

UNITED WE FIGHT.

Great Rivers United Way | 2018 Annual Report

LIVE UNITED



UNITED WE WIN.

LIVE UNITED

CONTENTS

3	Mission, Vision, Values
4	Executive Welcome
5	Board Roster
6-11	Areas of Impact
12	Great Rivers Hub
13	Better Together
14	Read to Success
15	sparks!
16	Born Learning Trails
17	Compass Now 2018
18	2018-19 Campaign
19-21	Corporate Partners
22-24	Leadership Giving
25-27	Volunteers
28-29	Financials
30-34	Allocations



A photograph of two men standing on a bridge, looking out over a river. The man on the left is wearing a blue t-shirt, glasses, and has a tattoo on his arm. He is carrying a blue backpack with the United Way logo. The man on the right is wearing a grey jacket and has a beard. The background shows a river and greenery.

**GREAT RIVERS UNITED WAY FIGHTS FOR THE HEALTH,
EDUCATION, AND FINANCIAL STABILITY OF EVERY
PERSON IN ITS SIX-COUNTY SERVICE REGION.**

MISSION

Unite people and resources to improve lives and strengthen our communities.

VISION

All individuals and families in our communities will achieve their full potential through education, income, and healthy lives.

VALUES

Collaboration
Integrity
Advocacy

REFLECTIONS FROM OUR EXECUTIVE DIRECTOR

Dear Friends & Supporters,

Thank you for your gifts, support, volunteer time and partnership in the mission of Great Rivers United Way: *uniting people and resources to improve lives and strengthen communities*. It is a mission fulfilled because of you, our donors and friends. We are making a difference together.

Relevance and value. Bottom line, we need to be ever mindful of the value that Great Rivers United Way brings to our communities. We need to keep asking, is this organization relevant to the good work being done?

As we prepare to kick off Great Rivers United Way's 70th year, it seems like a good time to go back in history and reflect on why our organization was started, and by whom. Those innovators saw wisdom in creating one source for fundraising, and making it easy for people to give to our original seven agencies, and they were on to something! Funding programs from one central location to ensure accountability – it was a solid business plan in 1949 and one that resonates for many still today.

There has been a great deal of change in 70 years, and while that original business plan still makes sense, Great Rivers United Way needs to change as the world changes. Each year, we aim to raise the bar with our community engagement.

We link volunteers with ways to get involved – not just with GRUW, but with other deserving organizations, too. Ugetconnected is a special partnership with the local campuses that offers easy ways to give back for students and community members alike.

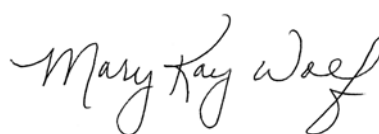
Our Great Rivers Hub is a truly innovative systems change that partners GRUW with healthcare systems, health plans, and many who care about how social determinants drive physical health.

In our newest county served, Crawford, we're launching a Dolly Parton Imagination Library, which will get free books into the hands of kids ages birth to five.

As we refocus our strategy in 2019, we'll tell our story better, stay more relevant, and bring true value to the arenas of social connectedness, early childhood, and financial stability. That value goes beyond an innovative idea from 70 years ago, and results in a greater future for all.

Let's be clear – for any nonprofit organization, even GRUW, there is no mission without the money. It all starts with that gift from you. Thank you for being the foundation of our mission.

Sincerely,



Mary Kay Wolf
Executive Director
Great Rivers United Way



BOARD OF DIRECTORS

CHAIR OF THE BOARD

Eric Erickson
Mayo Clinic Health System

VICE CHAIR OF THE BOARD

Brad Goetz
Community Volunteer

SECOND VICE CHAIR OF THE BOARD

Cheryl Dutton
Altra Federal Credit Union

PAST PRESIDENT

Katie Drury
Onalaska School District

TREASURER & CHAIR, FINANCE COMMITTEE

Tara M. Johnson
RSM US LLP

CAMPAIGN CO-CHAIRS

Tim Kolek
US Bank
&
Rob Palmberg
Dairyland Power Cooperative

CHAIR, FUND DISTRIBUTION STEERING COMMITTEE

Julie Deml
Logistics Health, Inc.

CHAIR, STRATEGIC PLANNING COMMITTEE

Cate Hollowitsch
Organic Valley

CHAIR, HUMAN RESOURCES COMMITTEE

Shannon Klug
CenturyLink

CHAIR, MARKETING & FUND DEVELOPMENT COMMITTEE

Cheryl Dutton
Altra Federal Credit Union

CHAIR, GREAT RIVERS HUB COMMITTEE

Jen Rombalski
La Crosse County Health Department

AT-LARGE BOARD MEMBERS

Donna Bossman
Trane

Andrew Fjerstad
Inland Packaging

Hunter Johnson
University of Wisconsin-La Crosse, Student Rep

Neil Kamrowski
*International Association of Machinists &
Aerospace Workers, AFL-CIO Rep*

Mike Klauke
Klauke Investments & Insurance Services

Rose Ann Laureto
Gundersen Health System

Alex Lueck
Xcel Energy

Randy Nelson
School District of La Crosse

Rob Palmberg
Dairyland Power Cooperative

Mark Platt
Trane

Kari Reyburn
Western Technical College

Roger Thornton
Brenengen Auto Group

Margarita Van Nuland
Guillien Van Nuland Law Office

AREAS OF IMPACT

Great Rivers United Way fights for the health, education, and financial stability of every person in its six-county service region. We go beyond single-issue solutions and temporary fixes to impact thousands of lives every year.

HEALTH

We expand access to affordable health care, healthy foods, and opportunities for physical activity.

FINANCIAL STABILITY

We connect people with the education and support they need to thrive in the job market.

United
Way



EDUCATION

We give people the education and tools to improve their lives – and the lives of their children.

COMMUNITY BASICS

We provide basics like food, shelter, and safety so people have the foundation to grow and thrive.

Communities face problems that have persisted for generations. Problems that no single person or organization can solve on their own. That's where we come in.

For 69 years, Great Rivers United Way has been the unifying force that brings together community leaders, organized labor, faith-based groups, corporations, nonprofit organizations and governments. Together, we create sweeping change that lifts up entire communities, in your own backyard and around the world.

When you work with United Way, you join a worldwide network dedicated to building a better life and a stronger community. For everyone.

COMMUNITY IMPACT

Community Impact is investing in programs that work together toward solving big community problems. In 2018, along with many partners, we completed a three-year process of studying the needs of the community and reported the results in COMPASS Now 2018.

ECONOMIC MOBILITY

- Invested \$210,189
- Advocated for VITA and EITC
- Helped 57 individuals with job skills training
- Helped 3,886 individuals access affordable housing, financial products, and services
- 98% of those provided case management along with other housing supports increased their disposable income by accessing benefits and/or reducing costs.

ACCESS TO HEALTH

- Invested \$720,112*
- Organized 71 volunteers
- Provided 17,491 individuals with physical activity, healthy food access, and/or nutrition programs
- Provided 13,450 individuals with health-care services and supports*
- Provided 1,269 individuals with access to healthcare insurance*

*Includes Great Rivers Hub

CHILDHOOD SUCCESS

- Invested \$279,537*
- Organized 94 volunteers
- Provided 1,081 children with early childhood programming.
- Provided 1,049 families and caregivers with information, resources, tools, trainings for raising healthy resilient children.

*Includes sparks! and Read to Success

YOUTH SUCCESS

- Invested \$433,985*
- Organized 46 volunteers
- Provided 6,459 youth with in-school and out-of-school programs and individualized supports.
- Provided 194 youth with job skills training

*Includes Better Together

HEALTH PROGRAMS

ADULT FREE HEALTH CARE

Essential Health Clinic

CHARACTER & LEADERSHIP - YOUTH MENTAL HEALTH

Boys & Girls Clubs of Greater La Crosse

CRISIS MANAGEMENT

Coulee Council on Addictions

DRUG FREE COMMUNITIES

Couleecap, Inc.

