

IMAGINE

WHAT WE CAN DO, TOGETHER.

Great Rivers United Way | 2021 Annual Report




IMAGINE

WHAT WE CAN DO, TOGETHER.

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A photograph of a woman with long dark hair, smiling broadly and clapping her hands. She is holding a baby who is looking towards the camera. The woman is wearing a light-colored top, and the baby is wearing a teal long-sleeved shirt. The background is a plain, light-colored wall.

**GREAT RIVERS UNITED WAY FIGHTS FOR THE HEALTH,
EDUCATION, AND FINANCIAL STABILITY OF EVERY
PERSON IN ITS SEVEN-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

Dearest Friends & Supporters:

What a ride. I sit here in 2022, looking back on a year that I think everyone thought would be a recovery from 2020. Our 2021-22 campaign theme – Imagine – was full of hope.

After raising millions of dollars for COVID-affected community members and nonprofits, and then a lower-than-expected (but still successful!) community investment campaign, United Way thought we'd rebound and recover in 2021. Even with the enthusiasm of our first Campaign Crew, it was not meant to be.

To be clear, GRUW, in many ways, is stronger than ever. Our programs continue to grow and be extremely impactful in our service area.

Read to Success had a recovery year with many volunteer tutors getting back into third-grade classrooms throughout the area.

Great Rivers HUB continues to do amazing work with amazing partners in La Crosse County, and 2021 saw seeds of expansion planted in Trempealeau and Jackson counties.

There is continued interest in our Dolly Parton's Imagine Library program, which mails children ages birth-to-five living in Crawford County a free book every month.

Ugetconnected reached new levels of volunteer engagement, and we worked again with partners UWL, Western, and Viterbo to host a successful school supply drive for the Afghan guests living at Fort McCoy.

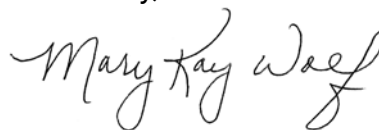
Those are just some of the successes that GRUW had in its roles as convener, facilitator, and collaborator in 2021. As a funder, we embark on 2022 with renewed energy and focus so the grants we award our nonprofit partners more closely meet the need.

That said, in a fundraising model that relies on workplace campaigns, there are new challenges to face as workplaces change. I won't dwell on those challenges here, but they can't be ignored, and as partners of GRUW, you need to know.

How can you help? Our community investment campaign continues to need you. Whether you give on your own or through your workplace, the need for your support continues. The need for you to bring your friends to the party grows even greater.

Thank you for the efforts your past donations have displayed. Together, we can ensure our partners – the community nonprofits that serve us all – are taken care of.

Sincerely,



Mary Kay Wolf
Executive Director
Great Rivers United Way



BOARD OF DIRECTORS

CHAIR OF THE BOARD

Alex Lueck
Xcel Energy

VICE CHAIR OF THE BOARD

Randy Nelson
Community Volunteer

PAST CHAIR

Cheryl Dutton
Altra Federal Credit Union

TREASURER & CHAIR, FINANCE COMMITTEE

Tara M. Johnson
RSM US LLP

CHAIR, DIVERSITY, EQUITY & INCLUSION COMMITTEE

Betsy Morgan
University of Wisconsin-La Crosse

CHAIR, FUND DISTRIBUTION STEERING COMMITTEE

Julie Reynertson
OptumServe

CHAIR, HUMAN RESOURCES COMMITTEE

Todd Rodeberg
Community Volunteer

CHAIR, MARKETING & FUND DEVELOPMENT COMMITTEE

Mike Klauke
Klauke Investments & Insurance Services

CHAIR, STRATEGIC PLANNING COMMITTEE

Kari Reyburn
Western Technical College

AT-LARGE BOARD MEMBERS

Donna Bossman
Trane Technologies

Carolyn Colleen Bostrack
FIERCE Network

Megan Eddy
Mayo Clinic Health System

Andrew Fjerstad
Organic Valley

Brad Goetz
Community Volunteer

Mary Ellen McCartney
Gundersen Health System

Tom Miskowski
Century Foods International

Angela Newman
Kwik Trip

Josh Oeltjen
Festival Foods

Rob Palmberg
Gundersen Health System

Margarita Van Nuland
Guillien Van Nuland Law Office

Isaac Zickert
Inland Packaging

CAMPAIGN CREW The Endrizzi Family

Joe Endrizzi
Gundersen Health System

Tracy Endrizzi
artPOP

Tia, Joey, Audrey, Charlie & Mabel

2021-22 CAMPAIGN

“But today our very survival depends on our ability to stay awake, to adjust to new ideas, to remain vigilant and to face the challenge of change.”

- MARTIN LUTHER KING JR.

Dear Fellow Supporters:

The challenge of change is something that each of us has faced in the last year. Some of us have had the opportunity to face this challenge well-resourced. Others have been faced with the challenge as an additional layer of difficulty that is piled onto the mountain of challenges faced on a day-to-day basis. It has been our intention, as GRUW's first Campaign Crew, to face this, shed light onto it, and bring it to the attention of those around us.

As the Campaign Crew, we hope the community has benefited from our guiding thought that everyone has something to give. We can say that we are appreciative of the generosity of the community at large and also the community that makes up the Great Rivers United Way. Our family experienced this generosity in the events we attended, through the people we met, and during those times around the kitchen counter writing thank you notes to donors. It does not matter your age, your background or your abilities, we saw that all have gifts to give.

We have appreciated and enjoyed our experience collaborating with and supporting the staff, partner agencies, and supporters of GRUW. Their dedication to strengthening our community was empowering and inspirational for our whole family. As we are, they are dedicated to moving forward with innovative ways to make the GRUW mission not only successful, but extraordinary.

Thank you for an amazing year!

Sincerely,



The Endrizzi Family
Joe & Tracy, and children
Joey, Audrey, Charlie & Tia
(and Mabel the dog, too!)
2021-22 Campaign Crew



STRATEGIC PLAN

A VISION FOR 2022

Great Rivers United Way will be the premier advocate and collaborator across the communities it serves. Great Rivers United Way will be essential to its communities as an organizer, facilitator, and fund developer. GRUW will:




Positively impact our youngest community members

Strategies

- Increase academic success
- Strengthen family supports

Indicators of Success

- Increase percent of students reading at proficient or higher
- Increase high school graduation rates
- Improve kindergarten readiness
- Decrease juvenile arrest rates



Stabilize household economic situations so people experience thriving lives

Strategies

- Improve access to living-wage employment
- Decrease households in financial crisis

Indicators of Success

- Decrease percentage of children receiving free and reduced lunches in school systems
- Increase households above ALICE Threshold
- Increase percentage of renters paying 30% or less of income on rent
- Reduce need for emergency shelter
- Decrease traffic at local food pantries



Support a healthy and socially-connected community

Strategies

- Improve access to prevention and intervention programming for mental health
- Improve connections for at-risk community members to community resources
- Improve access to prevention and intervention services that focus on physical well-being

Indicators of Success

- Decrease suicide in the Great Rivers Region
- Increase youth resilience

ADVOCATE

COLLABORATE

ORGANIZE

FACILITATE

FUND



STRATEGIC OBJECTIVE #1
POSITIVELY IMPACT OUR
YOUNGEST COMMUNITY MEMBERS

PROGRAMS THAT HELP US ACCOMPLISH STRATEGIC OBJECTIVE #1

Positively impact our youngest community members.

