please visit www.greatriversunitedway.org and discover Volunteer Solutions, United Way's comprehensive community database, and many local volunteer opportunities!

VOLUNTEERS

We would like to thank the following individuals for giving of their time and talents over the past year. Thanks also to their employers for giving them the time to be an integral part of our organization. Our apologies for any errors or omissions.



Natalie Allen – Community Volunteer
Carrie Amann – CenturyLink
Jon Amlaw – Community Volunteer
Mary Anderson – World Services of La Crosse
Christy Anthofer – Coulee Council on Addictions
Nancy Arens – University of WI – La Crosse
Jerry Arndt – Gundersen Lutheran
Elaine Baldwin – The Salvation Army
Julie Bartels – Franciscan Skemp Healthcare
Ryan Bartels – Citizen’s State Bank
Tia Bastian – Gundersen Lutheran
John Bayer – IAFF Local 127
Liz Beard – New Horizons
Tammy Becker – Becker Tax & Bookkeeping
Bill Beeler – IBEW Local 14
Jeanne Beeler – IBEW Local 14
Dianne Beranek – Altra Federal Credit Union
Julie Berg – Citizen’s State Bank
Sister Anita Beskar – FSPA
Heidi Blanke – WAFER
Kerstin Boudreau – Vendi Advertising
Sue Breyer – Wells Fargo
Jordan Brinks – Trane
Tom Brock – Altra Federal Credit Union
Donna Brooks – SHARE
Jess Brozek – Main Street Ingredients
Dyanne Brudos – US Bank
Todd Brudos – APAC Customer Services
David Bruemmer – Altra Federal Credit Union
Ashley Buchner – Student Volunteer
Brianna Burner – Altra Federal Credit Union
Kenna Christians – Community Volunteer
Roger Christians – Community Volunteer
Chief Gregg Cleveland – La Crosse Fire Department

Kay Cleveland – Community Volunteer
LeAnn Cleveland – Aquinas High School Student
Christian Cook – Simply Graphics
Brandon Corcoran – La Crosse Family YMCA
Jerome Corder – Festival Foods
Rolan Covert – Community Volunteer
Deana Coyier – Festival Foods
Nicole Coyier – Festival Foods
Denise DeBonville – LexisNexis
Ruth DeJarlais – La Crosse School District
Megan Dembraski – Festival Foods
Julie Diermeier – Community Volunteer
Rick Diermeier – L.B. White Company
Glenda Donley – Altra Federal Credit Union
Matthew Durtsche – Altra Federal Credit Union
Todd Eber – W.A. Roosevelt Company
Jerry Eddy – IBEW Local 14
Terrie Edgerton – Community Volunteer
Stacey Edmison – Community Volunteer
Ted Eisenbacher – Edward Jones
Erin Ersted – Principal Financial Services
Shari Evenson – APAC Customer Services
Lina Fanning – Trane
Cathy Fischer – Gundersen Lutheran
Jon Fisher – IAFF Local 127
Mary Fitzpatrick – Catholic Charities
Jayne Flint – Associated Bank
Chelsea Ford – University of WI-La Crosse
Dennis Ford – Community Volunteer
Joe Formanek – IAFF Local 127
Corie Frasor – Logistics Health, Inc.
John Funke – L.B. White Company
Frank Garritano – IAFF Local 127
Marty Gaul – IAM Machinist Lodge 1115