HEALTHY FAMILIES

Family & Children's Center

HEALTHY LIFE STYLES - PREVENTATIVE HEALTH

Boys & Girls Clubs of Greater La Crosse

HELP TEAM

Scenic Bluffs Community Health Centers

LIFELONG HEALTHY LIFESTYLE CHOICES

Boys & Girls Clubs of West Central WI

MOBILE MEALS

Mobile Meals of La Crosse

OUTPATIENT COUNSELING

Family & Children's Center

PREVENTION & EDUCATION PROGRAM

Coulee Council on Addictions

PROJECT WAIT

Essential Health Clinic

RAVE MENTAL HEALTH DROP IN

Independent Living Resources

RECOVERY SUPPORT SERVICES

Coulee Council on Addictions

STEPPING STONES

Family & Children's Center

THE OTHER DOOR DROP-IN CENTER

Family & Children's Center

TRAUMA SPECIALIST PROGRAM

New Horizons Shelter & Outreach Centers

EDUCATION PROGRAMS

ACADEMIC SUCCESS

Boys & Girls Clubs of Greater La Crosse

ACADEMIC SUCCESS

Boys & Girls Clubs of West Central WI

BOY SCOUTING

Boy Scouts of America - Gateway Council

CHILD CENTER

YWCA La Crosse

COMMUNITY-BASED YOUTH MENTORING

Big Brothers Big Sisters of the 7 Rivers Region

CUB SCOUTING

Boy Scouts of America - Gateway Council

EARLY INTERVENTION

Coulee Children's Center

GIRL SCOUTS GRADES PRE-K TO 5

Girl Scouts of Wisconsin - Badgerland Council

GIRL SCOUTS GRADES 6 TO 12

Girl Scouts of Wisconsin - Badgerland Council

GOOD CHARACTER & CITIZENSHIP

Boys & Girls Clubs of West Central WI

HOPE ACADEMY

Family & Children's Center

PARENT COACHING

The Parenting Place

PARENT/CHILD DEVELOPMENT

The Parenting Place

PROJECT LEARN

Boys & Girls Club of Sparta

SITE-BASED YOUTH MENTORING

Big Brothers Big Sisters of the 7 Rivers Region

TEEN SERVICES

YWCA La Crosse

TRUANCY INTERVENTION

YWCA La Crosse

VENTURING

Boy Scouts of America - Gateway Council

FINANCIAL STABILITY PROGRAMS

BUDGET/CREDIT COUNSELING & FINANCIAL WELLNESS EDUCATION

Consumer Credit Counseling Services of La Crosse

CASE/CARE MANAGEMENT

Families First of Monroe County

FOODSHARE OUTREACH

Couleecap

HELPING ENTREPRENEURS THRIVE

Couleecap

HOMELESSNESS INTERVENTION PROGRAM

Independent Living Resources

HOUSING FIRST

Couleecap

INDEPENDENT LIVING SERVICES

Independent Living Resources

NEIGHBORHOOD REVITALIZATION COLLABORATION

Couleecap

NEIGHBORS IN ACTION - CALEDONIA

La Crescent Area Healthy Community Partnership

NEIGHBORS IN ACTION - LA CRESCENT

La Crescent Area Healthy Community Partnership

OUTREACH PROGRAM

New Horizons Shelter & Outreach Centers

RUTH HOUSE

YWCA La Crosse

SAFE & STABLE HOUSING

Families First of Monroe County

SKILLS ENHANCEMENT

Couleecap

SOCIAL SECURITY OUTREACH, ACCESS & RECOVERY PROGRAM

Couleecap

SUPPORTIVE HOUSING

Couleecap

TENANT BASED RENTAL ASSISTANCE

Couleecap

TRANSITIONAL HOUSING

New Horizons Shelter & Outreach Centers

TRANSITIONAL HOUSING

YWCA La Crosse

COMMUNITY BASICS PROGRAMS

COURT APPOINTED SPECIAL ADVOCATE

YWCA La Crosse

CRISIS LINE

New Horizons Shelter & Outreach Centers

DISASTER CYCLE SERVICES

American Red Cross - Scenic Bluffs Chapter

DOMESTIC ABUSE PROJECT

Family & Children's Center

DOMESTIC/SEXUAL VIOLENCE PROGRAM

Bluff County Family Resources

EMERGENCY HOMELESS SHELTER

Salvation Army La Crosse

EMERGENCY SHELTER

New Horizons Shelter & Outreach Centers

FEEDING TODAY'S YOUTH

WAFER Food Pantry

FOOD PANTRY

WAFER Food Pantry

FOOD RECOVERY

Hunger Task Force of La Crosse

HOMELESS PREVENTION

Couleecap

HOMELESS SERVICES

Western Dairyland Economic Opportunity Council

KANE ST. COMMUNITY GARDEN

Hunger Task Force of La Crosse

KIDS CAFÉ FOOD PROGRAM

Boys & Girls Club of West Central WI

MEAL PROGRAM

Salvation Army La Crosse

MONROE COUNTY FOOD PANTRY

Couleecap

NUTRITION EDUCATION & TOOLS

WAFER Food Pantry

RAPID RE-HOUSING PROGRAM

Bluff Country Family Resources

RSVP CAREGIVER PROGRAM

Western Dairyland Economic Opportunity Council

SENIOR SHARE

WAFER Food Pantry

TELEPHONE CRISIS INTERVENTION

Bluff County Family Resources

GREAT RIVERS HUB

GREAT RIVERS



The Pathways Community Hub Model provides the opportunity to change our system to one that allows for a more efficient and effective way to provide holistic care to families in our community.

Instead of a family having to navigate multiple people from multiple agencies, the Community Care Coordinator assigned to the entire family identifies each individual's risks, identifies outcomes to achieve (Pathways) to reduce their risk, and navigates the family through the systems to obtain these necessary services. This streamlines the acquisition of services for families and improves communication to service providers for more effective care.

A FAMILY FACING CHALLENGES



- Needs new medical home
- Two ER visits this month
- No asthma action plan
- Struggling in school



- Pregnant
- Lost job
- Unable to pay rent
- Unreliable transportation



- One-bedroom apartment
- Type 2 Diabetes
- 1 1/2 pack per day smoker

BLUE: CURRENT SYSTEM GREEN : HUB SYSTEM



Great Rivers Hub is funded by Gundersen Health System, Mayo Clinic Health System, the Medical College of Wisconsin, Otto Bremer Trust, the Wisconsin Department of Health Services, La Crosse Community Foundation, and individual donors.

Great Rivers Hub currently has contracts with both local health systems to provide referrals. Referrals are focused on frequent emergency room usage and high risk pregnant women. Great Rivers Hub has also contracted with the following agencies to provide Community Care Coordination:

- La Crosse County Health Department
- La Crosse County Human Services-La Crosse Area Family Collaborative
- Family & Children's Center
- Independent Living Resources
- Scenic Bluffs Community Health Centers

The Hub looks for expansion in 2019 by partnering with Monroe County agencies and targeting diabetes and cardiovascular disease patients.

BETTER TOGETHER



Great Rivers United Way partners with the La Crosse Medical Health Science Consortium to implement Better Together, a collaborative community project intended to improve youth mental health and reduce the number of youth at risk for depression (ages 12-18). Better Together is funded through 2024 by the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin. GRUW employs and houses Bethany Thier, the project coordinator, who oversees implementation of the project and engages community partners in its work.

The steering committee for Better Together consists of representatives from GRUW, the Consortium, local medical institutions, county health and human services departments, those with lived mental health experience, the Campaign to Change Direction, the National Alliance on Mental Illness (NAMI), the YMCA Teen Center, the Mental Health Coalition, the City of La Crosse Police Department, as well as school districts in La Crosse County.

In 2018, Better Together made progress towards reducing the risk of depression and improving the mental health of La Crosse County youth by focusing on building resilience, social connectedness, and building a supportive community that understands the impact of trauma on our physical and mental health. This collective approach to addressing trauma is the Resilient and Trauma Informed Community. This cross-sector effort of which Better Together helped create, is building a community of champions to disrupt the cycle of trauma, strengthen resilience and restore lives. Over 600 community members have been learning about the Resilient Community movement and getting oriented on how we will collectively transform our community.

Better Together continues to support Youth Mental Health First Aid training. We currently have over 500 Mental Health First Aiders in our community. These adults have been trained to understand and recognize the warning signs of a young person struggling with their mental health and have the skills and confidence to intervene before a crisis occurs.

Great Rivers United Way is proud to be a part of this important collective impact project that brings an entire community together to improve the mental health of our youth, ultimately improving the mental health of an entire community.

Creating a Resilient and Trauma-Informed Community Kaleidoscope Model of Change



READ TO SUCCESS



If students are lagging behind their peers in reading skills by the time they complete third grade, odds are they will never catch up. This increases the chances they will drop out of school and will struggle with literacy issues throughout their lives.

To help make an impact on this key period of learning, Great Rivers United Way offers Read to Success, a program that matches community volunteers with kiddos in the third grade. The volunteers meet with their student or students once a week. The student chooses a book from the classroom and practices reading out loud, and then the two may play a comprehension related game. The students participating in Read to Success were selected to have the benefit of a steady, caring adult in their lives – something many kids are lacking. While encouraging the love of reading is the goal, the volunteer’s general mentoring is just as valuable.

Read to Success expanded to include State Road Elementary in La Crosse and the elementary schools in La Farge and Caledonia during the 2018-19 school year. They join schools in Tomah and Sparta. Over the whole program, sixty-four volunteers are signed up to work with a total of 115 students. In the La Crosse School District, 61% of students who took part in the Read to Success program for the full academic year of 2017-18 scored at or above the 50% Growth Percentile. This marks the second consecutive year where more than 60% of students participating in Read to Success in La Crosse met or exceeded the targeted 50th percentile for Student Growth.

'17-18 RESULTS

In the La Crosse School District, 61% of students who took part in the Read to Success program for the full academic year of 2017-18 scored at or above the 50% Growth Percentile.



This marks the second consecutive year where more than 60% of students participating in Read to Success in La Crosse met or exceeded the targeted 50th percentile for Student Growth.

61% OF PARTICIPANTS SCORED AT OR ABOVE 50% GROWTH PERCENTILE RANK!



"[I valued] getting to know the kids I tutor and watch them grow! Reading with them was rewarding but seeing their social and behavioral growth has been amazing. I really hope these kids keep getting a high level of support after Read to Success ends this year."

Read to Success Tutor

"The social interaction and attention the students receive... Sometimes it's hard to give your undivided attention to students when there's an entire class, but with the RTS volunteers, they could provide that attention to students."

Third Grade Teacher

"Great program, great cause. Everyone should make time in their schedules to give one hour a week to two kids in the community. United Way really shines in this program and I can't wait to join up again in the fall."