ACADEMIC SUCCESS

Boys & Girls Clubs of Greater La Crosse

ACADEMIC SUCCESS

Boys & Girls Clubs of West Central WI

COURT APPOINTED SPECIAL ADVOCATE

YWCA La Crosse

FOOD PANTRY

WAFER Food Pantry

GIRL SCOUT LEADERSHIP EXPERIENCE INITIATIVE

Girl Scouts of Wisconsin - Badgerland Council

HEALTHY FAMILIES

Family & Children's Center

JOBS & BUSINESS DEVELOPMENT

YWCA La Crosse

NUTRITION EDUCATION & TOOLS

WAFER Food Pantry

OUTREACH SERVICES

New Horizons Shelter & Outreach Centers

PARENT OPTIONS EDUCATION & SUPPORT PROGRAM

The Parenting Place

POWER HOUR

Boys & Girls Club of Sparta

PREVENTION & EDUCATION

Coulee Recovery Center

RESTORATIVE JUSTICE

YWCA La Crosse

SHE HLUB

Cia Siab, Inc.

STRENGTHENING COMMUNITIES & GROWING POSITIVE VALUES THROUGH CUB SCOUTING

Boy Scouts of America - Gateway Council

TELEPHONE CRISIS INTERVENTION/DOMESTIC & SEXUAL VIOLENCE PROGRAM

Bluff Country Family Resources

YOUTH MENTORING

Big Brothers Big Sisters of the 7 Rivers Region

GRUW PROGRAMS THAT ACCOMPLISH STRATEGIC OBJECTIVE #1

Positively impact our youngest community members.

Great Rivers United Way is committed to finding ways to positively impact our youngest community members. That commitment led to the creation of Read to Success in 2016.



Read to Success matches community volunteers with third-grade students to provide focused time and attention on reading. Studies show that when students are behind grade-level reading at the end of third grade, they almost never catch up. This is an important opportunity to make an impact at a key time in a child's life.

Volunteers work with their assigned student(s) once a week. They spend their half hour together reading books and doing activities that boost vocabulary and comprehension.

Despite the challenges that the COVID-19 pandemic presented, we currently have 44 Read to Success tutors working with third graders at 10 area schools. We hope to expand the Read to Success program to even more schools and school districts in future school years.



Great Rivers United Way offers an early childhood program, Dolly Parton's Imagination Library, which is designed to help families with young children develop a love of books and reading. After a free and easy registration process, Imagination Library mails children ages birth-to-five a new book to their home address every month. The program is available specifically to families living in Crawford County as part of our outreach efforts there.

In 2021, we gifted 4,721 books to Crawford County children via Imagination Library. We started 2022 with a record number of 406 children registered!

"You can never get enough books into the hands of enough children."

-DOLLY PARTON



STRATEGIC OBJECTIVE #2

**STABILIZE HOUSEHOLD ECONOMIC SITUATIONS
SO PEOPLE EXPERIENCE THRIVING LIVES**

PROGRAMS THAT HELP US ACCOMPLISH STRATEGIC OBJECTIVE #2

Stabilize household economic situations so people experience thriving lives.

BUILDING FINANCIAL STABILITY

Consumer Credit Counseling Service of
La Crosse

EMERGENCY SHELTER & MEAL PROGRAM

The Salvation Army of La Crosse County

ENABLING SERVICES - LA CROSSE HELP TEAM

Scenic Bluffs Community Health Centers

FOOD PANTRY

WAFER Food Pantry

FOOD RECOVERY

Hunger Task Force of La Crosse

FOOD SECURITY & OUTREACH

Couleecap

HOMELESSNESS PREVENTION & SUPPORTIVE HOUSING

Couleecap

HOMELESS SHELTER

Western Dairyland Economic Opportunity
Council

JOB & BUSINESS DEVELOPMENT

Western Dairyland Economic Opportunity
Council

KANE STREET COMMUNITY GARDEN

Hunger Task Force of La Crosse

NUTRITION EDUCATION & TOOLS PROJECT

WAFER Food Pantry

RAPID REHOUSING

YWCA La Crosse

RAPID RE-HOUSING PROGRAM

Bluff Country Family Resources

RUTH HOUSE

YWCA La Crosse

SKILLS ENHANCEMENT

Western Dairyland Economic Opportunity
Council

STRENGTHENING INDIVIDUALS & FAMILIES FIRST INITIATIVE

Families First of Monroe County

SUPPORTED EMPLOYMENT

Family & Children's Center

WORK-N-WHEELS

Western Dairyland Economic Opportunity
Council



STRATEGIC OBJECTIVE #3
SUPPORT A HEALTHY AND
SOCIALLY-CONNECTED COMMUNITY

PROGRAMS THAT HELP US ACCOMPLISH STRATEGIC OBJECTIVE #3

Support a healthy and socially-connected community.

CRISIS SUPPORT & EARLY INTERVENTION

Coulee Recovery Center

DISASTER CYCLE SERVICES

American Red Cross - Southwest Chapter

DOMESTIC ABUSE PROJECT

Family & Children's Center

EMERGENCY SHELTER & 24 HOUR CRISIS LINE

New Horizons Shelter & Outreach Centers

EMERGENCY SHELTER & MEAL PROGRAM

The Salvation Army of La Crosse County

ENABLING SERVICES - LA CROSSE HELP TEAM

Scenic Bluffs Community Health Centers

FOOD PANTRY

WAFER Food Pantry

FOOD RECOVERY

Hunger Task Force of La Crosse

GOOD CHARACTER & LEADERSHIP

Boys & Girls Clubs of West Central WI

HEALTHY HOMES

Couleecap

HEALTHY LIFESTYLES

Boys & Girls Clubs of West Central WI

HOMELESS PREVENTION & SUPPORT PROGRAM

Independent Living Resources

HOST HOMES

Family & Children's Center

KANE STREET COMMUNITY GARDEN

Hunger Task Force of La Crosse

MOBILE MEALS

Mobile Meals of La Crosse

NEIGHBORS IN ACTION

La Crescent Area Healthy Community Partnership

NUTRITION EDUCATION & TOOLS PROJECT

WAFER Food Pantry

OUTPATIENT COUNSELING

Family & Children's Center

OUTREACH SERVICES

New Horizons Shelter & Outreach Centers

PREVENTION & EDUCATION

Coulee Recovery Center

PROMOTING HEALTH IN YOUTH WHO NEED US MOST

Boys & Girls Clubs of Greater La Crosse

RECOVERY AVENUE (RAVE) MENTAL HEALTH DROP IN

Independent Living Resources

RECOVERY SUPPORT & RELAPSE PREVENTION

Coulee Recovery Center

RESTORATIVE JUSTICE

YWCA La Crosse

RETIRED SENIOR & VOLUNTEER PROGRAM (RSVP)

Western Dairyland Economic Opportunity Council

RUTH HOUSE

YWCA La Crosse

SOCIAL SECURITY OUTREACH, ACCESS & RECOVERY PROGRAM

Couleecap

SHE HUB

Cia Siab, Inc.

STEPPING STONES

Family & Children's Center

STRENGTHENING COMMUNITIES & GROWING POSITIVE SOCIAL VALUES THROUGH CUB SCOUTING

Boy Scouts of America - Gateway Council

TELEPHONE CRISIS INTERVENTION/DOMESTIC & SEXUAL VIOLENCE PROGRAM

Bluff Country Family Resources

THE OTHER DOOR DROP-IN CENTER

Family & Children's Center

YOUTH MENTORING

Big Brothers Big Sisters of the 7 Rivers Region

GRUW PROGRAMS THAT ACCOMPLISH STRATEGIC OBJECTIVE #3

Support a healthy and socially-connected community



Great Rivers HUB has continued to broaden its services and support expansion of the Community Health Worker (CHW) workforce locally.

