

ANNUAL REPORT

GREAT RIVERS UNITED WAY | 2022



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A photograph of a man with glasses and a beard, wearing a blue denim shirt, sitting on a light-colored sofa. He is smiling and giving a high-five to a young girl with long brown hair wearing a yellow shirt. In the foreground, another young girl with her hair in pigtails, wearing a pink shirt, is sitting at a small white table. On the table, there is a board game with wooden blocks and cards. The background shows a modern living room with a light-colored sofa and a wooden floor.

**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
Equity - *New for 2022!*

MEET OUR STAFF

ADMINISTRATION



MARY KAY WOLF
Executive Director



BRENT DWYER
Finance Director



TERI BOOTH
Office & Administrative Services Manager

MARKETING & FUND DEVELOPMENT



ADRIANNE OLSON
Marketing Director



KATIE SPARKS
Development Director



TIM MEDINGER
Campaign Coordinator

COMMUNITY IMPACT & ENGAGEMENT



LIZ EVANS
Community Impact Director



ANNE PAAPE
Community Engagement Coordinator

GREAT RIVERS HUB



LINDSEY PURL
Director



CHRIS BURKS
Operations Manager



DANIELLE KROZEL
Clinical Partnerships Manager



SASHAE SILAS
CTI Coach

BETTER TOGETHER LA CROSSE



DIANA DIAZGRANADOS
Project Director

REFLECTIONS FROM OUR EXECUTIVE DIRECTOR

Dearest Friends & Supporters:

I write this staring down 10 years as Executive Director at Great Rivers United Way. I remember making the decision to take this job like it was yesterday. While it was difficult to leave the YWCA, I felt (and still do!) that the move would allow me to spread the passion further – passion to improve lives.

In 2022, GRUW invested more than \$1 million in 51 local programs. That amount changes, but the importance of our organization remains the same. Your one gift to GRUW not only improves local lives, it improves local nonprofits. It keeps communication strong and ensures that our partner agencies are working together for the greater good. No one organization can do it all. The big issues take a United approach.

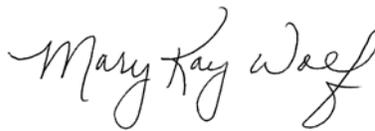
Over the past 10 years, GRUW has looked for gaps in services and ways we could fill them. The importance of early literacy prompted two such solutions: third-grade tutoring program, Read to Success, which saw 81 students being tutored by 40 volunteers, and our Dolly Parton's Imaginary Library program, which landed 4,897 books into the hands of 524 Crawford County children, all in 2022.

GRUW's Great Rivers HUB focuses on the profound impact that Community Health Workers (CHWs) can have bridging social services and health care. The HUB and our local CHW workforce is flourishing thanks to the agencies that employ CHWs. These agencies are very appreciated, and it is a wonderful example of working together. Now this working together is happening in Jackson and Trempealeau counties, too.

Just last winter, another partnership that bloomed in the community was between GRUW, Rotary Lights, and 26 local businesses. Off-site, capacity-building food drives had long been on Rotary Lights' wish list, and thanks to GRUW's business connections, we were able to make it a reality in 2022. The 26,000+ donations collected helped Rotary Lights hit the 5-million donation mark in its 28th year. GRUW will continue looking for these amazing community partnerships that improve lives.

In 2022, the challenges facing fundraising today hit square in the face. Times have changed. People are giving in different ways, and there is no shortage of good nonprofit programs doing amazing work and vying for donor attention – your attention.

Thank you to all of you who chose to invest in Great Rivers United Way last year. GRUW stewards your investment by granting out those funds with focus and passion. After ten years, some things don't change.



