

# EVERY DONOR EVERY DOLLAR

# EVERY \$ ONE COUNTS

Your donation, combined with thousands of others, stays local, making it possible for Great Rivers United Way and our network of member agencies and community partners to achieve life-changing results.



Great Rivers United Way

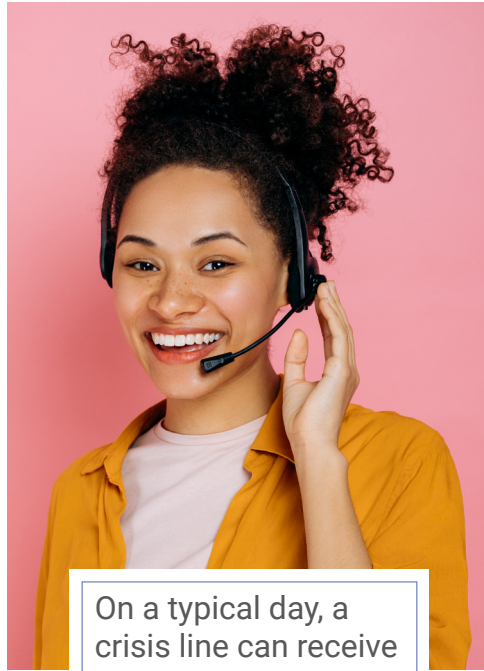


Of high school students who have tried marijuana, 15% did so before age 13

**\$1** /week

purchases 40 drug use prevention workbooks for kids ages five to 11

Source: La Crosse County Youth Risk Behavior Report 2021 / Coulee Recovery Center

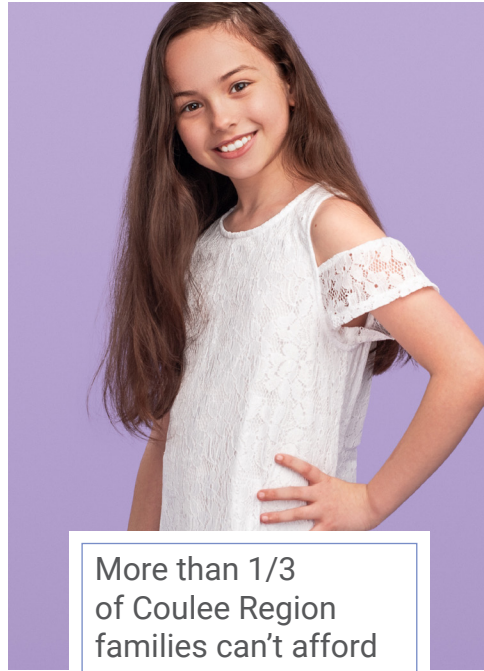


On a typical day, a crisis line can receive one call every three minutes

**\$2** /week

provides six hours of 24/7 crisis line coverage

Source: National Coalition Against Domestic Violence Wisconsin Fact Sheet, 2021 / New Horizons Shelter & Outreach Centers



More than 1/3 of Coulee Region families can't afford basic costs

**\$2** /week

purchases a new outfit so a kid can feel confident going back to school

Source: ALICE in the Crosscurrents: COVID and Financial Hardship in Wisconsin, 2023 / Boys & Girls Clubs of Greater La Crosse



16% of local kids face food insecurity, yet 36% of their families don't qualify for federal assistance

**\$3** /week

buys 742 boxes of cereal for a food pantry

Source: Feeding America's Childhood Food Insecurity Dashboard / WAFER Food Pantry



The number of seniors struggling to get by is on the rise

**\$5** /week

delivers a nutritious meal to 36 senior citizens

Source: ALICE in the Crosscurrents: COVID and Financial Hardship in Wisconsin, 2023 / Mobile Meals of La Crosse



A recent count tallied 157 individuals in our region experiencing homelessness

**\$10** /week

covers the cost of one month's rent

Source: Coulee Region Point in Time Count, January 2023 / Couleecap

## WHAT HAPPENS TO MY DONATION?



## OUR GOALS

**Positively impact our youngest community members**

**Support a healthy & socially-connected community**

**Stabilize household economic situations so people experience thriving lives**

## YOUR GIFT TO GREAT RIVERS UNITED WAY

- Supports health and human service programs in Buffalo, Crawford, La Crosse, Monroe, Trempealeau, and Vernon counties in Wisconsin, and Houston County in Minnesota
- Facilitates a needs assessment that drives collaborative solutions to our community's most pressing problems
- Allows us to evaluate the impact and efficiency of our funded programs, so you don't have to
- Because of its scope, helps people facing multiple challenges more than a gift to a single agency alone

YOUR TAX DEDUCTIBLE GIFT supports health and human service programs in 2024. As required by law, United Way acknowledges no commercial goods or services were exchanged for your contribution. A 10% administrative fee will be deducted from each outside designation. QUESTIONS? Call Great Rivers United Way at (608) 796-1400 or visit our website: [www.gruw.org](http://www.gruw.org). If you would like to know more about our financial efficiency, please see our Annual Report: [www.gruw.org/annualreport](http://www.gruw.org/annualreport).

## DESIGNATION OPTIONS

You may designate your gift to the following Great Rivers United Way initiatives:

- Our **early childhood & youth literacy programs** get books in the hands of kids and helps them learn to read so they can read to learn.
- **Great Rivers HUB** connects our community's most at-risk members with community health workers for improved quality of life.