James Gausmann – Veteran’s Services
Brian Gentry – Carpenter’s Local 1143
Kimberly Giertych – Community Volunteer
Mike Giese – City of Onalaska
Vicki Gress – RSM McGladrey, Inc.
Nicole Griffin – Wieser Brothers General Contractors
Denise Grover – IAM Machinist Lodge 21
Luanne Gruenke – Altra Federal Credit Union
Jamie Gueningsman – Citizens State Bank
Brandon Guenther – Student Volunteer
Judy Gull – Re/Max First Choice
Dr. Sig Gundersen – Gundersen Lutheran
Jake Gundrum – Gundersen Lutheran
Larry Hafner – Community Volunteer
Kate Halderman – Festival Foods
Cheryl Hancock – American Red Cross
Kathy Hanratty – University of WI-La Crosse/WPEC
Mona Hanson – Community Volunteer
Sarah Havens – Gundersen Lutheran
Tracy Herlitzke – C.E.S.A. #4
Dave Hinsverk – Community Volunteer
Eric Holthaus – Dairyland Power Cooperative
Scott Hood – Boys & Girls Club of West Central WI
Sue Horne – Main Street Ingredients
Brandon Hougom – Altra Federal Credit Union
Mary Hubbard – Altra Federal Credit Union
Jerry Huber – La Crosse County Human Services
Rev. Debbie Huber – Community Volunteer
Don Huff – Dairyland Power Cooperative
Marilyn Hurt – Community Volunteer
Sharon Imes – Community Volunteer
Ed Jaekel – JRM & Associates
Jeff Jensen – RSM McGladrey, Inc.
Lori Jensen – Wieser Brothers General Contractors

VOLUNTEERS - CONT.



Scott Jensen – CenturyLink
Cole Johnson – Main Street Ingredients
Tara Johnson – RSM McGladrey, Inc.
Ann Kappauf – New Horizons
Kevin Kappauf – IAFF Local 127
Jennifer Keller – Western Technical College
Wendy Kelly – Wisconsin Quality Home
Jerry Kember – La Crosse School District
Pat Kerrigan – Viterbo University
Betsy Kiefer – JRM & Associates
Ann Kiel – Gundersen Lutheran
Bethany Kies – Family Resources
Maureen Kinney – Johns Flaherty & Collins
Shannon Klug – CenturyLink
Paula Knudson – University of WI-La Crosse
Lori Koblitz – RSM McGladrey, Inc.
Sandra Krajewski – University of WI-La Crosse
Shelly Krause – Hunger Task Force
Ashley Krueger – CenturyLink
Rick Kujawa – UPS
Kathy Kulig – Wipfli LLP
Kevin Kuderer – IBEW Local 14
Fred Kusch – The Growth Coach
Amy Kutchera – Main Street Ingredients
Terri Kutnink – Boys & Girls Clubs of
Greater La Crosse
Cynthia Lawton – Gundersen Lutheran
Jason Lawton – State Bank of La Crosse
Chongcher Lee – Hmong's Golden Eggrolls
Linda Lee – W.I.C.
Kathleen Lesky – Gundersen Lutheran
Jenny Levendoski – M & I Bank
Mary Levine – Community Volunteer
Joelle Light – CenturyLink

Elissa Lukes – Main Street Ingredients
Kathleen Lund – La Crosse County Health
Department
Robin Lundgren – Community Volunteer
Tim Marshall – Department of Corrections
Ken Martin – Carpenter's Local 1143
Mary Beth Martin – Trane
Michelle Mathiason-Moore – Gundersen Lutheran
Angie Mattison – Main Street Ingredients
Kelly Mayer – Kwik Trip
Kimberly McCann – Altra Federal Credit Union
Lela Mercado – US Bank
Bill Meshak – Dairyland Power Cooperative
Nancy Meyers – Family Resources
Rick Mickschl – District Lodge #66-IAMAW
Rena Mikkelsen – Gundersen Lutheran
Kathi Millard – Wichelt Imports
Danielle Miller – University of WI-La Crosse
Fred Monk – Community Volunteer
Doug Mormann – La Crosse County Health
Department
Kate Morrison – Community Volunteer
Nicholas Morrison – Community Volunteer
Mark Mueller – IAFF Local 127
Erin Murphy – Community Volunteer
Cassidy Murphy – Community Volunteer
Jeff Murphy – IAFF Local 127
Blane Neher – IAFF Local 127
Rebecca Nesse – Community Volunteer
Michael Nickel – Altra Federal Credit Union
Philip Nielsen – Franciscan Skemp Healthcare
Pattie Nimocks – US Bank
Elizabeth Nutter – Community Volunteer
Bill O'Driscoll – Trane