Read to Success Tutor

EARLY CHILDHOOD COLLABORATIVE



Brought to you by the
Early Childhood Collaborative
of La Crosse County

With a continued focus on early literacy, the Early Childhood Collaborative of La Crosse County worked on a number of projects to increase public awareness of its public engagement campaign, sparks!, and the importance of stimulating brain development in the pre-school set.

The year kicked off with public service announcements airing on local television stations. Over the summer, United Way took the lead in getting sparks! signs into more than two dozen local businesses. The colorful, pizza-sized discs encourage parents to interact with their children in ways that support brain development. The signs are also a reminder that sparks! can happen anywhere.

The collaborative continues to look for ways to engage employers in bringing early childhood education to their employees. There has also been work in partnering with child care centers in La Crosse County to try and get key messaging to parents.

One idea from 2018 that is now coming to fruition is activity cards for restaurants. The laminated cards are placed on tables and give parents the opportunity to engage with their children while waiting for the food to arrive. Participating restaurants receive these free of charge.

Here is a sneak peek at the activity cards that feature an ASK, a TELL, and a DO:

Learn more about sparks!:

sparkshappenhere.org

facebook.com/sparkshappenhere

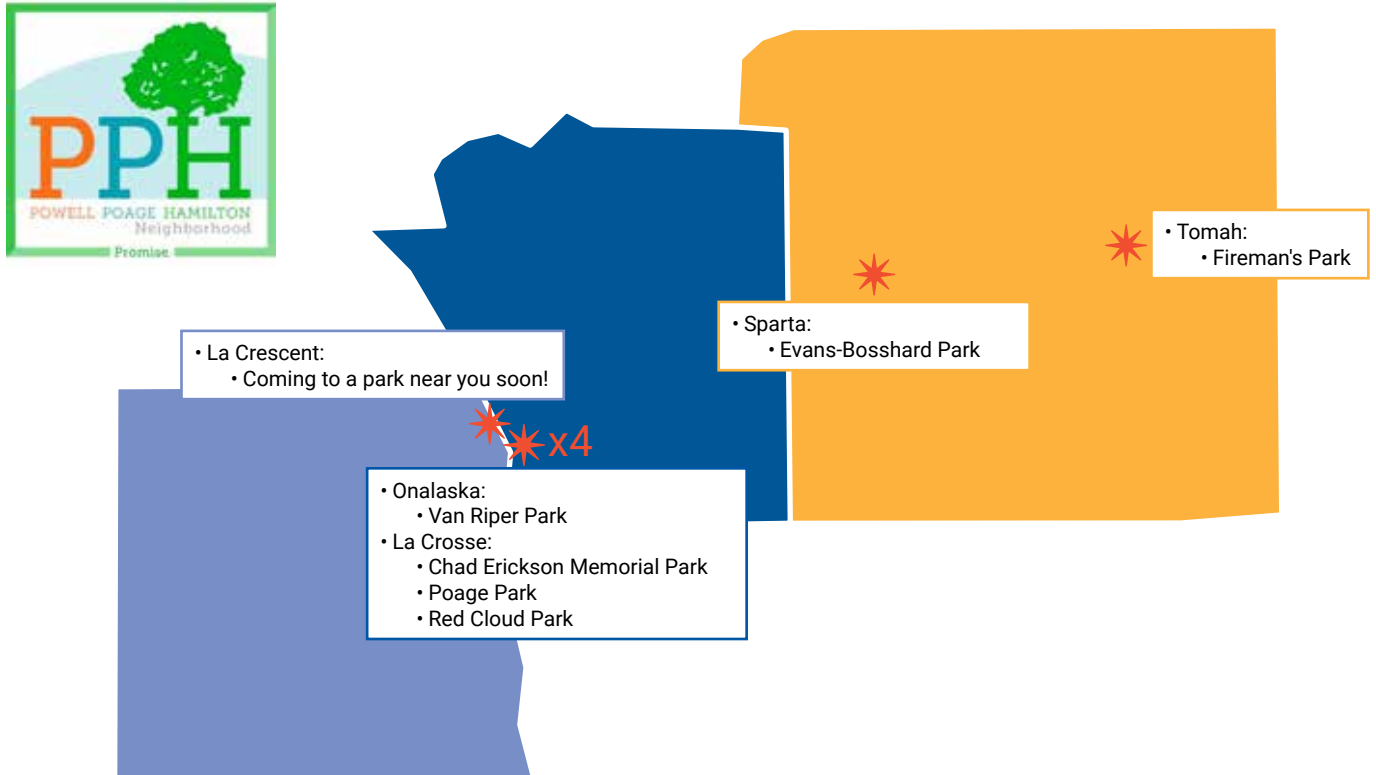
The image shows a set of activity cards for 'sparks!'. At the top left is the 'sparks!' logo. To its right is the text 'sparks! build brains'. Further right is a quote: 'The first five years of your child's life are the most important for brain development. The brain doubles in volume during the first 90 days, and in three short years, it triples in weight. By age five, 90% of brain development is complete! Make the most of this critical time with sparks!'. Below this is a table with three rows, each representing an activity type: ASK, TELL, and DO. Each row has a colored header, a description, an icon, and a benefit.

try this while you wait	how it builds brains
ASK: Ask your child, "what would it be like if we had toes for teeth?"	Connecting over silly humor creates a bond between the two of you and leads to happy, healthy children.
TELL: Tell your child two stories about your day – one real and one pretend – and have them guess which is which.	Finding the difference between two stories helps children think logically about what is possible and what is not.
DO: Explain what it means to shuffle, and then have your child shuffle their hands or feet.	Teaching children new words helps them learn to express themselves more clearly.

BORN LEARNING TRAILS

With funding from the Early Childhood Collaborative of La Crosse County, sparks!; sweat equity from a hard-working group of Kaplan Professional employees; and buy-in from the Powell Poage Hamilton Neighborhood Association, Great Rivers United Way installed a Born Learning Trail in La Crosse's Poage Park in July. Installation was one of 2018's 21 Day of Caring projects.

This newest trail brings the total number of trails installed in our service region to six!



We're takin' Born Learning across the Mighty Mississippi in 2019! United Way staffer Teri Booth, a Houston County resident and member of the La Crescent Rotary Club, chose a Born Learning Trail as her new member project. Funds from her Rotary Club were matched by the Rotary Works Foundation. Stay tuned for grand opening details – we hope to see you there!

COMPASS NOW 2018

The Compass Now 2018 Community Needs Assessment was released in June 2018.

The three-year study included a robust analysis of data localized at the county-level across the six-county Great Rivers United Way service area. Data from community members was collected using a random household survey as well as convenience sampling and focus groups. This was compared to health, income, education, and environmental data that was available through public sources.

The data collected was presented to stakeholders in order for the community to vote on the highest priority issues that the community should work to solve. Stakeholder meetings were held in each county in the Great Rivers region and an additional webinar was held in order for as many people in the region to participate as possible.

Voted the five top needs of the region were:

- More livable wage jobs
- Improved mental health and increased access to mental healthcare services
- Reduced drug and alcohol misuse and abuse
- Increased wraparound support throughout the lifespan
- Increase inclusion of socially diverse people

New to this iteration of Compass, each of the counties in the Great Rivers Region has its own custom report with unique identified needs. These county-level reports with additional data tables, plus past Compass Reports, may be found at www.compassnow.org.



2018-19 CAMPAIGN

As always, residents of the Great Rivers Region and Great Rivers United Way are uniting to improve lives and strengthen communities. As Campaign Co-Chairs for the 2018-19 campaign, we truly hope that all individuals and families in our communities will achieve their full potential through education, income stability, and healthy lives.

It's been a humbling experience and an honor to work with so many gifted employees at GRUW and all its partner agencies. It's an old cliché that employees are your most important resource, but we've seen firsthand the awesome and selfless work that these individuals do for those most in need.

This is a community deeply rooted in Servant Leadership, and those philosophies were visible in the conversations and actions we saw in so many donors and supporters throughout the campaign. Donors gave of both time and treasure hoping to make this a better place to live. The people of this area gave very generously, and we recognize how blessed we were to get the opportunity to discuss important topics with so many of you. We feel grateful for the opportunity to strengthen some relationships and build many new ones throughout the year.

It isn't so much about how much you give, but the fact that you are inspired to give any gift to help your friends and neighbors. Financial gifts to GRUW stay local and allow us to fund 76 critical programs and partnerships.

It's been an honor and a privilege to be a part of something so special and we both hope to continue our relationship with GRUW, its special employees, volunteers, supporters, and donors.

Thank you! We'll treasure the pictures we took with our "campaign cam" and hope you had as much fun as we did.