Throughout the pandemic, CHWs have served as a trusted source of information regarding COVID-19, helped individuals navigate changing resources, and provided education to help them stay safe and healthy. Great Rivers HUB also partnered with other community-based organizations to provide COVID-19 education in the broader community.

In 2021, Great Rivers HUB served 350 individuals and completed the following Pathways.

Pathway	Currently Open	Finished Incomplete	Completed	Median Duration to Reach Completion (in days)
Social Service Referral	772	110	561	7
Education	814	5	810	1
Medical Referral	162	29	109	20
Housing	92	17	21	165
Medication Assessment	65	3	50	18
Tobacco Cessation	53	23	3	246
Medical Home	82	11	46	44
Immunization Screening	25	0	27	12
Employment	16	6	10	79
Behavioral Health	19	5	9	69
Pregnancy	40	7	31	98
Health Insurance	18	2	8	25
Postpartum	36	5	25	39
Family Planning	10	1	11	68
Immunization Referral	14	5	8	16
Medication Management	4	1	4	3
Adult Learning	1	1	1	183
TOTAL	2,223	231	1,734	





In 2021, the COVID-19 pandemic continued to impact how youth experienced school, their community, and their ability to be socially-connected. Youth, more than ever, are struggling with symptoms of anxiety, depression, and other negative emotions and behaviors.

Improving youth mental health requires a whole community effort to strengthen youth resilience, and give the adults who work and care for youth the skills and tools they need to be supportive.

Better Together works with schools, youth serving agencies, and the community to help youth thrive. Together, we work on action strategies to:

Increase the resilience, coping skills and social connectedness among youth by ensuring they are learning the skills and building the attitudes needed to make healthy decisions and support their mental health.

Train adults to recognize when a young person is struggling and give them the skills to support youth and to help connect them to appropriate resources.

Ensure our community understands the needs of youth by making data and information accessible.

A focus of Better Together's work in 2021 was to bring awareness to the needs of youth and families of color. Using an original film production, "Amplifying the Voices of Black Youth and their Caregivers," we have facilitated important conversations about experiencing challenges and discrimination in the La Crosse community, and how to address the impact of this form of trauma. These facilitated discussions have engaged over 1,200 community members. We also worked closely with the La Crosse County Board to declare racism a public health crisis.

CORPORATE PARTNERS

TOP 10 CORPORATE DONORS

(listed alphabetically)

Altra Federal Credit Union
Citizens State Bank
Dairyland Power Cooperative
Festival Foods
Gundersen Health System
Inland Packaging
Kwik Trip
Logistics Health, Inc.
Mayo Clinic Health System
Trane

SWEEPSTAKES SPONSORS

American Home & Fireplace
Citizens State Bank
Dairyland Power Cooperative
Festival Foods
Green Bay Packers
Merchants Bank
Metre
Organic Valley
Valley High Golf Course
Xcel Energy

EVENT SPONSORS

artPOP
Dairyland Power Cooperative
Edward Jones Financial Advisor
Peter Congdon, AAMS
Gundersen Health System
Home Federal Savings Bank
Joe & Tracy Endrizzi Family
Mayo Clinic Health System
The Weber Group
Wieser Brothers General Contractors
WXOW 19

IN-KIND DONATIONS

Dairyland Power Cooperative
Earley Drywall & Construction, Inc.
Greg Grokowski
Kwik Trip
The Cleary Family
Tim Kolek
Wieser Brothers General Contractors
WXOW 19

GIVING TUESDAY SPONSORS

Altra Federal Credit Union
LHI/OptumServe
Inland Packaging
Mayo Clinic Health System
Verve, a credit union

CORPORATE PARTNERS

CORPORATE & EMPLOYEE GIVING

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
AcenTek	X	
Advisors Management Group, Inc.		X
Allergy Associates		X
Allergychoices, Inc.	X	X
Alpine Inn	X	
Altra Federal Credit Union	X	X
American Family Insurance-Douglas Dengel	X	
American Red Cross		X
Associated Bank La Crosse	X	X
BASF Corporation		X
Big Brothers Big Sisters of the 7 Rivers Region		X
Bluff Country Family Resources		X
BMO Harris Bank	X	X
Bodies by Brenengen		X
Borton Construction Inc.	X	
Boy Scouts of America - Gateway Area Council		X
Boys & Girls Club of Sparta		X
Boys & Girls Clubs of Greater La Crosse		X
Boys & Girls Clubs of West Central WI		X
Bremer Bank		X
Brenengen Auto Group		X
Burlington Northern, Inc.	X	
Century Foods		X
CenturyLink		X
Citizens State Bank	X	X
City of La Crescent		X
City of La Crosse		X
Clason Pontiac-Buick-GMC, Inc.		X
COMPEER Financial	X	
Coney Island Station	X	
Congressman Ron Kind's Office		X
Cool Beans Coffee Shop	X	
Coulee Bank	X	X
Coulee Recovery Center		X
Coulee Region Implant & Oral Surgery		X
Coulecap, Inc.		X
Crescent Jewelers	X	
D.M. Harris Law Office		X
Dairyland Power Cooperative Employees & Retirees	X	X
Dakota Supply Group	X	X
Davy Engineering Co., Inc.	X	X
Department of Transportation		X
DigiCOPY	X	X

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
Driven for Wellness	X	
EO Johnson Business Technologies	X	X
Edward Jones & Company	X	
Elite Nutrition	X	
Empower Nutrition	X	
Engelson & Associates, Ltd.	X	X
Enterprise Rent-A-Car		X
Evolve Nutrition	X	
Express Employment Professionals	X	
Families First of Monroe County		X
Family & Children's Center		X
Family Medical Supply & CPAP Store	X	
Family Service Association of Sheboygan		X
Family Vision Center		X
Farm & Fleet	X	
FedEx		X
Festival Foods	X	X
Financial Planning Services of La Crosse	X	
Fleis Insurance Agency, Inc.	X	
Fowler & Hammer, Inc.		X
Gillette Pepsi La Crosse	X	X
Girl Scouts of Wisconsin - Badgerland Council		X
Great Rivers 211		X
Great Rivers United Way		X
Grinnell Mutual Reinsurance Company	X	
Guillien & Van Nuland, LLC		X
Gundersen Health System	X	X
Gundersen Tri-State Ambulance	X	X
Gustave Larson		X
Hale, Skemp, Hanson, Skemp & Sleik		X
Hawkins Ash CPAs		X
Hendrickson Leadership Group	X	
Hengel Brothers, Inc.	X	
Hilltopper Refuse & Recycling Service		X
Home Federal Savings Bank		X
HSR Associates, Inc.	X	X
Hunger Task Force of La Crosse		X
Hydrite Chemical Company		X
IBM Corporation Employees & Retirees		X
IL Norplex		X
Illinois Tool Works (ITW)		X
Independent Living Resources		X
Inland Packaging	X	X