Mary Kay Wolf
Executive Director
Great Rivers United Way



BOARD OF DIRECTORS

CHAIR

Randy Nelson
Community Volunteer

VICE CHAIR

Julie Reynertson
OptumServe

PAST CHAIR

Alex Lueck
Xcel Energy

TREASURER & CHAIR, FINANCE COMMITTEE

Bobbi Schoh
La Crosse Technical Consultants

CHAIR, COMPASS COMMITTEE

Kayleigh Day
American Lung Association

CHAIR, DIVERSITY, EQUITY & INCLUSION COMMITTEE

Betsy Morgan
University of Wisconsin-La Crosse

CHAIR, FUND DISTRIBUTION STEERING COMMITTEE

Julie Reynertson
Optum Serve

CHAIR, HUMAN RESOURCES COMMITTEE

Kim Bauer
Altra Federal Credit Union

CHAIR, MARKETING & FUND DEVELOPMENT COMMITTEE

Mike Klauke
Klauke Investments & Insurance Services

CHAIR, STRATEGIC PLANNING COMMITTEE

Isaac Zickert
Inland Packaging

AT-LARGE BOARD MEMBERS

Todd Antony
School District of Onalaska

Holly Blanchard
Trane Technologies

Carolyn Colleen Bostrack
FIERCE Network

Julie Christensen
Western Technical College

Andrew Fjerstad
Organic Valley

Chief Shawn Kudron
La Crosse Police Department

Mary Ellen McCartney
Gundersen Health System

Angela Newman
Kwik Trip

Josh Oeltjen
Festival Foods

Rob Palmberg
Gundersen Health System

Margarita Van Nuland
Guillien Van Nuland Law Office

Brad Weber
Mayo Clinic Health System

CAMPAIGN CO-CHAIRS

Andy & Linda Temte

2022-23 CAMPAIGN

Dear Colleagues & Supporters:

It was with great joy that Linda and I were able to serve as the 2022-23 campaign co-chairs for Great Rivers United Way. We are grateful to have partnered with GRUW staff to take significant steps toward the vision that “all individuals and families achieve their full potential through education, income stability, and leading healthy lives.”

While the vision is noble and the need is great, we must recognize the significant fundraising challenges that face GRUW today. Over the last decade, workplace norms have shifted from in-person, place-based operating models toward those that are more geographically distributed and remote. The pandemic dramatically accelerated this trend. As the pandemic fades into the rear-view mirror, some businesses will return to traditional, place-based human capital operating practices, but many will adjust to the “next normal,” which will continue to feature hybrid and remote work options. To complicate matters further, many individuals are evaluating their relationship to their work, have transitioned to new employment, and/or have left the workforce as part of the “Great Reset.”

All of these factors have conspired to strain historically relevant corporate fundraising efforts (e.g., automated payroll deduction) because legacy team building, and engagement strategies have been disrupted. Over the next decade, businesses will seek new tools to drive employee engagement and a sense belonging within hybrid work environments. Similarly, GRUW and United Way organizations around the globe will need to experiment with new fundraising models to adapt to these new workplace realities.

As supporters of this great organization, you can take pride in the team of dedicated professionals who live the mission of GRUW each day. The values of collaboration, integrity, advocacy, and equity are on full display both internally and externally as GRUW staff work to support its mission to “unite people and resources to improve lives and strengthen our communities.” Although challenging seas lay ahead, we leave our roles as campaign co-chairs confident that GRUW has the stewards in place to lead the organization, and our communities, to a bright, vibrant future. Thank you for your continued support and dedication to ensuring this vital community resource remains an integral part of the Great Rivers region.

Grace. Dignity. Compassion.

Andy & Linda

Andrew Tenete
Linda Tenete





STRATEGIC OBJECTIVE #1
POSITIVELY IMPACT OUR
YOUNGEST COMMUNITY MEMBERS

PROGRAMS THAT HELP US ACCOMPLISH STRATEGIC OBJECTIVE #1

Positively impact our youngest community members.

COURT APPOINTED SPECIAL ADVOCATE

YWCA La Crosse

CUB SCOUTS CREATING HEALTHY, CONNECTED FAMILIES

Boy Scouts of America - Gateway Area Council

GIRL SCOUT RESILIENCE INITIATIVE

Girl Scouts of Wisconsin - Badgerland Council

HEALTHY FAMILIES

Family & Children's Center

HOST HOMES

Family & Children's Center

INFORMATION & REFERRAL LINE

Great Rivers 211

PARENT OPTIONS FOR EDUCATION & SUPPORT

The Parenting Place

POWER HOUR

Boys & Girls Club of Sparta

PROJECT LEARN

Boys & Girls Clubs of West Central WI

RESTORATIVE JUSTICE

YWCA La Crosse

STEPPING STONES

Family & Children's Center

SUPPORTING & EXPANDING SERVICES TO AT-RISK YOUTH

Big Brothers Big Sisters of the 7 Rivers Region

YOUTH ACADEMIC SUCCESS

Boys & Girls Clubs of Greater La Crosse

YWCA CHILD CENTER

YWCA La Crosse

STRATEGIC OBJECTIVE #1

READ TO SUCCESS

Great Rivers United Way is supporting young learners by matching them with Read to Success volunteer tutors in several area school districts.