TIM KOLEK
2018-19 Campaign Co-Chair
Great Rivers United Way



ROB PALMBERG
2018-19 Campaign Co-Chair
Great Rivers United Way



CORPORATE PARTNERS

PACESETTER COMPANIES

Altra Federal Credit Union
Dairyland Power Cooperative
Dakota Supply Group
Festival Foods
Gundersen Health System
Inland Packaging
Kaplan
Logistics Health, Inc.
Mayo Clinic Health System
State Bank Financial
US Bank

TOP 10 CORPORATE DONORS

(listed alphabetically)

Altra Federal Credit Union
Dairyland Power Cooperative
Festival Foods
Gundersen Health System
Inland Packaging
Kaplan
Professional Education
Kwik Trip
Logistics Health, Inc.
Mayo Clinic Health System
Trane

SWEEPSTAKES SPONSORS

1st Community Credit Union
Altra Federal Credit Union
Associated Bank
Citizens State Bank
Dairyland Power Cooperative
Dakota Supply Group
Festival Foods
La Crosse Area YMCA
La Crosse Symphony Orchestra
Organic Valley
US Bank
Xcel Energy

COUPON BOOK VENDORS

4 Sisters Wine Bar & Tapas Restaurant
All Star Lanes & Banquets
Anytime Fitness
Balanced Bodywork Massage Therapy
Bike Sparta
Bittersweet Flower Market
Bodega Brew Pub
Brenengen Auto Group
Brilliant Bodywork Massage & Skin Care
Buffalo Wild Wings
Burger Fusion Company
Carlos O'Kelly's
Children's Museum of La Crosse
Coulee Golf Bowl
Dairy Queen Onalaska
Dublin Square Irish Pub & Eatery
Dynamic Physiotherapy
Greased Lightning
Habitat ReStore
KEPS Naturals & KEPS Kids
Kwik Trip
La Crosse Community Theatre
La Crosse Escape Room
La Crosse Segway Tours
Lindy's Subs & Salads
Mainstream Boutique
Northland Golf & Ski
Olive Juice Quilts
Pla-Mor Lanes
Rudy's Drive-In
Shenanigans
Sloopy's Alma Mater
Smith's Bike Shop
The Cotter Pin LLC
The Great Escape of La Crosse
The Salon Professional Academy
Three Rivers Lodge
Treehouse Gift & Home
Viroqua Food Co-op

COUPON BOOK PRINT SPONSORS

Brenengen Auto Group
Dairyland Power Cooperative
US Bank

EVENT SPONSORS

Altra Federal Credit Union
Barre Country Diner
Brenengen Auto Group
Dairyland Power Cooperative
David Reay's
Financial Planning Services of La Crosse
Gundersen Health System
Home Federal Savings Bank
Howie's on La Crosse
Jay & Dawn Jaehnke – Stifel Nicolaus
John & Linda Lyche
Johnson Block
Klauke Investments & Insurance Services
Mayo Clinic Health System
Merchants Bank
Metre
Nutmash City Limits
RSM US LLP
US Bank
Wieser Brothers General Contractors
WXOW 19

CORPORATE PARTNERS

CORPORATE GIVING & EMPLOYEE CAMPAIGNS

COMPANY NAME	CORPORATE GIFT	EMPLOYEE CAMPAIGN
3M Retirees		X
AcenTek	X	
Agropur Ingredients		X
Allergy Associates		X
Allergychoices, Inc.	X	X
Al's Concrete Products, Inc.	X	
Altra Federal Credit Union	X	X
American Purchasing Services	X	
American Red Cross		X
Associated Bank La Crosse	X	X
Big Brothers Big Sisters of the 7 Rivers Region		X
Block & Kroll Financial	X	
BMO Harris Bank NA	X	X
Borton Construction	X	
Boy Scouts – Gateway Council		X
Boys & Girls Clubs of Greater La Crosse		X
Bremer Bank	X	X
Brenengen Auto Group	X	X
Brown & Brown Insurance	X	X
Burlington Northern, Inc.	X	
C.D. Smith Construction	X	
Century Foods		X
Chart Energy & Chemicals	X	X
Citizens State Bank	X	X
City Brewing Company, Inc.	X	X
City of La Crosse		X
City of Onalaska		X
Congressman Ron Kind's Office		X
Coulee Bank	X	X
Coulee Children's Center		X
Coulee Council on Addiction		X
Coulee Region Implant & Oral Surgery		X
Couleecap, Inc.		X
Courtesy Corporation	X	
Dairyland Power Cooperative	X	X
Dakota Supply Group	X	X
Davy Engineering Co., Inc.		X
Department of Transportation		X
Design Photography	X	
Dick's Pallet Works, Inc.	X	
Digicopy		X
E.O. Johnson Business Technologies	X	X

COMPANY NAME	CORPORATE GIFT	EMPLOYEE CAMPAIGN
Ellingson Motors	X	
Emery Insurance Agency	X	
Engelson & Associates, Ltd.	X	
Enterprise Rent-A-Car	X	X
Essential Health Clinic		X
Families First of Monroe County		X
Family & Children's Center		X
Family Service Association of Sheboygan		X
FedEx	X	X
Festival Foods	X	X
First Supply Co.		X
Fleis Insurance Agency, Inc.	X	
Forage Genetics	X	X
Fowler & Hammer, Inc.		X
Girl Scouts – Badgerland Council		X
Great Rivers 2-1-1		X
Great Rivers United Way		X
Grinnell Mutual Reinsurance Company	X	X
Gundersen Health System	X	X
Gundersen Tri-State Ambulance		X
Hale, Skemp, Hanson, Skemp & Sleik		X
Harter's Quick Clean Up Services, Inc.	X	
Hawkins Ash CPA's		X
Hengel Brothers, Inc.	X	
Hershey Foods	X	X
Hilltopper Refuse & Recycling Service		X
Holmen School District		X
HSR Associates, Inc.	X	X
Hunger Task Force of La Crosse		X
Hydrite Chemical Company	X	X
IBM Corporation & Retirees		X
Iland Tool & Die Company	X	
Independent Living Resources		X
Inland Packaging	X	X
International Furniture	X	
J.F. Brennan Company, Inc.	X	
Johns, Flaherty & Collins		X
Johnson Landscaping	X	
JRM CPA's		X
Kaplan Professional Education	X	X
Kish & Sons Electric	X	
Klauke Investments & Insurance Services	X	
Klich Electric	X	X

CORPORATE PARTNERS

CORPORATE GIVING & EMPLOYEE CAMPAIGNS

COMPANY NAME	CORPORATE GIFT	EMPLOYEE CAMPAIGN
Kwik Trip	X	X
La Crescent Area Healthy Community Partnership		X
La Crosse County Departments		X
La Crosse Media Group		X
La Crosse Memorials, Inc.	X	
La Crosse Truck Center	X	X
Lawyers at Work, LLC		X
Logistics Health, Inc.	X	X
Marco Technologies	X	X
Marine Credit Union	X	X
Market & Johnson, Inc.	X	
Mayo Clinic Health System	X	X
Mcloone Metal Graphic, Inc.	X	X
Merchant's Bank	X	X
Midwest Capital Services LLC	X	X
Mid-West Family Broadcasting	X	X
Minnesota Energy Resources		X
Mobile Meals of La Crosse		X
Moen, Sheehan & Meyer, Ltd.	X	
Morrison & Associates S.C.		X
Nelnet Boscobel	X	X
New Horizons		X
NMT Corporation		X
Olympus Media Fairway Outdoor		X
Onalaska School District		X
Pat's Insurance Agency	X	
Pepsi-Cola Bottling Company	X	X
Pizza King	X	
Quartz	X	X
Reinhart Real Estate	X	
RIA Federal Credit Union		X
River Architects, Inc.	X	
River Bank		X
River States Truck & Trailer, Inc.	X	X
River Valley Media Group	X	X
Rohde Custom Painting	X	
RSM US LLP	X	X
Rudy's Drive In	X	
Scenic Bluffs Health Center, Inc.		X
Schilling Supply Company		X
School District of La Crosse		X
Schumacher Kish Funeral & Cremation Services	X	

COMPANY NAME	CORPORATE GIFT	EMPLOYEE CAMPAIGN
ServiceMaster Commercial Cleaning		X
Shopko Stores		X
Sparta School District		X
State Bank Financial	X	X
The Insurance Center	X	X
The Parenting Place		X
The Salvation Army		X
The Sweet Shop	X	
Three Rivers Technologies	X	
Timberwood Bank		X
Tom Niebeling Landscaping LLC	X	
Tomah Area Chamber of Commerce		X
Tomah School District		X
Tostrud & Temp CPA's	X	X
Trane & Retirees	X	X
Travel Leaders	X	X
Tri-County Memorial Hospital		X
Trust Point, Inc.	X	X
UMR – a division of United Healthcare	X	X
United Parcel Service		X
University of Wisconsin La Crosse & Retirees		X
US Bank	X	X
UW Credit Union	X	
Vendi Advertising, LLC	X	
Venture Machine & Tool	X	
Verve, a credit union		X
Villa St. Joseph		X
Viterbo University		X
Walmart Stores	X	X
Walzcrafft Industries, Inc.	X	
WE Energies	X	
Wells Fargo Bank & Retirees	X	X
Westby Cooperative Creamery	X	X
Western Dairyland		X
Western Technical College		X
Wieser Brothers General Contractor, Inc.		X
Wipfli LLP		X
WKBT-TV	X	X
Woodman's	X	
WXOW 19	X	X
Xcel Energy	X	X
YWCA La Crosse		X

ALEXIS DE TOCQUEVILLE SOCIETY

French aristocrat Alexis Charles-Henri Clerel de Tocqueville was 26 when he came to America in 1831. His travels took him all over the young nation as a keen observer of American society. Perhaps his most important observation was that Americans helped each other in times of need. He recognized, applauded and immortalized the voluntary spirit that lives in America's heart. He wrote: "we as Americans ask for the cooperation of his fellow citizens, it is seldom refused; and I have often seen it afforded spontaneously and with great good will."