CORPORATE PARTNERS

CORPORATE & EMPLOYEE GIVING

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
Ironcore	X	X
J.F. Brennan Company, Inc.	X	
James & Ellen Heinecke Fund	X	
Johns, Flaherty & Collins		X
JRM CPAs		X
Kish & Sons Electric	X	
Klauke Investments & Insurance Services		X
Klich Electric		X
Kwik Trip	X	X
La Crosse County		X
La Crosse Memorials, Inc.	X	
La Crosse Scale		X
La Crosse Truck Center, Inc.	X	X
Lamar Advertising Agency		X
Lindy's Subs of La Crosse	X	
Mayo Clinic Health System	X	X
Mcloone Metal Graphics, Inc.	X	X
Merchants Bank - La Crescent		X
Merchants Bank - Onalaska	X	X
Mid-Town Nutrition	X	
Midwest Capital Services LLC	X	X
Mid-West Family La Crosse	X	X
Midwest Natural Gas	X	
Midwest TV & Appliance	X	
Minnesota Energy Resources		X
Moen, Sheehan & Meyer, Ltd.	X	X
Morrison & Associates S.C.		X
Nelnet	X	X
Nelson & Associates	X	
Network For Good	X	
New Horizons Shelter & Outreach Centers		X
Nicolai Apartments	X	
OptumServe	X	X
Pat's Insurance Agency	X	
Reed Music Studios	X	
Reinhart Foodservice		X
River Architects, Inc.	X	
River Bank		X
River States Truck & Trailer, Inc.	X	X
River Valley Media Group		X
Robertson Ryan & Associates		X
RSM US LLP	X	X
Rudy's Bar & Hotel	X	
Scenic Bluffs Community Health Centers		X

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
Scenic Bluffs Community Health Centers		X
Schilling Family Fund	X	
School District of La Crosse		X
School District of Onalaska Administration		X
Schumacher Kish Funeral Home	X	
Sparta Area School District		X
State Bank Financial	X	X
Steffes HR Advantage	X	
The Board Store	X	
The Cummins Foundation	X	
The Insurance Center	X	X
The Parenting Place		X
The Salvation Army of La Crosse County		X
The Toro Company	X	X
The Weber Group	X	X
Three Rivers Technologies	X	
Tom Niebeling Landscaping LLC	X	
Tomah Health		X
Tostrud & Temp CPAs	X	X
Trane Employees & Retirees	X	X
Travel Leaders	X	X
Tri-County Memorial Hospital		X
Tri-State Adjustments, Inc.		X
Trust Point, Inc.	X	X
United Parcel Service		X
UW-La Crosse Employees & Retirees		X
US Bank	X	
UW Credit Union	X	X
Verve, a credit union		X
Viterbo University		X
WAFER Food Pantry		X
Walzcrafft Industries, Inc.	X	
WE Energies		X
Wells Fargo Bank	X	
West Salem School District		X
Westby Cooperative Creamery	X	X
Western Dairyland EOC		X
Western Technical College		X
WI River Power Company		X
Wipfli LLP		X
WKBT-TV		X
WXOW 19	X	X
Xcel Energy Employees & Retirees	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.

Gail K. Cleary
Kristine Cleary & Peter Coffey
Sandra Cleary
Joe & Tracy Endrizzi Family
Mark Glendenning & Margie Webster
John & Linda Lyche
Scott & Mary Rathgaber
Dave & Barb Skogen
The Weber Family

8 members who wish to remain anonymous

LEADERSHIP GIVING CIRCLES

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

Marilu Bintz
David & Sheila Momont
Paul & Nancy Mueller
William Plzak
Andrew & Linda Temte
Dave & Laura Wagner
Jim & JoAnn Wickizer

1 member who wishes to remain anonymous

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

Bob Bakkestuen
Bill & Dorie Beres
William & Cindy Berg
Donna Bossman
Tom & Jan Brock
Ron & Janet Chaney
Kimberley & Thomas Culp
Dave Edmonds
Anita J. Froegel
Trent Glendenning
Dr. David L. and Sacia B. Morris
Rob & Deb Palmberg
Brent, Lisa, Ethan & Gavin Ridge
Dave & Denise Ring
Chuck & LuAnn Roth
Stephen & Katherine Webster

6 members who wish to remain anonymous

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

Jerry & Marilyn Arndt
Terry & Julie Bartels
Kurt Baumgarten
Jason & Kara Berger
Paul & Barb Bjornstad
David Bleidorn
David & Teri Booth
The Don & Cheryl Brenengen Family
Pauline & Nathan Byom
Bob Clark
Lawrence & June Daellenbach
Clark & Renee Davis
Michael & Joyce Davy
Tim & Sue Durtsche
Joe & Cheryl Dutton
Daniel Ecklund & Leah Dietrich
Eric B. Erickson
David & Lina Fanning
Bill & April Farrell
Jim Fowler

Ronald Franz
Mike & Kathy Giese
Larry & Nancy Goodlund
Sean & Amy Green
Wade Hackbarth
Kent Handel
Liz Hansen
Chuck & Cheryl Hanson
Mr. Scott & Dr. Rachel Hawker
Rick Heiden
Bob Heisse
Don & Kathy Hill
Amanda Hoefling
Chris & Erin Hofland
Scott & Sue Horne
Douglas Howard
Mary & Robert Hubbard
Sarah & David Hughes
Sharon & Roger Imes
Keith & Mary Isaacs
Dr. Lee & Pastor Kent Johnson
Ron & Debbie Johnson
Rev. Mark & Sharon Jolivet
Kay Jones
Jim Killoran & Dr. Mary Morris
Kathie Knoble-Iverson
Tim & Jennie Kolek
Tim Kotnour
Joe Laux
David & Terry Lee
Paul & Barb Leehey
Abe Leis
A.J. & Marv Leisso
Alex & Becky Lueck
Janine Luz
Pamela Maas Garrels
John & Maggie McHugh
Sally Miner
Tom & Jennifer Miskowski
Jerome Mooney & Susan Ring
Betsy Morgan
David R. Morrison
Chad Mueller
Dan & Mary Mundt Reckase
Sarah Naik
Rebecca & James Naugler
Randy & Lynn Nelson
Doug Nelson & Cheri Olson
Mike & Deb Nickel
Steve O'Malley
Pete & Elaine Reichardt
Duane & Janet Ring
Todd & Jill Rodeberg
Brian & Karen Rude
Sally Ruud

Paul & Karen Sampson
Gary & Susan Schettle
Roz Schnick
Daniel Schraith
Ken & Deb Schultz
Linda Sherwood
Ron & Deb Simonis
Bob Skemp
Tom & Judy Sleik
Indy Spindler
Jesse & Sara Storandt
Angela & Kevin Strangman
Robin & Stephanie Swartz
Amy Thornton
Brian & Kari Treadway
Fritz & Claudette Truax
Dennis J. Vogel
Mary Jo & Shawn Werner
Rachel Wilson
Dan & Rose Wolbrink
John B. & Sally J. Young

44 members wish to remain anonymous

AMETHYST CIRCLE | \$750-999

Jerry & Ruth Berns
Lisa Carlson
John Carr
Carmen Dargel
John & Kate Dunnum
Dennis & Lauri Ford
Fred & Sue Heuer
Chad & Tamera Hill Family
Steve Limberg
Deb & Joe Mirasola
Chrystal Morgan
Tom & Lori Nigon
Josh & Jena Oeltjen
Diana & Dave Prendergast
Gary & Cheryl Robbins
Don & Darcy Skibba
Dick & Pat Spencer
Richard Strauss
Brad & Lynn Sturm
Steve Thicke
Ed Wenzel
Andrew & Libby Winga
Matt & Mary Kay Wolf
Joe & Becky Zoellner

16 members wish to remain anonymous

LEADERSHIP GIVING CIRCLES - CONT.