John Oliver – UPS
Megan Oliver – Community Volunteer
Natalie Oliver – Community Volunteer
Wayne Oliver – State Bank of La Crosse
Keegan O'Loughlin – Altra Federal Credit Union
Anna Olson – Wieser Brothers General Contractors
Lori Olson – Western Technical College
Russ Opland – IAM Machinist Lodge 1115
Jack Peplinski – Altra Federal Credit Union
Andrew Peterson – Community Volunteer
Glenn Peterson – IBEW Local 14
Jacob Peterson – Community Volunteer
Ben Pfiffner – Logistics Health, Inc.
Mary Ann Phalen – Viterbo University
Mike Pieper – Western Technical College
Brad Quarberg – University of WI-La Crosse
Lee Rasch – Western Technical College
Amy Rewertz – Gundersen Lutheran
Silvana Richardson – Viterbo University
Kevin Riley – ATTIC Correctional
Susie Rinartz – M & I Bank
Susan Ring – Gundersen Lutheran
Jon Ringdahl – University of WI-La Crosse
Mark Ristuben – IBEW Local 14
Carol Robertson – Community Volunteer
Dr. Brenda Rooney – Gundersen Lutheran
Laura Rosenthal – Altra Federal Credit Union
Pat Ruda – Coulee Council on Addictions
Bill Rudy – AFL-CIO-UTU
Karyn Ruhl – State Bank of La Crosse
Leigh Running – IAFF Local 127
Kim Ryan – CenturyLink
Shawn Sackman – Wells Fargo
Danielle Schonke – Dairyland Power Cooperative

VOLUNTEERS - CONT.



Jeff Schott – IAFF Local 127
Ruth Ann Schultz – YWCA of the Coulee Region
Susan Schumann – Community Volunteer
Bob Seaquist – Community Volunteer
Angela Seeger – La Crosse School District
Kate Shillin – Organic Valley
Amy Silbaugh – Citizen’s State Bank
Barbara Smith – Community Volunteer
Brent Smith – Johns Flaherty & Collins
Dawn Sonsalla – Altra Federal Credit Union
Todd Springer – Community Volunteer
Tianna Stanton – Festival Foods
Bryon Stein – IAFF Local 127
Gwyneth Straker – University of WI-La Crosse
Brad Sturm – Coulee Bank
Lynn Sturm – Gundersen Lutheran
Mike Suchla – IAFF Local 127
Beth Sullivan – Workforce Connections
Cheryl Thienes – AAA Wisconsin
Jessica Thill – UW-La Crosse
Sarah Thompson – Workforce Connections
Barbara Tiffany-Nelson – Community Volunteer
Mary Torstveit – Community Volunteer
Jon Trapp – Armitage, Inc.
Barbara Tripp – Community Volunteer
Mary Tronick – Family & Children’s Center
Denis Tucker – Community Volunteer
Milt Tyler – IAM Machinist Lodge 1115
Kim Valiquette – CenturyLink
Chris VanAlstine – IBEW Local 14
Sam Van Riper – Trane
Hnub Vue – State Farm Insurance
Kathy Wagner – La Crosse School District
David Wagner – Kwik Trip

Karl Wagner – Student Volunteer
Ann Wales – Gundersen Lutheran
Dale Walter – Associated Bank
Jody Walter – Franciscan Skemp
Dr. Margie Webster – Gundersen Lutheran
Ken Weigel – IBEW Local 14
Megan Weigel – University of WI-La Crosse
John Williams – Dairyland Power Cooperative
Shelly Williams – Community Volunteer
Brian Witt – Festival Foods
Mike Wolf – Pepsi-Cola Bottling Company
Debra Wolfe – Wieser Brothers General Contractors
Cindy Wright – La Crescent School District
Rob Wuensch – Main Street Ingredients
Tou Shoua Yang – Festival Foods

Community Services

LETTER CARRIER'S FOOD DRIVE

For more than 16 years, Great Rivers United Way has partnered with Local Branch 59 of the National Association of Letter Carriers to conduct the largest community food drive in the area.