Currently, 40 trained Read to Success tutors are working with 81 third graders in 28 classrooms. Tutors meet weekly with students to focus extra 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 a positive impact at a key time in a child's life. Great Rivers United Way works closely with our local schools to ensure this valuable program continues to connect caring adults and children to lift up reading skills.

Thanks to generous support of our 2022 "Bucks for Books" cause fundraiser, we were able to purchase 350 high-quality books for the Read to Success tutoring bins used at each weekly session.





STRATEGIC OBJECTIVE #1

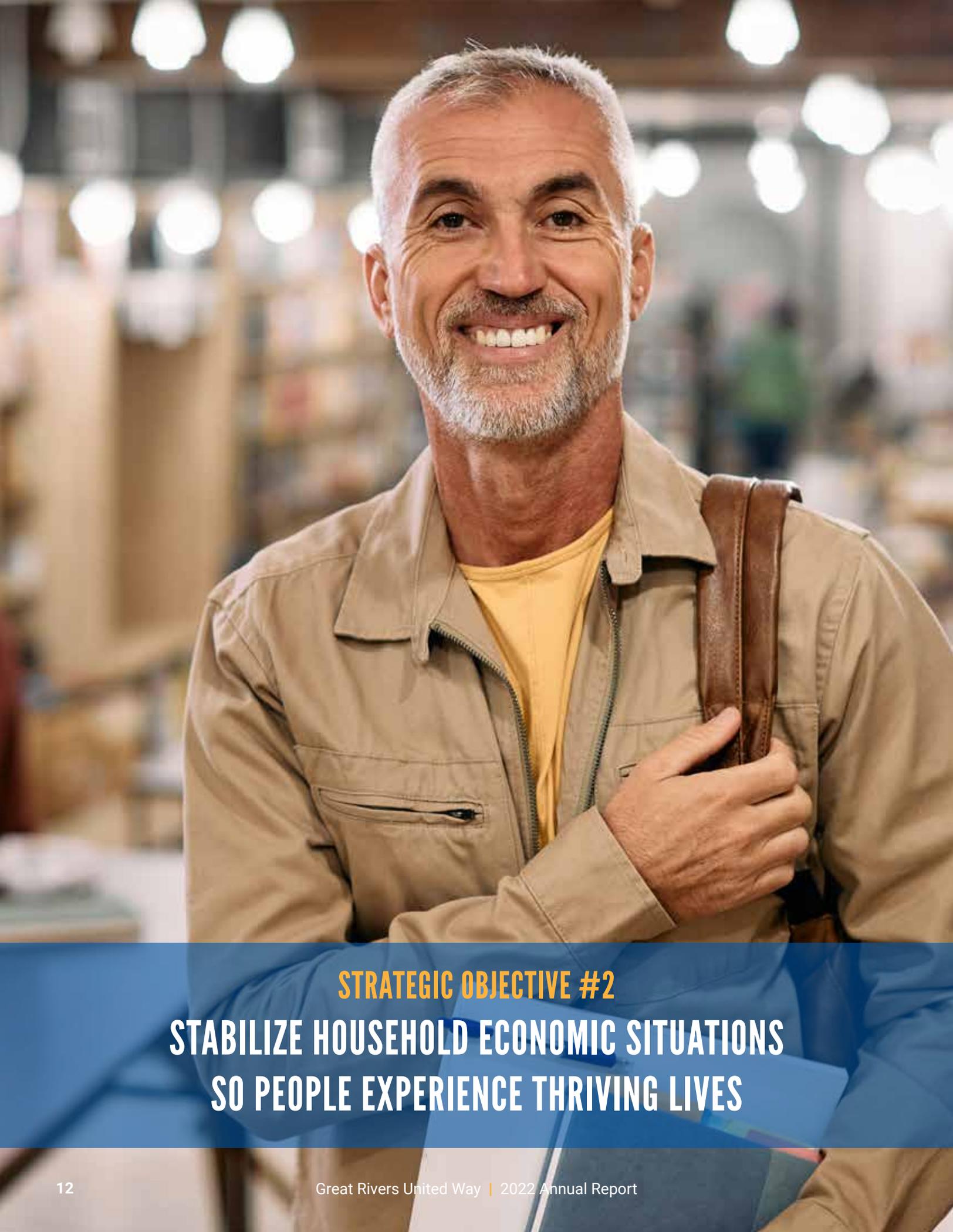
DOLLY PARTON'S IMAGINATION LIBRARY

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 to families living in Crawford and Grant counties as part of GRUW's outreach efforts there.