The United Way Tocqueville Society was formed in March of 1984 to deepen individual understanding of, commitment to, and support of United Way's work: advancing the common good by creating opportunities for a better life for all. The Tocqueville Society recognizes local philanthropic leaders and volunteer champions around the world who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most serious issues.

Membership in the Tocqueville Society is granted to individuals who contribute at least \$10,000 annually to a member United Way.

The Binsfeld Family
Marilu Bintz MD
Gail K. Cleary
Joe & Tracy Endrizzi
Jack & Rosie Glendenning
Mark Glendenning & Margie Webster
John & Linda Lyche
Dave & Barb Skogen

6 Members wish to remain Anonymous

LEADERSHIP GIVING CIRCLES

DIAMOND CIRCLE | \$5,000-9,999

Kristine Cleary & Peter Coffey
Sandra Cleary
Dr. & Mrs. David Corser
Mike & Sue Klauke
Ernest & Sally Micek
Mark & Eve Platt

5 members who wish to remain anonymous

RUBY CIRCLE | \$2,500-4,999

Bill & Dorie Beres
William & Cindy Berg
Tom & Jan Brock
Larry Butz & Julene Toebe
Ron Chaney
Thomas Culp & Kimberley Culp
Don & Barbara Frank
Kathy & Mike Giese
Abe Leis
Doug Nelson & Cheri Olson
Rob & Deb Palmberg
Chuck & LuAnn Roth
Tom & Marilyn Tiggelaar
David & Laura Wagner
Stephen & Katie Webster

7 members who wish to remain anonymous

EMERALD CIRCLE | \$1,000-2,499

Jerry & Marilyn Arndt
Terry & Julie Bartels
Chris & Sara Battison
Kurt Baumgarten
Jon & Hilary Bingol
Jennifer Black
David & Teri Booth
Donna Bossman
The Don & Cheryl Brenengen
Family Fund of InFaith Community
Foundation
Pauline & Nathan Byom
Steve & Pat Christiansen
John & Lisa Conzemius
Larry & June Daellenbach
Marvin & Nancy Dokter
Dr. Tim & Sue Durtsche
Todd & Linda Eber
Dan Ecklund & Leah Dietrich
David Edmonds
Eric B. Erickson

David & Lina Fanning
James Fowler
Chris & Amy Gerold
Jason Gilman
Vicki Gress
Wade & Amy Hackbarth
Kent & Karen Handel
Liz Hansen
Chuck & Cheryl Hanson
Mr. Scott & Dr. Rachel Hawker
John & Diann Honadel
Scott & Sue Horne
Robert & Mary Hubbard
Sarah Hughes
Sharon & Roger Imes
Keith & Mary Isaacs
Ed Jaekel
Tim Padesky & Tara Johnson
Kay & John Jones
Tim Kotnour
Peter & Stephanie Kujawa
Dr. Roger W. Kwong &
Jo Hargreaves-Kwong
Dave & Terry Lee
A.J. & Marv Leisso
Rick & Wendy Lommen
Pamela Maas Garrels & Mark Garrels
John & Maggie McHugh
Dr. Edward & Sally Miner
Thomas Mooney
Mary Morris MD, Jim Killoran
David R. Morrison
Mary Mundt Reckase & Dan Reckase
Rebecca & James Naugler
Randy & Lynn Nelson
Mike & Deb Nickel
Steve O'Malley
Nick Passe
Jack & Barb Peplinski
Joe & Kate Poehling
Ben Porath
David & Denise Ring
Brian & Karen Rude
Lisa & Sam Sauer
Timothy Schadeberg
Thomas & Janice Schlesinger
Lee Schomburg
Daniel Schraith & Trista Treglowne
Roger Thornton &
Dyanne Brudos Thornton
Ken & Deb Schultz
Linda S. Sherwood
Bob & Fran Skemp
Tom & Judy Sleik
Kevin & Angela Strangman
Dan & Stephanie Stuhr

Robin & Stephanie Swartz
Brian & Kari Treadway
Fritz & Claudette Truax
Marc Tumerman
Sam Van Riper
Mary Jo & Shawn Werner
John Wochose
Dan & Rose Wolbrink
Fred & Sylvia Yutuc
Mark & Deb Daehn Zellmer

37 members wish to remain anonymous

AMETHYST CIRCLE | \$750-999

Leah Aubert
Darin Bellile
Christopher & Vicki Born
Kim Cable
Dr. Carmen Dargel & Mr. Jared Manske
Michael & Joyce Davy
John & Kate Dunnum
Joe & Cheryl Dutton
Dennis & Lauri Ford
Dr. Brad Fowler
Dana & Lorie Fredrickson
Kris & Sarah Gagermeier
Scott & Gina Hackworth
Rick & Jamie Heiden
Whitey & Linda Hoehn
Tim & Reggi Johnson
Dr. & Mrs. Michael Kalinosky
Tim & Jennie Koles
Russ Leiser
Deb & Joe Mirasola
Phil Moilien
Tom & Lori Nigon
Lane & Shannon Peters
David Prendergast
Richard Strauss
Brad & Lynn Sturm
Brian & Kathy Wieser
Andy & Libby Winga
Matt & Mary Kay Wolf
John B. & Sally J. Young

16 members wish to remain anonymous

SAPPHIRE CIRCLE | \$500-749

Kristy Abraham
Rob Abraham
Angela & Jeffrey Adams

LEADERSHIP GIVING CIRCLES - CONT.

SAPPHIRE CIRCLE | \$500-749

(continued)

Steve & Betty Alderman
Hans & Margaret Anderson
Nancy Arens
Bridget Arens-Jones & Tom Jones
Ann Barney
Amber Bartle
Theresa Bender
Cory & Tonya Berget
Jerry & Ruth Berns
Dan & Judy Brady
Matthew Brenengen
Nick Brenengen
Scott Brenengen
Tony Brenengen
Ann Budzak
Dave & Jean Burgess
Robert M. & Gretchen L. Burns
Christopher & Elizabeth Cogbill
Paul & Sara Danielson
Sharon J. Davis
Betty V. DeBoer
Glenda Donley
Justin & Katie Drury
Brent Dwyer
Tom & Cathy Edwards
Jodi Ehrenberger
Claudia Elvidge
Laurie Engen
Mr. Bill & Dr. April Farrell
Fran & Billie Finco
Mason Fisher
David Flaschberger
Carolyn Flock
Rev. Donald & Professor Elizabeth Fox
Ron & Jeanne Franz
Dr. Robert & Atty. Maureen Freedland
Eric & Nora Garland
Dirk & Rita Gasterland
David & Carrie Gerhard
Trent Glendenning
Mary Goodsett
Peter & Amy Grabow
Lise Graham
Tom & Heidi Grau
Dr. Sigurd & Jean Ann Gundersen
Eric & Robyn Hammes
Amy Hansen
Kim Hardy & Leonardo Silva
Doug & Judy Harpenau
Rochelle Hartman
Monica Hauser
Dan & Sarah Havens
Benjamin & Majel Hein

Marlin & Julie Helgeson
Anne Hendrickson
John Henkelman
Fred & Sue Heuer
Mrs. Betty F. Heuslein
Chad & Tamara Hill Family
Mark & Cate Hollowitsch
Mike & Tami Hutson
Kim Jackson
Jeff & Pam Jensen
Ron & Debbie Johnson
Rev. Mark & Sharon Jolivette
Alex Karwath
Jonathan & Megan Klock
Kathie Knoble-Iverson
Sherry Koenig
Barbara & Joseph Kruse
Mary E. Kuffel
Daniel S. Landdeck
The Larsen Family
Tammy Larson
Rich & Dorothy Lenard
Steve & Virginia Limberg
Thomas Londergan
Mary Lund & Mike Stanek
Janine Luz
Peggy & Steve Manson
Brent & Ellen Mashak
Sandy & Dick McCormick
Jill McMullen
Rick & Sandy Mickschl
Shawn & Gina Miller
Fred & Maureen Monk
Kurt & Mary Mueller
Rebecca Murphy
Sarah Naik
David Nash
David & Ann Nelson
David & Stephanie Neuman
Michael & Patricia Nimocks
Amy & Jim Noel
Greg & Linda Prairie
Bradford & Susan Price
Gregory Prichett
Sandra Proksch-Troope
Dick Record
Cam & Carlene Roberts
Todd & Jill Rodeberg
Julie & Wade Rudolph
David & Kial Rushlow
Shawn & Emily Sackman
Iyad Saleh
Paul & Karen Sampson
Gary & Susan Schettle
Frank Schiffer

Eric & Amy Schmidt
Kathryn & John Schomburg
Paula Schraback
Jack & Marti Schwem Fund
Steve Scow
Quinn Seston
Jeff & Kris Sexton
Deb Simon
Larry & Missy Skendzel
Donald & Darcy Skibba
Mike & Jackie Skroch
Pat & Joanie Smith
Dick & Pat Spencer
Roger Stanford
Steve Stelzl
Larry & Marsha Stenzel
Jesse Storandt
Brandi Strong
Amanda Strosahl
Ryan & Kim Sullivan
Sandy & Jeff Thompson
Mark Thorn
Dave & Betty Trapp
Arlan Ulberg
Dan & Kim Valiquette
Rick & Joan Waniger
Andy & Calison Weiss
Ronald & Theresa Wessels
Jeff & Andrea Wieser
Teri L. Wildt
Tim & Molly Willenbring
Virginia Wintersteen
Pat & Karen Wolfe
Karl Wrobel
Gordon Zeng & Mary Zhu

108 members wish to remain anonymous

We compile our Leadership Roster with care. If you find your name has been omitted or misspelled, please accept our apology. Any errors or omissions are inadvertent, and we would be grateful if you notify us so our records will be correct in the future.