On May 9, more than 30 volunteers spent the entire day loading large trucks with food that the Letter Carrier's picked up on their routes. The food is weighed and sent to seven local food pantries who serve thousands of people in need throughout the Coulee Region.

What started out as a drive netting 6,000 pounds of food 16 years ago has grown into a drive bringing in more than 128,114 pounds of food.

In addition to volunteers loading the trucks, more than 50 additional volunteers unload the trucks and stocked the shelves at the local food pantries.

PACESETTER CAMPAIGN

The 2009 Pacesetter campaign included a first for our area.

Fire Fighters Local 127 became the first union to step up and run a Pacesetter Campaign. The La Crosse Local had 14 volunteers during the United Way Day of Caring. They helped refurbish a playground and cleaned up a store house at The Salvation Army. In addition to their volunteering efforts \$5,000 was pledged to the 2009 campaign.

FEMA

Marilyn Hurt, local Food and Shelter Program Chair, led a group of 15 volunteers as they reviewed applications from non-profit organizations serving La Crosse County's hungry and homeless.

The group allocated more than \$58,000 through United Way of America's Food and Shelter program, helping thousands of people in our community struggling without life's bare essentials.

HELP FOR HARD TIMES

Finally, as the number of dislocated workers continued to rise in the area, Great Rivers United Way, in partnership with Great Rivers 2-1-1, added "Help for Hard Times" to its website.

This 47 page comprehensive guide provides listings to help find a job, find health care, manage debt, food resources, housing, support groups and crisis counseling.

The Western Wisconsin AFL-CIO Council provided the printing for 5,000 'help' cards to be distributed throughout the community.

**THANK YOU
FOR CREATING
OPPORTUNITIES AND
INSPIRING
HOPE FOR A
BETTER TOMORROW**



Top 10 (listed alphabetically)

CenturyLink
Dairyland Power Cooperative
Festival Foods
Franciscan Skemp Healthcare
Gundersen Lutheran
Inland Printing Company
Kwik Trip, Inc.
Logistics Health, Inc.
Trane
United Parcel Service

FIRST TIME AWARDS

Awards presented to companies conducting a United Way employee campaign for the first time.

American Bottling Corporation
Boys & Girls Club of Sparta
D.R. Johnson & Associates, LLC
Integrus Energy Group
Law Offices Of Heidi M. Eglash
Quillin's – Caledonia
Royal Tire

PLATINUM AWARDS

Awards presented to companies achieving above 95% participation rate or \$100 more per capita in giving.

Allergy Associates
Allstate Insurance
Armitage, Inc.
Big Brothers Big Sisters of the 7 Rivers Region
Boys & Girls Club of Sparta
Citizen's State Bank
Consumer Credit Counseling Service of La Crosse
Coulee Bank

County of La Crosse
Administrator's Office
Mediation & Family Court Services – AFSCME Local 2484

DMV International
D.R. Johnson & Associates, LLC
E.O. Johnson Company
GEN-SYS Energy
Girl Scouts – Badgerland Council
Great Rivers United Way, Inc.
Hale, Skemp, Hanson, Skemp & Sleik
Horizon Management Group, Inc.
Houston County Women's Resources
Hydrite Chemical Company
La Crosse Radio Group

La Crosse School District
Emerson Elementary School

Learning Together Family Literacy
M & I Bank
Marine Credit Union
Mcloone Metal Graphics, Inc.
Mid-West Family Broadcasting
Nelson & Associates