In 2022, 4,897 books were mailed to 524 local children thanks to this program funded by Great Rivers United Way.

*"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

FAMILIES FIRST

Families First of Monroe County

FOOD PANTRY

WAFER Food Pantry

HOME-DELIVERED MEAL PROGRAM

Mobile Meals of La Crosse

HOMELESSNESS PREVENTION & SUPPORTIVE HOUSING

Couleecap

HOMELESS SHELTER PROGRAM

Western Dairyland Economic Opportunity
Council

INDIVIDUAL PLACEMENT & SUPPORT (IPS) PROGRAM

Family & Children's Center

INFORMATION & REFERRAL LINE

Great Rivers 211

RUTH HOUSE

YWCA La Crosse

SENIOR STOCKBOX PROGRAM

Hunger Task Force of La Crosse

SKILLS ENHANCEMENT PROGRAM

Couleecap

SKILLS ENHANCEMENT PROGRAM

Western Dairyland Economic Opportunity
Council

WORK-N-WHEELS

Western Dairyland Economic Opportunity
Council

STRATEGIC OBJECTIVE #2 COMMUNITY FOOD DRIVE

Our first-ever Community Food Drive in partnership with Rotary Lights La Crosse and area businesses and organizations resulted in a significant amount of food going to area food pantries. Take a look at the numbers:

- 26 community food drive business partners
- 42 food drive collection sites
- 26,103 items collected
- 13 food pantries shared these donations with the people they serve

Those numbers translate to people and families in our area who need help getting enough to eat. Our efforts, combined with the food collected in Riverside Park, helped the Rotary Lights hit a new milestone of 5 million food items collected since the annual event began.

“A tremendous first-year effort with our partner, Great Rivers United Way.”

–PAT STEPHENS, PRESIDENT - ROTARY LIGHTS

Community
**FOOD
DRIVE**





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.

24-HOUR CRISIS LINE

Bluff Country Family Resources

COMMUNITY-BASED ADVOCACY

New Horizons Shelter & Outreach Centers

CRISIS SUPPORT & EARLY INTERVENTION

Coulee Recovery Center

DEI PROGRAMS

Workforce Connections

DISASTER CYCLE SERVICES

American Red Cross - Southwest Chapter

DOMESTIC ABUSE PROJECT

Family & Children's Center

ELDERS HOLISTIC HEALTH ADVOCACY PROGRAM

Cia Siab, Inc.

EMERGENCY SHELTER

New Horizons Shelter & Outreach Centers

FOOD RECOVERY PROGRAM

Hunger Task Force of La Crosse

FOOD SECURITY & OUTREACH

Couleecap

HEALTHY HOMES

Couleecap

HOMELESS PREVENTION & INTERVENTION

Independent Living Resources

INFORMATION & REFERRAL LINE

Great Rivers 211

KANE STREET COMMUNITY GARDEN

Hunger Task Force of La Crosse

NEIGHBORS IN ACTION

La Crescent Area Healthy Community Partnership

OUTPATIENT COUNSELING

Family & Children's Center

PREVENTION & EDUCATION

Coulee Recovery Center

RAVE RECOVERY AVENUE

Independent Living Resources

RECOVERY SUPPORT & RELAPSE PREVENTION

Coulee Recovery Center

RETIRED SENIOR & VOLUNTEER PROGRAM (RSVP)

Western Dairyland Economic Opportunity Council

SOCIAL SECURITY OUTREACH, ACCESS & RECOVERY (SOAR) PROGRAM

Couleecap

SUPPORTIVE PHARMACY SERVICES

Scenic Bluffs Community Health Centers

THE OTHER DOOR

Family & Children's Center

TOOLS FOR HEALTH, RESILIENCE, INSIGHT, VITALITY & EMPOWERMENT (THRIVE)

Boys & Girls Clubs of West Central WI

YOUTH MENTAL HEALTH SUPPORT

Boys & Girls Clubs of Greater La Crosse



For Great Rivers HUB, 2022 was a year of significant growth. Great Rivers HUB continued its work in both La Crosse and Trempealeau counties, while also working towards expansion in Jackson and Monroe counties, which is planned for 2023. Great Rivers HUB also added an additional evidence-based program, Care Transitions Intervention (CTI – see next page), which includes the addition of the CTI Coach to our team.

In 2022, Great Rivers HUB was able to focus on the expansion and support of the Community Health Worker (CHW) workforce both locally and across Wisconsin.