VOLUNTEERS

James Achterkirch, *Community Volunteer*
Lisa Adams, *Festival Foods*
Sandy Anderson, *1st Community Credit Union*
Julie Anderson, *Monroe County Health Department*
Jason Arens, *Community Volunteer*
Jerry Arndt, *Community Volunteer*
Julie Augedahl, *Merchants Bank*
Tammy Bailey, *Kaplan Professional Education*
Brett Banker, *Kaplan Professional Education*
Julie Bartels, *Community Volunteer*
Brad Bauges, *1st Community Credit Union*
Nick Behringer, *Festival Foods*
Peyton Bentley, *Kaplan Professional Education*
Julie Berg, *Citizens State Bank*
Laura Bishop, *Community Volunteer*
Ashley Bohl, *Coulee Bank*
Rebecca Bolton, *Western Technical College*
Matt Boshcka, *David Reay's Modern Diner & Tavern*
Donna Bossman, *Trane*
Amy Brecheisen, *Kaplan Professional Education*
Alisa Bradley, *Once Upon a Child*
Emily Breitenfeldt, *Kaplan Professional Education*
Karla Bright, *Community Volunteer*
Laura Bringe, *Dairyland Power Cooperative*
Jan Brock, *Community Volunteer*
Tom Brock, *Altra Federal Credit Union*
Bill Brockmiller, *Western WI AFL-CIO*
Teresa Brohmer, *Community Volunteer*
Bev Brown, *1st Community Credit Union*
Dyanne Brudos-Thornton, *Bremer Bank*
Rose Bruha, *Trane*
Jennifer Brumm, *Kaplan Professional Education*
Barbara Burnham, *1st Community Credit Union*
Julie Burns, *Merchants Bank*
Makaela Bushman, *Altra Federal Credit Union*
Kim Butler, *1st Community Credit Union*
Bob Carney, *Community Volunteer*
Chris Cannon, *Festival Foods*
Lynne Carstensen, *Kaplan Professional Education*
Steve Christiansen, *Merchants Bank*
Marti Clark, *Community Volunteer*
Dennis Coffey, *Toro*
Ashley Colbert, *Kaplan Professional Education*
Jamie Colsch, *Dairyland Power Cooperative*
Paige Conforti, *Inland Packaging*
Barbara Dahlstrom, *Logan High School*
Julie Darrington, *Kaplan Professional Education*
Colleen DaSilva, *1st Community Credit Union*
Christine Dean, *Gundersen St. Joseph's Hospital & Clinics*
Cody Deml, *Festival Foods*
Julie Deml, *Logistics Health, Inc.*
Kim Dempsey, *Dairyland Power Cooperative*
Derek Dickman, *Inland Packaging*
Julie Dietz, *La Crosse County Health Dept*
Nancy Dotz, *Community Volunteer*
Steve Dotz, *Community Volunteer*
Brent Drenckhahn, *Dairyland Power Cooperative*
Justin Drury, *Ashley Furniture*
Katie Drury, *Onalaska School District*
Cheryl Dutton, *Altra Federal Credit Union*
Todd Eber, *Dakota Supply Group*
Kris Edwards, *Gundersen Health System*
Diane Eickmeier, *C.E.S.A. #4*
Ted Eisenbacher, *Community Volunteer*
Joe Endres, *Festival Foods*
Kasey Erdman, *Festival Foods*
Eric Erickson, *Mayo Clinic Health System*
Marsha Erickson, *Community Volunteer*
AJ Ervin, *Festival Foods*
Kristin Espelien, *Dakota Supply Group*
Michael Feuerhelm, *Community Volunteer*
Andrew Fjerstad, *Inland Packaging*
Carolyn Flock, *Mayo Clinic Health System*
Kim Foster, *Dairyland Power Cooperative*
Kaitlin Franke, *Altra Federal Credit Union*
Karen Fries, *Altra Federal Credit Union*
Dawn Gagermeier, *Kaplan Professional Education*
Jeremiah Galvan, *Gundersen Health System*
Rochelle Gamoke, *Kaplan Professional Education*
Michael Garcia, *1st Community Credit Union*
Sophia Garoutee, *Kaplan Professional Education*
Sue Gasser, *Community Volunteer*
Roger Gausmann, *Dairyland Power Cooperative*
Mickella Geary, *Organic Valley*
Christine Gillespe, *La Crosse County*
Joe Gleason, *Kaplan Professional Education*
Mark Glendenning, *Inland Packaging*
Val Glotfelty, *Community Volunteer*
Brad Goetz, *Community Volunteer*
Leigh Goetzinger, *Merchants Bank*
Vicki Gress, *Venture Machine & Tool*
Tim Griffin, *La Crosse Post Office*
Elizabeth Gross, *Kaplan Professional Education*
Audra Groth, *Community Volunteer*
Bobbie Grubb, *Festival Foods*
CJ Gunderson, *Kaplan Professional Education*
Wade Hackbarth, *Western Technical College*
Kelly Haefs, *Festival Foods*
Chris Haskell, *Community Volunteer*
Sarah Havens, *Gundersen Health System*
Linda Havlik, *Kaplan Professional Education*
Kolton Hayden, *Community Volunteer*
Bob Hayter, *Festival Foods*
Heather Hayter, *Festival Foods*

VOLUNTEERS - CONT.

Heidi Heding, *Festival Foods*
Fran Hegenbarth, *Community Volunteer*
Whitney Hegseth, *Inland Packaging*
Brent Helgeson, *Trane*
Maria Hellwig, *Dairyland Power Cooperative*
Randi Helvey, *Altra Federal Credit Union*
Amy Hendrickson, *Logistics Health, Inc.*
Kristi Hertzfeldt, *Altra Federal Credit Union*
Jesse Hilt, *Inland Packaging*
Stephanie Hofer, *Community Volunteer*
Cate Hollowitch, *Organic Valley*
Chuck Hosler, *Community Volunteer*
Mary Hosler, *Community Volunteer*
Megan Howard, *Dakota Supply Group*
Dam Howard, *Gundersen St. Joseph's Hospital & Clinics*
Libby Howe, *Community Volunteer*
Ed Jaekel, *JRM CPAs*
Barb Janett, *Gundersen Health System*
Sarah Jarecki, *Kaplan Professional Education*
Bob Jaszewski, *Community Volunteer*
Laurie Jaszewski, *Community Volunteer*
Jeff Jensen, *RSM US LLP*
Annie Jergenson, *Festival Foods*
Dawn Johnson, *Community Volunteer*
Hunter Johnson, *UW-La Crosse Student*
Tara M. Johnson, *RSM US LLP*
Jen Kalis, *School District of La Crosse*
Neil Kamrowski, *IAMAW - District Lodge #66*
Chris Kelley, *Altra Federal Credit Union*
Sally Kelsall, *Community Volunteer*
Sara Kern, *Kaplan Professional Education*
Ellen Kertis, *Kaplan Professional Education*
Emily Kirchner, *Festival Foods*
Mike Klauke, *Klauke Investments & Insurance Services*
Shannon Klug, *CenturyLink*
John Knudson, *Community Volunteer*
Sue Knudson, *Community Volunteer*
Natalie Koegl, *Dairyland Power Cooperative*
Tim Kolek, *US Bank*
Shawna Koss, *Inland Packaging*
Tim Kotnour, *State Bank Financial*
Barb Kruse, *Community Volunteer*
Joe Kruse, *Mayo Clinic Health System*
Jennifer Kulasiewicz, *Kaplan Professional Education*
Chad Kurszewski, *Dairyland Power Cooperative*
Michael Kurth, *Inland Packaging*
Monica La Fleur, *Altra Federal Credit Union*
Rose Ann Laureto, *Gundersen Health System*
Bobbie Lee, *Festival Foods*
Michelle Lesky, *Kaplan Professional Education*
April Loeffler, *Buffalo County Health Department*
Jenni Loging, *La Crosse County Health Department*
Eric Losinski, *Dairyland Power Cooperative*
Alex Lueck, *Xcel Energy*