Onalaska School District
Onalaska High School
Onalaska School Administration

Options Clinic
Ray Hutson
RSM McGladrey, Inc.
Sprint
State Bank Financial

State of Wisconsin
Senator Russ Feingold's Office

Steve Low's Midwest Toyota
TCI Architects/Engineers/Contractors
The Salvation Army
Tostrud & Temp CPA's
Travel Leaders
United Parcel Service
US Bank
WAFER
Wipfli CPA's & Consultants
World Services of La Crosse, Inc.
WXOW 19
Xcel Energy IBEW Local 953

GOLD AWARDS

Awards presented to companies achieving 80-94% participation rate or \$75-99 per capita in giving.

Altra Federal Credit Union
American Red Cross – Scenic Bluffs Chapter
Boy Scouts of America – Gateway Council
Brown & Brown Insurance
Chamber of Commerce of Greater La Crosse Area

City of La Crosse
Assessor's Office – SEIU Local 180
Human Resources Department
Public Works – SEIU Local 180

Coulee Children's Center

County of La Crosse
Corporation Counsel
Human Resources Department – AFSCME Local 2484

Dairyland Power Cooperative – IBEW Local 953
Festival Foods
Freisinger Insurance Group
Hilltopper Refuse & Recycling Service
Inland Printing Company
J.C. Penney Company
JRM & Associates, LLC
Logistics Health, Inc.
Macy's
Main Street Ingredients
Merchants Bank – Onalaska
New Horizons

State of Wisconsin
Circuit Court Judges

Trust Point, Inc.
Ziegler Heating & Refrigeration, Inc.

SILVER AWARDS

Awards presented to companies achieving 65-79% participation rate or \$50-74 per capita in giving.

Bob Burg Olds-Cadillac, Inc.
CenturyLink

City of La Crosse
Clerk's Office – SEIU Local 180
Finance Department – SEIU Local 180
Fire Department
Firefighters Local 127
Planning Department – SEIU Local 180

Community Credit Union

County of La Crosse
Clerk's Office – AFSCME Local 2484
University Extension Office – AFSCME Local 2484

Crossfire Youth Center
Design Photography
DVIP
Family & Children's Center
Family Resources
Fiserv
Fowler & Hammer, Inc.
Hmong Mutual Assistance Association
Klich Electric

La Crosse School District
Franklin Elementary School
Logan Middle School

Midwest Capital Services, LLC
NMT Corporation

Onalaska School District
Eagle Bluff Elementary
Onalaska Education Association

Wieser Brothers General Contractors
YWCA of the Coulee Region

BRONZE AWARDS

Awards presented to companies achieving 50-64% participation rate or \$25-49 per capita in giving.

Alter Scrap Processing
APAC Customer Services
Associated Bank La Crosse
ATK – Outers Operation
AVS Group
Brenengen Auto Group
Catholic Residential Services
Collins Outdoor Advertising, Inc.

City of La Crosse
Highway/Streets Department – SEIU Local 180
La Crosse Public Library
Water Utility Department – SEIU Local 180

County of La Crosse
Child Support Agency – AFSCME Local 2484
Health Department – AFSCME Local 2484
La Crosse County Board

Crown Cork & Seal Company – IAM Local 1115
Dahl Automotive
Davy Engineering Co., Inc.
Degen Berglund
Earley Drywall & Construction
Great Rivers 2-1-1
Gundersen Lutheran
Hawkins, Ash, Baptie & Co.
Herberger's
Home Federal Savings Bank
Independent Living Resources
Johns Flaherty & Collins
Kroner True Value Hardware
La Crosse Floral Company, Inc.

La Crosse School District
Hogan Administrative Center
Roosevelt Elementary & Coulee Montessori
Summit Elementary School

La Crosse Sign Company, Inc.
Morrison & Associates S.C.