SAPPHIRE CIRCLE | \$500-749

Hans & Margaret Anderson
Mary Anderson
Doug Andrus
Todd Antony
Nancy Arens
Ezana Azene
Cindi & Steve Bachman
Scott & Kim Bauer
Bradley & Theresa Bender
Cory & Tonya Berget
Tom & Laurie Berkedal Family
Elaine & Larry Bodin
Dan & Judy Brady
Dan Breeden
Patty Brown – In Honor of
Joe & Tracy Endrizzi
Hetti Brown & Dr. Terry Lilley
Dave & Jean Burgess
Robert & Gretchen Burns
Kim Cable
Joe & Charissa Carlson
Julie Christensen
Debbie Conder
Shelley Crum
Steve Daniel
Sarah & Paul Danielson
Sonja Davig
Sharon Davis
Megan DeVore & Dan Ryan
Michael & Laurie Dolan
Brent Dwyer
Donna Dwyer
Jodi Ehrenberger
Bryan & Stacy Erdmann
Liz Evans
Stacy Evenson
Suzanne Falkenberry
Dave Flaschberger
Russ & Diane Ford
Marty & Jane Frank
Nathan & Beth Franklin
Dana & Lorie Fredrickson
Franciscan Sisters of Perpetual Adoration
at 912 Market Street, La Crosse, WI 54601
Amy Gerold
Mike Goryl
Amy & Peter Grabow
Lise Graham
Anna Green Kramer
Steven Harding
Dawn Harris
John & Kay Hatlestad
Monica Hauser
Dan & Sarah Havens

Chandra Hawkins
Marlin & Julie Helgeson
Anne Hendrickson
Kristy Herlitzka
Whitey & Linda Hoehn
Scott Hoffland
Cate & Mark Hollowitsch
Mike & Tami Hutson
Al Jackson
Barbara Janett
The Jerome Family
Nicholas Johnson
Jeff Kessler
Mike & Sue Klauke
Joe & Barb Kruse
Mary Kuffel
Tammy Larson
Sandy Littlejohn
Family of Dustin & Dominique Luecke
Brad Mack
Dana Mason
Steve & Margeen Mau
Mary Ellen McCartney
Dick & Sandy McCormick
Cindy McDonald
Jill McMullin
Mark & Melissa Mergenthaler
Jackson Meyer
Gina Miller
Becky & Tom Murphy
Ken & Dorothy Nelson
Angela Newman
David & Carolyn Norenberg
Megan Olson
Luke Pesonen
Bradford & Susan Price
Angela Puent
Dana & Jonella Rademacher
Marc & Liz Ranger
Dick Record
Kari Reyburn
Mitch Reynolds
Cameron & Carlene Roberts
Ryan Roberts
Thomas & Barbara Roberts
Wade & Julie Rudolph
David & Nancy Russell
Shawn & Emily Sackman
Tom & Janice Schlesinger
Alicia K. Schleifer
John Schomburg
Julie Schultz & Nikki Sobotta
Jack & Debbie Schwartz
Douglas Seberg

Quinn Seston
Amber Severson
Irina Shakhnovich & Mason Fisher
Deb Simon
Larry & Missy Skendzel
Matt Sloan
Preston & Sandra Smeltzer
Lori & Fred Spademan
Sandy & Vince Steele
John Streyle
The Strong Family
Amanda Strosahl
Dan & Stephanie Stuhr
Ryan & Kim Sullivan
Mike & Robyn Tanke
Roger Thornton & Dyanne Brudos
Mike & Kate Tighe
Arlan C. Ulberg
Daniel & Kim Valiquette
Lisa Veghlan
Al Wandling
Chris Weeks
Ron & Theresa Wessels
Steven Whitford
Jodi Widuch
Teri W. Wildt
Tim & Molly Willenbring
Tim & Andrea Wilson
Virginia Wintersteen MD
Derrick & Billie Woodward
David Yao
Gordon Zeng & Donghe Zhu
Nate & Laura Zitelman

*95 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

Karen Acker, *Community Volunteer*
Todd Antony, *School District of Onalaska*
Tammy Bailey, *La Crosse County Human Services*
Amy Bassett-Schams, *Trane*
Kelly Bauer, *Altra Federal Credit Union*
Kim Bauer, *Altra Federal Credit Union*
Crystal Becker, *School District of West Salem*
Thomas Behrenbeck, *Community Volunteer*
Gwendolyn Benish, *City of La Crosse*
Peyton Bentley, *Kaplan Professional Education*
Tony Beyer, *Altra Federal Credit Union*
Steve Bissen, *Community Volunteer*
Jenn Bjornson-Helgerson, *E.O. Johnson*
Jessica Boland, *Gundersen Health System*
Emma Booth, *Community Volunteer*
Ryan Booth, *Community Volunteer*
Teri Booth, *Great Rivers United Way*
Jessica Borger, *Community Volunteer*
Ben Bossman, *Community Volunteer*
Donna Bossman, *Trane Technologies*
Caroline Bostrack, *FIERCE Network*
Corey Bournes, *Community Volunteer*
Allen Bower, *Altra Federal Credit Union*
Chelsea Brandt, *Altra Federal Credit Union*
Tiffany Brenengen, *Brenengen Auto Group*
Kathy Brummond, *AllergyChoices, Inc.*
Mary Bubbers, *Community Volunteer*
Barb Buros, *Community Volunteer*
Jordenne Butler, *Kwik Trip*
Karen Campbell, *Trane*
Stephanie Campbell, *US Bank*
Sarah Carrimon, *Community Volunteer*
Melanie Cary, *UW-La Crosse*
Heather Chial, *Community Volunteer*
Julie Christensen, *Western Technical College*
Betty Christiansen, *Coulee Region Women Magazine*
Donna Christianson, *La Crosse Co. Human Services Dept.*
Greg Clark, *Community Volunteer*
Elizabeth Cline, *Altra Federal Credit Union*
Sara Connor, *Mcloone Metal Graphics, Inc.*
Stephen Conrad, *La Crosse County*
Brian Cossette, *Citizens State Bank*
Eric Crammond, *Andar*
Debra Daehn Zellmer, *Community Volunteer*