The Pathways Community HUB model utilizes standardized and evidence-based outcomes, called Pathways, to measure success in various areas for each client served. Below is a table of Pathways identified for clients in 2022. This table includes Pathways that were still being worked on as of December 31, 2022 (open), those unable to reach a measured success point (incomplete), and those that reached successful risk reduction (completed). Throughout 2022, Great Rivers HUB served 225 individuals and completed the following Pathways.

Pathway	Open as of 12/31/22	Incomplete	Completed
Adult Learning	2	0	1
Behavioral Health	7	3	18
Education	6	0	325
Employment	5	2	7
Family Planning	2	0	1
Health Insurance	12	0	2
Housing	26	3	21
Immunization Referral	0	0	6
Medical Home	46	1	17
Medical Referral	21	4	55
Medication Assessment	9	2	11
Medication Management	0	0	1
Postpartum	4	1	10
Pregnancy	10	1	14
Social Service Referral	147	23	793
Tobacco Cessation	41	1	2
TOTAL	338	41	1,284



New to Great Rivers HUB in 2022, Care Transitions Intervention (CTI) is an evidence-based, short-term model that complements a systems' care team by activating patient engagement in their health management. During a 30-day program, clients with complex care needs (and/or family caregivers) will work with a Transitions Coach to build self-management skills that will ensure their needs are met during the transition from hospital to home. Uniquely critical to the program is the Transitions Coach. The HUB's Transitions Coach, Sashae Silas, joined our team in June 2022.



Transitions Coaches immediately tap into what motivates and matters to the patient and puts them in the driver's seat to navigate through personal skill development. Through the guidance of a Transitions Coach, patients will identify a 30-day goal, practice skills, and gain confidence.

The Transitions Coach empowers the client and/or family caregiver to develop self-care skills that help them assume a more active role in their health. Transitions Coaches model and facilitate new behaviors, guide a patient on Skill Transfer opportunities, and practice communication strategies. Further, they build patients' confidence to successfully respond to common problems that arise during care transitions.

An additional component of CTI is to have the patient set a goal that he/she would like to work towards meeting within the 30-day program. There is no pressure on the patient to complete the goal in 30 days, but working toward meeting it is ideal.

For example: In 2022, Sashae worked with a client who wanted to work out more. The client started working toward this goal by taking daily walks while it was warm out. Once winter hit, the client wanted to utilize a gym to continue working out. Sashae reached out to a partner from the YMCA and was able to connect the client with a three-month YMCA membership to get them started.

Below are the number of CTI referrals received in 2022, those referrals that chose to participate, and those who successfully completed or were still enrolled in the program as of December 31, 2022.

CTI Referrals	8
Patient Participation	5
Successfully Completed the Intervention	3
Currently Enrolled	2

"I'm very happy I got connected with you. I have been trying for months to get a YMCA membership and things did not work out as I planned. Thank you for all the hard work that you do, and I really appreciate you going above and beyond to get me this membership."
 -Sashae's client, referenced above

STRATEGIC OBJECTIVE #3



It is a common life experience for teens to feel stress, but today's youth are navigating unprecedented and often overwhelming stressors due to the impact of the pandemic, climate change, the opioid crisis, gun violence, income inequity, racial injustice, and the adverse effects of technology and social media. These stressors weigh heavily on youth mental health, and the La Crosse County Youth Risk Behavior Report (available at www.bettertogetherlacrosse.org) shows mental health indicators moving in alarming directions.

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 are working on strategies to:

Increase mental health literacy and resiliency skills among youth ages 12 to 18.

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.

Increase knowledge and awareness of youth and family needs through data sharing and improved communication across agencies that support youth

In 2022, Better Together continued to provide Youth Mental Health First Aid training. This year, over 200 school and youth-serving agency staff received this skills-based training, which teaches adults how to support a youth in crisis. We also trained 50 youth-serving staff in Motivational Interviewing, which has been shown to be effective in changing risky behaviors such as substance use.

In 2022, Better Together also entered the sustainability phase of the project, where our focus is on ensuring lasting system changes to support youth mental health. We partnered with the University of Wisconsin-La Crosse and nationally-recognized experts to create a Mental Health Literacy Learning Series aimed at supporting pre-service teachers in their preparation for the classroom, and have been working with school districts to support social emotional learning initiatives – Better Together and GRUW's Read to Success co-authored a grant for books on this topic for the program's tutoring bins in 2022.