Onalaska School District
Onalaska School Administration

Pepsi-Cola Bottling Company
Reinhart Foodservice
River Valley Newspaper Group
Royal Graphix
Sara Lee Bakery – Local 22 BCTGM
State Auto Insurance

State of Wisconsin
Congressman Ron Kind's Office
Department of Transportation

The Company Store
The Title Company, Inc.
Timberwood Bank
Trane
Tri-State Adjustments, Inc.
Tri-State Ambulance
Union State Bank
Viterbo University
W.A. Roosevelt Company
Wells Fargo Bank
Wettstein's
WKBT 8

PROGRESS AWARDS

Awards presented to companies who increase their employee giving by 25% or more over the previous year.

APAC Customer Services
Armitage, Inc.
Brenengen Auto Group
Carlisle's Sanitary Maintenance Products
Catholic Residential Services
Charter Communications
Citizen's State Bank
City Brewing Company, Inc.

City of La Crosse
Clerk's Office – SEIU Local 180
Fire Department
Firefighters Local 127
Highway/Streets Department – SEIU Local 180

Coney Island Station

County of La Crosse
Aging Unit – AFSCME Local 2484
Child Support Agency – AFSCME Local 2484
Facilities Department – AFSCME Local 2484
Lakeview Health Center – AFSCME Local 1403
Sheriff's Department – AFCME Local 1151 and WPPA
Solid Waste Department – AFSCME Local 2484

DMV International
Girl Scouts – Badgerland Council
Harris Bank
Home Federal Savings Bank
Horizon Management Group, Inc.
Hydrite Chemical Company
Independent Living Resources
Johns Flaherty & Collins
Klauke Investments & Insurance Services

La Crosse School District
Central High School
Emerson Elementary School
Franklin Elementary School
Hamilton Early Learning Center & SOTA I
Logan High School

Logistics Health, Inc.
Marine Credit Union
Nelson & Associates
New Horizons
NMT Corporation
Northwestern Mutual Financial Network

Onalaska School District
Irving Pertzsch Elementary School
Onalaska Education Association
Onalaska High School
Onalaska Education Association
Onalaska Middle School
Onalaska Education Association
Pupil Services
Onalaska Education Association

ServiceMaster Commercial Cleaning

State of Wisconsin
Senator Russ Feingold's Office

Steve Low's Midwest Toyota
Target Stores
The Salvation Army
Timberwood Bank
Tri-State Adjustments, Inc.
Wal-Mart – Onalaska
Wal-Mart – Richland Center
Wal-Mart – Sparta
Wal-Mart – Viroqua
Wieser Brothers General Contractors
World Services of La Crosse, Inc.
YWCA of the Coulee Region



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Great Rivers United Way

AUDITED STATEMENT OF FINANCIAL POSITION

	2008	2007
ASSETS		
Cash & Investments	\$1,155,765	\$1,404,507
Net Pledges Receivable	1,366,867	1,343,516
Prepaid Expenses	8,872	8,955
Net Building & Equipment	467,832	469,416
TOTAL ASSETS	\$2,999,336	\$3,226,394
LIABILITIES		
Venture Grants Payable	4,687	50,000
Flood Recovery Grant Payable	24,138	49,300
Agency Allocations/ Designations Payable	1,327,296	1,368,846
Accounts Payable	5,571	7,034
Accrued Liabilities	8,646	8,998
Long-term Debt	0	123,061
TOTAL LIABILITIES	1,370,338	1,607,239
NET ASSETS		
Unrestricted - Unappropriated	172,023	118,147
Unrestricted - Board Designated	142,961	142,961
Unrestricted - Board Appropriated	916,918	938,666
Temporarily Restricted	397,099	419,381
TOTAL NET ASSETS	1,628,998	1,619,155
TOTAL LIABILITIES & NET ASSETS	\$2,999,336	\$3,226,394