Shawna Dale, *Inland Packaging*
Joseph Davy, *Trane*
Carol Dejno, *Altra Federal Credit Union*
Molly Derrickson, *Altra Federal Credit Union*
Mark Dickson, *Dairyland Power Cooperative*
Eric Dunlap, *Kwik Trip*
Dan Duquette, *UW-La Crosse*
Cheryl Dutton, *Altra Federal Credit Union*
Megan Eddy, *Mayo Clinic Health System*
Dave Edmonds, *Trane*
Ally Eiden, *OptumServe*
Ted Eisenbacher, *Community Volunteer*
Pam Eitland, *Community Volunteer*
Audrey Endrizzi, *Community Volunteer*
Charlie Endrizzi, *Community Volunteer*
Joe Endrizzi, *Gundersen Health System*
Joey Endrizzi, *Community Volunteer*
Tia Endrizzi, *Community Volunteer*
Tracy Endrizzi, *artPOP*
Barb Eng, *Community Volunteer*
Kristin Espelien, *Dakota Supply Group*
Bobbie Euhler, *Community Volunteer*
Liz Evans, *Great Rivers United Way*
Kelly Fabian, *Trust Point, Inc.*
Scott Falkenberg, *Inland Packaging*
Lina Fanning, *Waste Management of La Crosse*
Erin Fellenz, *Gundersen Health System*
Michael Feuerhelm, *Community Volunteer*
Tracy Finch, *Century Foods*
Hannah Finley, *EO Johnson Business Technologies*
Patty Fitzpatrick, *Trane*
Andrew Fjerstad, *Organic Valley*
Carolyn Flock, *Mayo Clinic Health System*
Lori Flock, *Dairyland Power Cooperative*
Cathy Ford, *Gundersen Health System*
Adam Foye, *Kwik Trip*
Kaitlin Franke, *Altra Federal Credit Union*
Shaylyn Franke, *Inland Packaging*
Ellen Frantz, *Johns, Flaherty & Collins*
Amy Fredricks, *OptumServe*
Lorie Fredrickson, *Great Rivers United Way*
Mercedes Freismuth, *Altra Federal Credit Union*
Jackie French, *Community Volunteer*
Karen Fries, *Altra Federal Credit Union*

VOLUNTEERS - CONT.

Kelly Galván, *School District of La Crosse*
Anna Giese, *UW-La Crosse*
Tyler Glasel, *Altra Federal Credit Union*
Brad Goetz, *Community Volunteer*
Anouk Goreta, *Viterbo University*
Grace Green, *Community Volunteer*
Kathy Gran, *Trane*
Mary Greeno, *Altra Federal Credit Union*
Greg Grokowski, *School District of Holmen*
Merri Jo Guggenbuehl, *Mayo Clinic Health System*
Sarah Guthrie, *Community Volunteer*
April Gwin, *Kwik Trip*
Julie Haas, *Vendi Advertising*
Wade Hackbarth, *Western Technical College*
Kelly Haefs, *Festival Foods*
Bob Halfmann, *The Toro Company*
McKayla Haldorson, *Community Volunteer*
Brian Hannum, *Trane*
Thomas Harter, *Gundersen Health System*
Kathryn Hatlestad, *Trane*
Shawn Hauser, *Altra Federal Credit Union*
Sarah Havens, *Gundersen Health System*
Chandra Hawkins, *UW-La Crosse*
Kylie Hays, *Kwik Trip*
William Head, *Community Volunteer*
Lara Head, *Community Volunteer*
Sara Heaser, *Community Volunteer*
Marilyn Hegge, *Community Volunteer*
Elizabeth Heiman, *Brenengen Auto Group*
Kim Helgerson, *Dairyland Power Cooperative*
Brent Helgeson, *Trane*
Lisa Henderson, *Trane*
Anne Hendrickson, *AllergyChoices, Inc.*
Cate Hollowitch, *Community Volunteer*
Kayla Holman, *Community Volunteer*
Alice Holstein, *Community Volunteer*
Mandi Hoppa, *Community Volunteer*
Morgan Hose, *UW-La Crosse*
Dan Howard, *Gundersen St. Joseph*
Megan Howard, *Gillette Pepsi La Crosse*
Nikki Howe, *Trane*
Sara Hurley, *Community Volunteer*
Erin Hussey, *Community Volunteer*
Cheryl Ihle, *OptumServe*
Zach Ihle, *Trane*
Tyler Iverson, *Trane*
Ed Jaekel, *JRM CPAs*
Barb Janett, *Gundersen Health System*
Lina Jennewine, *Community Volunteer*
Jeff Jensen, *Community Volunteer*
Katie Jensen, *Community Volunteer*
Julia Jespersen, *Community Volunteer*
Kristine Jimenez, *Mayo Clinic Health System*
Maria Johnson, *Gillette Pepsi La Crosse*
Tara M. Johnson, *RSM US LLP*
Carissa Jothan, *Altra Federal Credit Union*
Lori Jungck, *Community Volunteer*
Neil Kamrowski, *Peerless Industrial Group*
Julie Kaphingst, *Altra Federal Credit Union*
Cindy Kartman, *Gundersen Health System*
Sally Kelsall, *Community Volunteer*
Thomas Kendhammer, *Trane*
Cassi Key, *Trane*
Maureen Kinney, *Johns, Flaherty & Collins*
Jana Kirch, *AFL-CIO*
Mike Klauke, *Klauke Investments & Insurance Services*
Caroline Kleven, *Community Volunteer*
Jon Klock, *Marshfield Clinic Health System*
Kevin Knerzer, *WKBT-TV*
Derrick Knight, *Trane*
Tim Kolek, *Coulee Bank*
Catherine Kolkmeier, *UW-La Crosse*
Andrew Krebs, *Altra Federal Credit Union*
Danielle Krozel, *Great Rivers United Way*
Kelly Kruchten, *Altra Federal Credit Union*
Barb Kruse, *Community Volunteer*
Joe Kruse, *Community Volunteer*
Rylee Landsom, *Community Volunteer*
Shelly LaPlount, *Verve, a credit union*
Tammy Larson, *Coulee Bank*
Sarah Lennon, *Community Volunteer*
Jordyn Leonauskas, *Trane*
Ann Lichliter, *Western Technical College*
Sandy Littlejohn, *Gundersen Health System*
Emily Loe, *Hale, Skemp, Hanson, Skemp & Sleik*
Alex Lueck, *Xcel Energy*
Becky Lueck, *Southern Bluffs Elementary School*
Todd Mandel, *Wisconsin Partnership for Housing Development, Inc.*
Vicki Markussen, *Engage Greater La Crosse*
Kyle Mazurek, *Trane*

VOLUNTEERS - CONT.

Molly McCormick, *American Red Cross*
Mary Ellen McCartney, *Gundersen Health System*
Matthew McLean, *Altra Federal Credit Union*
Pavak Mehta, *Trane*
Karlene Mellem, *Festival Foods*
Abby Mestad, *Ashley Furniture*
Pam Miller, *Trane*
Patti Miller, *Quartz Benefits*
Peggy Miller, *Community Volunteer*
Steve Minnema, *Community Volunteer*
Tom Miskowski, *Century Foods*
Joyce Mlsna, *Community Volunteer*
Fred Monk, *Community Volunteer*
Betsy Morgan, *UW-La Crosse*
Angel Much, *Zoning & Land Information Office*
Ted Mutzner, *Trane*
Jamie Mysliwicz, *Kwik Trip*
Charles Nassar, *Trane*
Julie Nelson, *Community Volunteer*
Kathy Nelson, *Western Technical College*
Randy Nelson, *Community Volunteer*
Jill Nettesheim, *Kwik Trip*
Angela Newman, *Kwik Trip*
Erin Nilsestuen, *Citizens State Bank*
Kristy Nix, *Mid-West Family La Crosse*
Kerri Nygaard, *OptumServe*
Bill O'Driscoll, *Community Volunteer*
Josh Oeltjen, *Festival Foods*
Natalie Olsen, *RSM US LLP*
Adrienne Olson, *Great Rivers United Way*
Ellen Olson, *Westby Cooperative Creamery*
Nancy Opland, *Dairyland Power Cooperative*
Anne Paape, *Great Rivers United Way*
David Palm, *Community Volunteer*
Rob Palmberg, *Community Volunteer*
Laurie Parsons, *Dairyland Power Cooperative*
Lynn Passot, *Community Volunteer*
Viktoria Pesava, *BMO Harris Bank*
Sandy Powell, *River Valley Media Group*
James Preidel, *Community Volunteer*
Michelle Priem, *Kwik Trip*
Eric Prise, *Tomah Health*
Angie Puent, *Trane*
Gabiella Quattrocchi, *Enterprise Rent-A-Car*
Karyn Quinn, *Community Volunteer*