Becky Lueck, *Southern Bluffs Elementary School*
Ross Luecke, *1st Community Credit Union*
Brenda Lutz-Hanson, *La Crosse County Health Department*
John Lyche, *Community Volunteer*
Linda Lyche, *Community Volunteer*
De De Mack, *1st Community Credit Union*
Nikki Mades, *Altra Federal Credit Union*
Carl Mailey, *Community Volunteer*
Pat Malone, *Trempealeau County Health Department*
Taylor Martell, *Inland Packaging*
Kristi Mathews, *Festival Foods*
Mark Mattison, *Community Volunteer*
Jake May, *Kaplan Professional Education*
Scott May, *Inland Packaging*
Michaela McClusky, *Kaplan Professional Education*
John McCue, *Community Volunteer*
Tria Meier, *Community Volunteer*
Leianna Melde, *1st Community Credit Union*
Mary Mell, *A Heavenly Touch*
Lindsay Menard, *La Crosse County Human Services*
Donita Meyer, *Community Volunteer*
Ellie Meyer, *Dairyland Power Cooperative*
Shelly Meyer, *Kaplan Professional Education*
Brittany Meyer-Madges, *Kaplan Professional Education*
Sharon Miessner, *Community Volunteer*
Sarah Miles, *Community Volunteer*
Jordan Miller, *Kaplan Professional Education*
Dr. Laurie Miller, *UW-La Crosse*
Homer Mills, *Inland Packaging*
Steve Minnema, *Community Volunteer*
Tanya Miske, *Festival Foods*
Angie Mithum, *Organic Valley*
Fred Monk, *Community Volunteer*
Tom Mooney, *American Red Cross*
Madison Neece, *Community Volunteer*
Randy Nelson, *School District of La Crosse*
Agnes Neumeister, *Altra Federal Credit Union*
Sister Karen Neuser, *FSPA*
Barbara Newcomer, *Community Volunteer*
Kermit Newcomer, *Community Volunteer*
Tom Nickelatti, *Dairyland Power Cooperative*
Mike Nomland, *Festival Foods*
Chelsie Nundahl, *Kaplan Professional Education*
Bill O'Driscoll, *Community Volunteer*
Olivia Olson, *Kaplan Professional Education*
David Palm, *Community Volunteer*
Rob Palmberg, *Dairyland Power Cooperative*
Shannon Parker, *Catholic Charities*
Laurie Parsons, *Dairyland Power Cooperative*
Nick Passe, *Passe Law*
Audrah Pehler, *Kaplan Professional Education*
Babette Peterson, *Community Volunteer*
Mark Platt, *Trane*
Lorie Proksch, *Kaplan Professional Education*

VOLUNTEERS - CONT.

Mark Przywojski, *Festival Foods*
Mary Beth Rady, *Dairyland Power Cooperative*
Ranjith Ramakrishnan, *Kaplan Professional Education*
Linda Ratajski, *Altra Federal Credit Union*
Brenda Reider, *Logistics Health, Inc.*
Cierra Reimann, *Festival Foods*
Kari Reyburn, *Western Technical College*
Major Jeff Richardson, *The Salvation Army of La Crosse*
Liz Riddle, *Inland Packaging*
Dave Ring, *Kwik Trip*
Tim Ringhand, *WI Department of Health Services*
Jennifer Robaczewski, *Altra Federal Credit Union*
Jen Rombalski, *La Crosse County Health Dept.*
Megan Rosborough, *La Crosse County Library*
LuAnn Roth, *Community Volunteer*
Chuck Roth, *Quincy Media, Inc.*
Gary Rudy, *Rudy's Drive In*
Shawn Sackman, *Merchants Bank*
Kyle Sanger, *Kaplan Professional Education*
Bobbi Schmidt, *Kaplan Professional Education*
Olivia Schneider, *Inland Packaging*
Rob Schuette, *Community Volunteer*
Matt Schuldt, *Merchants Bank*
Kelly Schultz, *Kaplan Professional Education*
Amanda Sebal, *Gundersen Health System*
Wayne Shaker, *Organic Valley*
Brian Shawley, *Community Volunteer*
Brandi Slosser, *La Crosse Co. Human Services*
Ryan Slosser, *Community Volunteer*
Patty & Bella Smith, *Community Volunteers*
Dana Sneath, *Kaplan Professional Education*
Wendell Snodgrass, *Viterbo University*
Dawn Sonsalla, *Altra Federal Credit Union*
Colleen Sowa, *Community Volunteer*
Mike Spinner, *Community Volunteer*
Jennifer Staniforth, *Kaplan Professional Education*
Sandy Steele, *State Bank*
Allison Steers, *Kaplan Professional Education*
Jaxon Steers, *Community Volunteer*
Kaitlyn Steers, *Community Volunteer*
Kyle Steers, *Community Volunteer*
Nate Steers, *Community Volunteer*
Colin Stenberg, *Inland Packaging*
Laurie Stiltner, *Trane*
Kara Strupp, *Festival Foods*
Brad Sturm, *Community Volunteer*
Travis Stymiest, *Kaplan Professional Education*
Bonnie Swan, *Community Volunteer*
Nicole Teachout, *Kaplan Professional Education*
Alice Techel, *Kaplan Professional Education*
Andrew Temte, *Kaplan Professional Education*
Linda Temte, *Community Volunteer*
Katharine Thiel, *Kaplan Professional Education*
Kathy Thom, *Community Volunteer*

Kayla Thompson, *Community Volunteer*
Sarah Thompson, *Mayo Clinic Health System*
Roger Thornton, *Brenengen Auto*
Darci Thoune, *UW-La Crosse*
Kathy Ticknor, *Community Volunteer*
Marilyn Tiggelaar, *Trane*
Ashley Tischer Sacia, *Kaplan Professional Education*
Kelly Topp, *Kaplan Professional Education*
Dave Trapp, *McDonald Agency*
Maureen Trim, *Onalaska School District*
Amy Tubbs, *Community Volunteer*
Tyler Tubbs, *Western WI AFL-CIO*
Samara Turner, *Dairyland Power Cooperative*
Martha Tymeson, *Community Volunteer*
Adam Urban, *Trane*
Kim Valiquette, *Community Volunteer*
Chris Van Alstine, *IBEW #14*
Dani Van Nuland, *Community Volunteer*
Margarita Van Nuland, *Guillien Van Nuland*
Sam Van Riper, *Trane*
Alyssa Vinz, *Festival Foods*
Abby Volkman, *Inland Packaging*
Dawn Wacek, *La Crosse Public Library*
David Wagner, *Kwik Trip*
Steve Walker, *Community Volunteer*
Kayla Wallace, *Altra Federal Credit Union*
Joan Waniger, *Community Volunteer*
Rebecca Webb, *Altra Federal Credit Union*
Tom Weber, *Kaplan Professional Education*
Don Weber, *Logistics Health, Inc.*
Margie Webster, *Gundersen Health System*
Det. Sgt. Jon Wegner, *La Crosse Police Department*
Kathy Wehrs, *Trane*
Megan Weibel, *Altra Federal Credit Union*
Amber Wendorf, *Organic Valley*
Jan Werner, *Kaplan Professional Education*
Emily Wershofen, *Festival Foods*
Ginny Wheeler, *Festival Foods*
Sharon Wheeler, *Kaplan Professional Education*
Larry White, *Community Volunteer*
Jodi Widuch, *The Parenting Place*
Krista Wilson, *1st Community Credit Union*
Becky Winter, *Logistics Health*
Debra Wolfe, *Wieser Brothers General Contractors*
Sarah Wolff, *Community Volunteer*
David Wucherer, *Dairyland Power Cooperative*
Pat Wuttke, *Trane*
Kim Young, *Inland Packaging*
Evelyne Yungerberg, *Community Volunteer*
Tita Yutuc, *Family & Children's Center*
Bob Yeske, *Festival Foods*
Isaac Zickert, *Inland Packaging*
Dillon Zinn, *Trane*
Doug Zumach, *Festival Foods*

FINANCIALS

GREAT RIVERS UNITED WAY AUDITED STATEMENT OF FINANCIAL POSITION

As of December 31, 2017

	2017	2016
Assets		
Cash & Investments	\$1,501,780	\$1,387,262
Net Pledges Receivable	1,355,242	1,501,950
Prepaid Expenses	11,158	13,923
Net Building & Equipment	417,038	393,718
Other Assets – limited use cash equivalents	348,951	0
Total Assets	\$3,634,169	\$3,296,853
Liabilities		
Agency Allocations/Designations Payable	1,506,289	1,502,013
Accounts Payable	5,911	4,139
Accrued Liabilities	12,475	17,066
Total liabilities	1,524,675	1,523,218
Net Assets		
Unrestricted - Unappropriated	93,396	170,835
Unrestricted - Board Designated	74,021	74,021
Unrestricted - Board Appropriated	1,302,633	1,113,545
Temporarily Restricted	639,444	415,234
Total Net Assets	2,109,494	1,773,635
Total Liabilities & Net Assets	\$3,634,169	\$3,296,853

Our accounts are annually audited by Johnson Block & Company, Inc.