AUDITED STATEMENT OF ACTIVITIES

	2008	2008	Totals	
	Unrestricted	Temporarily Restricted	2008	2007
PUBLIC SUPPORT & REVENUE				
Gross campaign results (2007)	\$770		\$770	\$51,207
Gross campaign results (2008)	36,507		36,507	1,862,816
Less allowance for uncollectible				(84,000)
Less donor designations				(34,223)
Net campaign revenue (2007)	36,507		36,507	1,744,593
Gross campaign results (2008)		1,829,339	1,829,339	
Less allowance for uncollectible		(91,500)	(91,500)	
Less donor designations		(32,176)	(32,176)	
Net campaign revenue (2008)		1,705,663	1,705,663	
Bequests	13,364		13,364	13,662
Flood recovery contributions	0	21,320	21,320	49,189
Designations from other United Ways	2,849		2,849	5,343
Service fees	3,218		3,218	3,422
Interest income	30,506		30,506	50,225
Rent income	23,812		23,812	23,036
Other income	4,635		4,635	14,533
Net assets released from restrictions	419,381	(419,381)	0	0
TOTAL PUBLIC SUPPORT & REVENUE	535,042	1,307,602	1,842,644	1,955,170
EXPENSES				
Program services				
Agency allocations		1,317,060	1,317,060	1,359,324
Less Donor agency designations		(32,176)	(32,176)	(34,223)
Venture grants	(1,334)	0	(1,334)	50,000
Additional allocations to agencies	0	0	0	4,333
Flood Recovery Allocation	0	45,000	45,000	74,300
Community problem solving	133,651		133,651	127,597
Fund distribution	73,586		73,586	70,722
Volunteer Center	26,823		26,723	11,836
Labor relations	43,698		43,698	43,188
Total community building	276,324	1,329,884	1,606,208	1,707,077
Supporting services				
Resource development	148,696		148,696	133,793
United Way of America dues	18,468		18,468	17,148
Administration & finance	59,429		59,429	76,615
Total supporting services	226,593		226,593	227,556
TOTAL EXPENSES	602,917	1,329,884	1,832,801	1,934,633
Increase (decrease) in net assets	32,125	(22,282)	9,843	20,537
NET ASSETS AT JANUARY 1	1,199,774	419,381	1,619,155	1,598,618
NET ASSETS AT DECEMBER 31	\$1,231,899	\$397,099	\$1,628,998	\$1,619,155

Our accounts are annually audited by Wipfli LLP. We use guidelines for reporting campaign results and for calculating overhead which meet the highest Generally Accepted Accounting Standards and practices.

ALLOCATIONS PAID IN 2009

Providing Basic Need and Self-Sufficiency

Consumer Credit Counseling Service of La Crosse	Consumer Credit Counseling	14,748.00
Couleecap, Inc.	ESG/HPP	3,749.00
Couleecap, Inc.	Monroe County Food Pantry	10,251.00
Couleecap, Inc.	Weatherization	2,499.00
Couleecap, Inc.	Foreclosure Prevention	8,875.00
Couleecap, Inc.	Supportive Housing	13,311.00
Family & Children's Center	Healthy Transitions	7,501.00
Hunger Task Force of La Crosse	Food Recovery Program	12,031.00
Hunger Task Force of La Crosse	Kane St. Community Garden	4,692.00
La Crescent Area Healthy Community Partnership	Neighbors in Action	10,000.00
Mobile Meals of La Crosse	Mobile Meals of La Crosse	10,457.00
New Horizons	Counseling Services	11,673.00
New Horizons	Transitional Housing Program	4,836.00
The Salvation Army	Emergency Homeless Shelter	77,868.00
The Salvation Army	Meal Program	5,400.00
YWCA of the Coulee Region	Transitional Housing	18,315.00
WAFER	Food Pantry	29,031.00