Joshua Raabe, *Trane*
Jenny Radcliffe, *Dairyland Power Cooperative*
Peter Reichardt, *CCF Bank*
Kari Reyburn, *Western Technical College*
Julie Reynertson, *OptumServe*
Dave Ring, *Kwik Trip*
Rich Ristow, *Trane*
Ellen Ritger, *Altra Federal Credit Union*
Jennifer Robaczewski, *Altra Federal Credit Union*
Todd Rodeberg, *Community Volunteer*
Jen Rombalski, *La Crosse Co. Health Dept.*
Brenda Rooney, *Gundersen Health System*
Megan Rosborough, *County Library*
Alan Ross, *Community Volunteer*
Brandon Sandquist, *Trane*
Ashley Santolin, *Mayo Clinic Health System*
Mary Schellinger, *Verve, a credit union*
Chris Schlegel, *Trane*
Shana Schlifer, *Trane*
Jean Schroeder, *Altra Federal Credit Union*
Karri Schuldt, *Dairyland Power Cooperative*
Deb Schultz, *Mayo Clinic Health System*
Amy Schweiner, *UW-La Crosse*
Nick Seiler, *Kwik Trip*
Kristjan Sells, *Dairyland Power Cooperative*
Frank Servais, *Community Volunteer*
Wayne Shaker, *Organic Valley*
Megan Simmons, *Coulee Bank*
Sherri Sinniger, *County Library*
Allyson Smith, *Altra Federal Credit Union*
Brent Smith, *Johns, Flaherty & Collins*
Tom Smith, *Community Volunteer*
Dawn Sonsalla, *Altra Federal Credit Union*
Katie Sparks, *Great Rivers United Way*
Bob Spencer, *Hawkins Ash CPAs*
James Spielbauer, *Trane*
Mike Spinner, *Community Volunteer*
Sandy Steele, *State Bank Financial*
Chelsea Steinbrecher, *School District of La Crosse*
Kevin Strangman, *Altra Federal Credit Union*
Kara Strupp, *Festival Foods*
Philip Stuart, *Tomah Health*
Brittany Stuttgen, *Trane*
Bonnie Swan, *Community Volunteer*
Paula Tart, *Altra Federal Credit Union*

VOLUNTEERS - CONT.

Jill Taylor, *Trust Point, Inc.*
Whitney Thomas, *Trane*
Helen Thomson, *Community Volunteer*
Roger Thornton, *Brenengen Auto*
Darci Thoune, *UW-La Crosse*
Ardelle Tuxen, *Ardelle's Interior Design*
Judy Ulland, *Community Volunteer*
Paul Ulland, *Community Volunteer*
Colleen Umnus, *Altra Federal Credit Union*
Kim Valiquette, *Community Volunteer*
Margarita Van Nuland, *Guillien Van Nuland LLC*
Dave Ring, *Kwik Trip*
Kayla Wagner, *Altra Federal Credit Union*
Dave Wagner, *Kwik Trip*
Corkey Waite, *Community Volunteer*
Liz Wallace, *Western Technical College*
Jenny Walter, *Community Volunteer*
Mary Wateski, *Community Volunteer*
Alexandra Wayss, *Community Volunteer*
Simon Wayss, *Community Volunteer*
Sandi Weber, *Gundersen Tri-State Ambulance*
Margie Webster, *Gundersen Health System*
Megan Weibel, *Altra Federal Credit Union*
Maury Weiland, *Community Volunteer*
Mariah Welke, *Community Volunteer*
Emily Wershofen, *Festival Foods*
Liz Wilcox, *Sparta Area School District*
Andy Winga, *Department of Transportation*
Becky Winter-Schaller, *OptumServe*
Sarah Wohlgamuth, *Community Volunteer*
Terri Wolfgram, *Community Volunteer*
Margaret Wood, *Community Volunteer*
Theresa Wopat, *WXOW 19*
Kim Young, *Inland Packaging*
Laurie Zabel, *Western Technical College*
Isaac Zickert, *Inland Packaging*
Greg Zinn-Wirtz, *Verve, a credit union*

We compile our Volunteer 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 would inform us so we can remedy the mistake.

FINANCIALS

GREAT RIVERS UNITED WAY AUDITED STATEMENT OF FINANCIAL POSITION

As of December 31, 2020

	2020	2019
ASSETS		
Cash & Investments	\$1,762,305	\$1,442,929
Net Pledges Receivable	987,069	1,218,051
Prepaid Expenses	21,591	17,331
Net Building & Equipment	397,264	411,404
Other Assets – limited use cash equivalents	309,759	194,728
TOTAL ASSETS	\$3,477,988	\$3,284,443
LIABILITIES		
Agency Allocations/Designations Payable	1,205,689	1,267,771
Accounts Payable	15,168	9,045
Accrued Liabilities	23,187	18,273
TOTAL LIABILITIES	1,244,044	1,295,089
NET ASSETS		
Net assets without donor restrictions		
Unappropriated	290,412	199,274
Board-designated	73,216	26,368
Board-appropriated	1,140,270	1,132,207
Net assets with donor restrictions	730,046	631,505
TOTAL NET ASSETS	2,233,944	1,989,354
TOTAL LIABILITIES & NET ASSETS	\$3,477,988	\$3,284,443

OUR ACCOUNTS ARE ANNUALLY AUDITED BY JOHNSON BLOCK & COMPANY, INC.