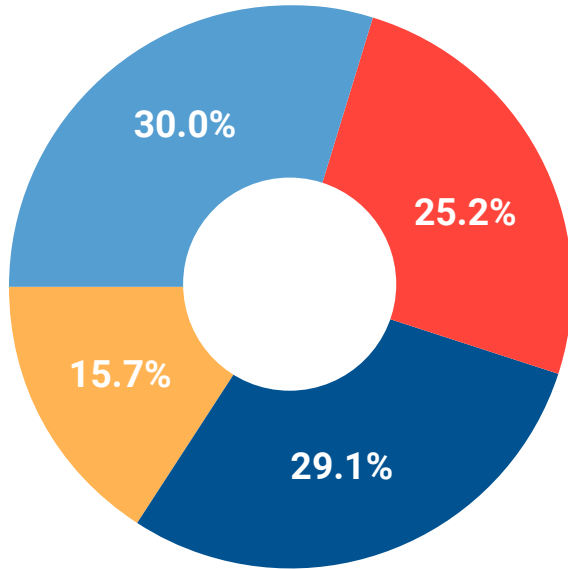
GREAT RIVERS UNITED WAY
AUDITED STATEMENT OF ACTIVITIES

2017

	2017	2017	Totals	
	Unrestricted	Temporarily Restricted	2017	2016
PUBLIC SUPPORT & REVENUE				
Gross campaign results (2016)	\$0		\$0	\$34,547
Gross campaign results (2017)	118,671		118,671	2,008,152
Less allowance for uncollectible				(91,500)
Less donor designations				(12,122)
Gross campaign results (2018)		1,888,632	1,888,632	
Less allowance for uncollectible		(91,500)	(91,500)	
Less donor designations		(15,904)	(15,904)	
Total gross campaign results released from restrictions	1,490,735	(1,490,735)	0	0
Net campaign revenue	1,609,406	290,493	1,899,899	1,939,077
State of WI Race to the Top Grant	24,272		24,272	42,368
Better Together	106,882		106,882	34,640
Great Rivers Hub		435,124	435,124	
sparks!		100,000	100,000	
Bequests	10,316		10,316	9,885
Designations from other United Ways	7,742		7,742	5,813
Service fees	1,590		1,590	1,212
Interest income	4,466		4,466	3,963
Rent income	26,669		26,669	30,206
Other income	50,743		50,743	33,579
Net assets released from restrictions	601,407	(601,407)	0	0
TOTAL PUBLIC SUPPORT & REVENUE	2,443,493	224,210	2,667,703	2,100,743
EXPENSES				
Program Services				
Agency allocations	1,506,639		1,506,639	1,501,418
Less Donor agency designations	(15,904)		(15,904)	(12,122)
Special Allocations	78,036		78,036	18,750
State of WI Race to the Top Grant	24,272		24,272	42,368
Great Rivers Hub	131,792		131,792	0
Better Together	135,376		135,376	47,317
Community problem solving	146,771		146,771	107,831
Fund distribution	53,928		53,928	62,587
Volunteer Center	12,277		12,277	12,917
Labor relations	1,213		1,213	3,377
Total community building	2,074,400	0	2,074,400	1,784,443
Supporting services				
Resource development	210,996		210,996	209,803
Administration & finance	46,448		46,448	57,839
Total supporting services	257,444		257,444	267,642
TOTAL EXPENSES	2,331,844	0	2,331,844	2,052,085
Increase (decrease) in net assets	111,649	224,210	335,859	48,658
NET ASSETS AT JANUARY 1	1,358,401	415,234	1,773,635	1,724,977
NET ASSETS AT DECEMBER 31	\$1,470,050	\$639,444	\$2,109,494	\$1,773,635

ALLOCATIONS

OVERALL 2017 FUNDING BY IMPACT AREA



HEALTH	17 programs \$42,743.00
EDUCATION	18 programs \$374,645.50
FINANCIAL STABILITY	19 programs \$233,817.25
COMMUNITY BASICS	21 programs \$447,539.75

PROGRAM UTILIZATION BY COUNTY

Great Rivers United Way's 2017* service area and program utilization are as follows:

COUNTY	PEOPLE	CONTACTS
BUFFALO	570	7,143
HOUSTON	1,604	31,992
LA CROSSE	41,332	556,778
MONROE	6,793	115,808
TREMPEALEAU	1,992	19,792
VERNON	2,228	27,898
OTHER COUNTIES	13,235	40,080

67,754
local people utilized
United Way funded programs

799,491
times last year.



*last reported data

HEALTH ALLOCATION

Boys & Girls Clubs of Greater La Crosse	Character & Leadership - Youth Mental Health	\$51,609.00
Boys & Girls Clubs of Greater La Crosse	Healthy Life Styles - Preventative Health	37,934.00
Boys & Girls Clubs of West Central WI	Lifelong Healthy Lifestyle Choices	5,706.00
Coulee Council on Addictions	Crisis Management	12,901.50
Coulee Council on Addictions	Prevention & Education	18,385.00
Coulee Council on Addictions	Recovery Support Services	15,879.00
Couleecap	Drug Free Communities	4,419.00
Essential Health Clinic	Adult Free Health Care	25,106.00
Essential Health Clinic	Project Wait	35,990.00
Family & Children's Center	Healthy Families	103,213.00
Family & Children's Center	Outpatient Counseling	33,603.00
Family & Children's Center	The Other Door Drop-in Center	9,290.00
Family & Children's Center	Stepping Stones	20,247.00
Independent Living Resources	RAVE Mental Health Drop In	6,111.00
Mobile Meals of La Crosse	Mobile Meals	10,098.00
New Horizons Shelter & Outreach Centers	Trauma Specialist Program	15,454.00
Scenic Bluffs Health Center, Inc.	Help Team	26,797.50
	TOTAL	\$432,743.00

EDUCATION ALLOCATION

Big Brothers Big Sisters of the 7 Rivers Region	Community-based Youth Mentoring	\$51,609.00
Big Brothers Big Sisters of the 7 Rivers Region	Site-based Youth Mentoring	4,096.00
Boy Scouts of America-Gateway Council	Boy Scouting	11,399.00
Boy Scouts of America-Gateway Council	Cub Scouting	24,320.00
Boy Scouts of America-Gateway Council	Venturing	3,802.00
Boys & Girls Club of Sparta	Project Learn	27,061.00
Boys & Girls Clubs of Greater La Crosse	Academic Success	40,643.00
Boys & Girls Clubs of West Central WI	Academic Success	25,713.00
Boys & Girls Clubs of West Central WI	Good Character & Citizenship	10,990.00
Coulee Children's Center	Early Intervention	49,626.00
Family & Children's Center	Hope Academy	15,483.00
Girl Scouts of WI - Badgerland Council	Girl Scouts Grades K-5	31,677.00
Girl Scouts of WI - Badgerland Council	Girl Scouts Grades 6-12	7,983.00
The Parenting Place	Parent Coaching	17,714.00
The Parenting Place	Parent/Child Development	16,873.50
YWCA La Crosse	Child Center	16,971.00
YWCA La Crosse	Teen Services	12,631.00
YWCA La Crosse	Truancy Intervention	6,054.00
	TOTAL	\$374,645.50

FINANCIAL STABILITY ALLOCATION

Credit Counseling Service of La Crosse	Budget/Credit Counseling	\$9,324.00
Couleecap	Helping Entrepreneurs Thrive	4,111.00
Couleecap	Housing First	10,421.25
Couleecap	Neighborhood Revitalization Collaboration	8,489.00
Couleecap	Skills Enhancement	7,353.00
Couleecap	S.O.A.R. Program	6,599.00
Couleecap	Supportive Housing	16,639.00
Couleecap	Tenant Based Rental Assistance	3,969.00
Families First of Monroe County	Case/Care Management	37,469.00
Families First of Monroe County	Safe & Stable Housing	5,955.00
Independent Living Resources	Homelessness Intervention Program	31,526.00
Independent Living Resources	Independent Living Services	25,630.00
La Crescent Area Healthy Community Partnership	Neighbors in Action - Caledonia	5,160.00
La Crescent Area Healthy Community Partnership	Neighbors in Action - La Crescent	13,398.00
New Horizons Shelter & Outreach Centers	Outreach Program	17,340.00
New Horizons Shelter & Outreach Centers	Transitional Housing	5,821.00
YWCA La Crosse	Employment Readiness (<i>did not operate</i>)	0
YWCA La Crosse	Ruth House	8,746.00
YWCA La Crosse	Transitional Housing	15,867.00
	TOTAL	\$233,817.25

COMMUNITY BASICS ALLOCATION

American Red Cross - Scenic Bluffs Chapter	Disaster Cycle Services	\$56,572.50
Bluff Country Family Resources	Domestic/Sexual Violence Program	19,452.00
Bluff Country Family Resources	Rapid Re-Housing Program	5,940.00
Bluff Country Family Resources	Telephone Crisis Intervention	1,832.00
Boys & Girls Clubs of West Central WI	Kids Café Food Program	9,961.00
Couleecap	Homeless Prevention	10,422.00
Couleecap	Monroe County Food Pantry	20,842.50
Family & Children's Center	Domestic Abuse Project	4,963.50
Hunger Task Force of La Crosse	Food Recovery	22,717.00
Hunger Task Force of La Crosse	Kane St. Community Garden	5,856.75
New Horizons Shelter & Outreach Centers	Crisis Line	9,048.00
New Horizons Shelter & Outreach Centers	Emergency Shelter	57,515.00
Salvation Army La Crosse	Emergency Homeless Shelter	97,230.00
Salvation Army La Crosse	Meal Program	15,247.00
WAFER Food Pantry	Feeding Today's Youth	4,168.50
WAFER Food Pantry	Food Pantry	49,108.00
WAFER Food Pantry	Nutrition Education & Tools	2,977.50
WAFER Food Pantry	Senior Share	16,741.00
Western Dairyland Economic Opportunity Council	Homeless Services	9,924.00
Western Dairyland Economic Opportunity Council	RSVP Caregiver Program	4,963.50
YWCA La Crosse	Court Appointed Special Advocate	22,058.00
	TOTAL	\$447,539.75

ALLOCATIONS BY IMPACT AREA		
	Health	\$432,743.00
	Education	374,645.50
	Financial Stability	233,817.25
	Community Basics	447,539.75
TOTAL AGENCY ALLOCATIONS		1,488,745.50
AGENCY DESIGNATIONS		15,904.00
TOTAL AGENCY ALLOCATIONS & DESIGNATIONS		\$1,504,649.50

Great Rivers United Way
1855 East Main Street
Onalaska, Wisconsin 54650
www.gruw.org