Investing in Children & Youth

Big Brothers Big Sisters of the 7 Rivers Region	Community-based Youth Mentoring	48,542.00
Big Brothers Big Sisters of the 7 Rivers Region	Site-based Youth Mentoring	4,571.00
Boy Scouts of America-Gateway Council	Boy Scouting	13,738.00
Boy Scouts of America-Gateway Council	Cub Scouting	36,693.00
Boy Scouts of America-Gateway Council	Venturing	6,312.00
Boys & Girls Clubs of Greater La Crosse	Youth Development Activities	105,804.00
Boys & Girls Clubs of West Central WI	Tomah After School Program	21,803.00
Boys & Girls Clubs of West Central WI	Tomah Summer Day Camp	7,401.00
Boys & Girls Clubs of West Central WI	The Club - Tomah	8,875.00
Coulee Children's Center	Early Intervention Program	47,502.00
Coulee Council on Addictions	Education/Prevention	8,818.00
Family Resources	Play Shoppe	3,592.00
Girl Scouts - Badgerland Council	Asset Building Grades PreK-12	1,329.00
Girl Scouts - Badgerland Council	Girl Scouts Grades PreK-5	45,698.00
Girl Scouts - Badgerland Council	Outdoor Education	18,076.00
Girl Scouts - Badgerland Council	Girl Scouts Grades 6-12	6,427.00
Independent Living Resources	Youth Transition	8,799.00
La Crosse Area Family YMCA	Competitive Developmental Sports	1,662.00
La Crosse Area Family YMCA	Family Programming	1,314.00
La Crosse Area Family YMCA	Swimming Lessons	4,749.00
La Crosse Area Family YMCA	Youth Sports	8,499.00
YWCA of the Coulee Region	Adaptive Physical & Rec. Opportunities	2,967.00
YWCA of the Coulee Region	Mediation & Restorative Services	16,850.00
YWCA of the Coulee Region	Teen Services	11,533.00

Strengthening Families for a Lifetime

CCouleecap, Inc.	Families First Resource Center	6,657.00
Domestic Violence Intervention Project	Domestic Violence Intervention Project	12,654.00
Family & Children's Center	Healthy Families	96,426.00
Family & Children's Center	Stepping Stones	12,221.00
Family Resources	Group Parent Education	8,503.00
Family Resources	Individual Parent Education	9,059.00
Family Resources	Parenting Warmlines	4,240.00
Great Rivers 2-1-1	Comprehensive Information & Referral	35,208.00
Houston County Women's Resources	Battered Women's Program	18,036.00
Houston County Women's Resources	S.A.F.E. Visitation	3,518.00
Houston County Women's Resources	Abused Children Program	3,178.00
Independent Living Resources	Independent Living Services	26,391.00
La Crosse Area Family YMCA	Financial Assistance	47,215.00
Learning Together Family Literacy	Literacy Instruction	7,283.00
YWCA of the Coulee Region	Court Appointed Special Advocate (CASA)	15,540.00

Promoting Health, Healing and Crisis Intervention

American Red Cross-Scenic Bluffs Chapter	Domestic Disaster Relief	49,590.50
Coulee Council on Addictions	Crisis Management	12,553.00
Coulee Council on Addictions	Recovery Support Services	29,454.00
Couleecap, Inc.	Drug Free Communities	3,441.00
Family & Children's Center	Outpatient Counseling	36,630.00
Great Rivers 2-1-1	Crisis Line Services	9,834.00
Great Rivers 2-1-1	2-1-1 Services	20,000.00
Houston County Women's Resources	Telephone Crisis Intervention	2,851.00
Independent Living Resources	Mental Health Drop-in	5,251.00
New Horizons	Crisis Line Program	7,752.00
New Horizons	Emergency Shelter Program	44,862.00
Options Clinic	Adult Free Health Care	20,432.00
Options Clinic	Project Wait	44,400.00
YWCA of the Coulee Region	The Ruth House	4,889.00

TOTAL AGENCY ALLOCATIONS	1,270,111.50
AGENCY DESIGNATIONS	32,176.02
TOTAL AGENCY ALLOCATIONS & DESIGNATIONS	<u>\$1,302,287.52</u>