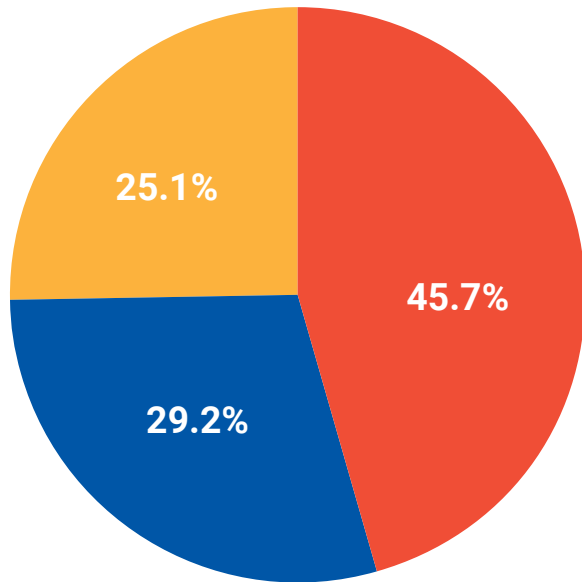
GREAT RIVERS UNITED WAY
AUDITED STATEMENT OF ACTIVITIES

2020

	2020	2020	Totals	
	Unrestricted	Temporarily Restricted	2020	2019
PUBLIC SUPPORT & REVENUE				
Gross campaign results (2019)	\$0		\$0	\$101,313
Gross campaign results (2020)	67,981		67,981	1,794,812
Less allowance for uncollectible				(91,500)
Less donor designations				(30,499)
Gross campaign results (2021)		1,717,352	1,717,352	
Less allowance for uncollectible		(91,500)	(91,500)	
Less donor designations		(33,071)	(33,071)	
Total gross campaign results released from restrictions	1,172,494	(1,172,494)	0	0
Net campaign revenue	1,240,475	420,287	1,660,762	1,774,126
Better Together Project	101,537		101,537	85,808
Great Rivers HUB		567,486	567,486	365,543
Emergency Response Income (2020)		238,047	238,047	500
Dolly Parton's Imagination Library		5,100	5,100	
Read to Success		11,548	11,548	
Health Connect		124,000	124,000	
Compass		16,063	16,063	7,000
Bequests	57,794		57,794	10,249
Designations from other United Ways	8,492		8,492	7,882
Service fees	1,473		1,473	1,010
Interest income	5,386		5,386	5,342
Rent income	25,599		25,599	25,881
Other income	122,241		122,241	29,821
Net assets released from restrictions	1,283,990	(1,283,990)	0	0
TOTAL PUBLIC SUPPORT & REVENUE	2,846,987	98,541	2,945,528	2,313,162
EXPENSES				
Program services				
Agency allocations	1,205,565		1,205,565	1,266,535
Less Donor agency designations	(33,071)		(33,071)	(30,499)
Venture Grant Appropriations	0		0	14,435
Special Agency Allocations	71,496		71,496	46,498
Emergency Response allocations	223,671		223,671	
Great Rivers HUB	558,939		558,939	515,118
Better Together Project	120,168		120,168	110,109
Community problem solving	197,074		197,074	155,326
Fund distribution	37,364		37,364	40,967
Volunteer Center	6,598		6,598	15,571
Labor relations	932		932	1,187
Total community building	2,388,736	0	2,388,736	2,135,247
Supporting services				
Resource development	229,614		229,614	237,194
Administration & finance	82,588		82,588	87,490
Total supporting services	312,202		312,202	324,684
TOTAL EXPENSES	2,700,938	0	2,700,938	2,459,931
Increase (decrease) in net assets	146,049	98,541	244,590	(146,769)
NET ASSETS AT JANUARY 1	1,357,849	631,505	1,989,354	2,136,123
NET ASSETS AT DECEMBER 31	\$1,503,898	\$730,046	\$2,233,944	\$1,989,354

GRANTS

OVERALL 2020 FUNDING BY STRATEGIC OBJECTIVE



- OBJECTIVE #1** 18 programs | \$361,025.80
- OBJECTIVE #2** 20 programs | \$311,156.13
- OBJECTIVE #3** 33 programs | \$565,162.93

PROGRAM UTILIZATION BY COUNTY

Great Rivers United Way's 2020 service area and program utilization by county are as follows:

<u>COUNTY</u>	<u>PEOPLE</u>	<u>CONTACTS</u>
BUFFALO	245	2,708
HOUSTON	1,099	24,739
LA CROSSE	57,937	350,776
MONROE	6,804	66,549
TREMPEALEAU	2,917	16,911
VERNON	1,667	15,214
OTHER/UNKNOWN	1,123	13,773

71,792
local people utilized
United Way funded programs

502,394
times last year.



GRANTS BY STRATEGIC OBJECTIVE

Strategic Objective #1	\$317,418.00
Strategic Objective #2	\$295,435.97
Strategic Objective #3	\$533,510.99
TOTAL AGENCY GRANTS	\$1,172,494.00
AGENCY DESIGNATIONS	\$33,071.00
TOTAL AGENCY GRANTS & DESIGNATIONS	\$1,205,565.00

STRATEGIC OBJECTIVE #1 GRANTS		
Big Brothers Big Sisters of the 7 Rivers Region	Youth Mentoring	\$22,063.13
Bluff Country Family Resources	Telephone Crisis Intervention/ Domestic & Sexual Violence Program	5,550.01
Boy Scouts of America-Gateway Area Council	Strengthening Communities & Growing Positive Social Values Through Cub Scouting	13,258.63
Boys & Girls Club of Sparta	Power Hour	19,257.37
Boys & Girls Clubs of Greater La Crosse	Academic Success	37,809.54
Boys & Girls Clubs of West Central WI	Academic Success	10,825.06
Cia Siab, Inc.	She Hlub	9,811.96
Coulee Recovery Center	Prevention & Education	6,913.49
Family & Children's Center	Healthy Families	66,946.87
Girl Scouts of WI - Badgerland Council	Girl Scout Leadership Experience Initiative	26,517.26
New Horizons Shelter & Outreach Centers	Outreach Services	16,694.09
The Parenting Place	Parent Options Education & Support Program	42,058.79
WAFER Food Pantry	Nutrition Education & Tools Project	652.45
WAFER Food Pantry	Food Pantry	20,519.25
Western Dairyland Economic Opportunity Council	Jobs & Business Development	6,830.22
YWCA La Crosse	Restorative Justice	6,659.11
YWCA La Crosse	Court Appointed Special Advocates (CASA) for Kids	31,179.81
TOTAL		\$343,547.04

STRATEGIC OBJECTIVE #3 GRANTS		
American Red Cross Southwest Chapter	Disaster Cycle Services	\$39,198.91
Big Brothers Big Sister of the 7 Rivers Region	Youth Mentoring	22,063.12
Boy Scouts of America - Gateway Area Council	Strengthening Communities & Growing Positive Values Through Cub Scouting	13,258.62
Bluff Country Family Resources	Telephone Crisis Intervention/Domestic & Sexual Violence Program	5,550.01
Boys & Girls Clubs of Greater La Crosse	Promoting Health in Youth Who Need Us Most	51,965.69
Boys & Girls Clubs of West Central WI	Good Character & Leadership	11,853.49
Boys & Girls Clubs of West Central WI	Healthy Lifestyles	11,947.47
Cia Siab, Inc.	She Hlub	9,811.95
Coulee Recovery Center	Crisis Support & Early Intervention	9,293.73
Coulee Recovery Center	Prevention & Education	6,913.48
Coulee Recovery Center	Recovery Support & Relapse Prevention	19,839.87
Couleecap	Healthy Homes	8,229.07
Couleecap	Social Security Outreach, Access & Recovery (SOAR) Program	12,617.84
Family & Children's Center	Domestic Abuse Project	7,252.87
Family & Children's Center	Host Homes	7,818.58
Family & Children's Center	Outpatient Counseling	22,944.62
Family & Children's Center	The Other Door Drop-in Center	8,023.47
Family & Children's Center	Stepping Stones	18,086.60
Hunger Task Force of La Crosse	Food Recovery	12,232.56
Hunger Task Force of La Crosse	Kane Street Community Garden	2,484.06
Independent Living Resources	ILR Homeless Prevention & Support Program	24,446.45
Independent Living Resources	RAVE Mental Health Drop In	9,822.75
La Crescent Area Healthy Community Partnership	Neighbors in Action	14,847.25
Mobile Meals of La Crosse	Mobile Meals	8,387.78
New Horizons Shelter & Outreach Centers	Emergency Shelter & 24-Hour Crisis Line	71,724.11
New Horizons Shelter & Outreach Centers	Outreach Services	16,694.08
Scenic Bluffs Community Health Centers	Enabling Services - La Crosse Help Team	8,662.30
WAFER Food Pantry	Food Pantry	20,519.25
WAFER Food Pantry	Nutrition Education & Tools Project	652.45
Western Dairyland Economic Opportunity Council	Retired Senior & Volunteer Program (RSVP)	11,409.26
YWCA La Crosse	Restorative Justice	6,659.10
YWCA La Crosse	Ruth House	3,036.16
TOTAL		\$411,352.00

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