CORPORATE PARTNERS

TOP 10 CORPORATE DONORS

(listed alphabetically)

Altra Federal Credit Union
Coulee Bank
Dairyland Power Cooperative
Festival Foods
Gundersen Health System
Inland Packaging
Kwik Trip
Mayo Clinic Health System
Optum Serve
Trane Technologies

SWEEPSTAKES SPONSORS

Altra Federal Credit Union
Citizens State Bank
Driftless Axe & Arcade
Island Outdoors
La Crosse Loggers
La Crosse Symphony Orchestra
Metre
RSM US LLP
Splatter Lab
State Bank Financial
The Great Escape of La Crosse

EVENT SPONSORS

Altra Federal Credit Union
artPOP + Twinkle & Twine Design
Copeland Park & Events Center
Coulee Bank
Home Federal Savings Bank
Interstate Sound Live Event Production
Mayo Clinic Health System
Trane Technologies
Trust Point + Emerj360
Xcel Energy

IN-KIND DONATIONS

Dairyland Power Cooperative
Kwik Trip
The Weber Group
WXOW 19

CORPORATE PARTNERS

CORPORATE & EMPLOYEE GIVING

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
3M		X
Acentek	X	
Allergy Associates		X
Allergychoices, Inc.	X	X
Alpine Inn	X	
Altra Federal Credit Union	X	X
American Red Cross		X
Associated Bank La Crosse	X	X
Astec, Inc.		X
Big Brothers Big Sisters of the 7 Rivers Region		X
Bluff Country Family Resources		X
BMO Harris Bank NA		X
Borton Construction Inc.	X	
Boy Scouts of America, Gateway Area Council		X
Boys & Girls Clubs of Greater La Crosse		X
Bremer Bank	X	X
Brenengen Collision Repair		X
Brightspeed		X
Burlington Northern, Inc.	X	
CCF Bank		X
Century Fence	X	
Century Foods		X
Citizens State Bank	X	X
City of La Crosse		X
Clason Buick-GMC		X
Coney Island Station	X	
Congressman Ron Kind's Office		X
Consumer Credit Counseling Service of La Crosse		X
Coulee Bank	X	X
Coulee Recovery Center		X
Coulecap, Inc.		X
Crescent Jewelers	X	
D.M. Harris Law Office		X
Dairyland Power Cooperative	X	X
Dakota Supply Group	X	X
Davy Engineering Co., Inc.	X	X
DigiCOPY	X	X
EO Johnson Business Technologies	X	X
Edward Jones & Company	X	

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
Edward Jones Investment	X	
Engelson & Associates, Ltd.	X	X
Families First of Monroe County		X
Family & Children's Center		X
Family Medical Supply & CPAP Store	X	
Consumer Credit Counseling Service of La Crosse		X
Festival Foods	X	X
Financial Planning Services of La Crosse	X	
Fleis Insurance Agency, Inc.	X	
Fowler & Hammer, Inc.		X
Girl Scouts of Wisconsin - Badgerland Council		X
Grams Agency - American Family Insurance	X	
Great Rivers 211		X
Great Rivers United Way, Inc.		X
Grinnell Mutual Reinsurance Company	X	X
Guillien & Van Nuland, LLC		X
Gundersen Health System		X
Hale, Skemp, Hanson, Skemp & Sleik		X
Hawkins Ash CPAs		X
Hilltopper Refuse & Recycling Service	X	X
Home Federal Savings Bank		X
HSR Associates, Inc.	X	X
Hunger Task Force of La Crosse		X
Independent Living Resources		X
Inland Packaging	X	X
JRM CPAs		X
Kaplan Professional Education	X	X
Kish & Sons Electric	X	
Klauke Investments & Insurance Services		X
Kujak Orthodontics	X	
Kwik Trip	X	X
La Crescent Area Healthy Community Partnership		X
La Crosse County		X
La Crosse Memorials, Inc.	X	
La Crosse Sign Company, Inc.		X
La Crosse Truck Center, Inc.	X	X
Lawyers At Work, LLC		X
Martino Studios	X	

CORPORATE PARTNERS

CORPORATE & EMPLOYEE GIVING

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
Mayo Clinic Health System	X	X
Mcloone Metal Graphics, Inc.	X	X
Merchants Bank - La Crescent		X
Merchants Bank - Onalaska	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	
Morrie's Auto Group		X
Morrison & Associates S.C.		X
Nationwide Insurance	X	
Nelson & Associates	X	
New Horizons Shelter & Outreach Centers		X
Optum Serve	X	X
Paragon Associates, LLC	X	
Pat's Insurance Agency	X	
Gillette Pepsi-Cola Companies	X	X
PMC Management Group	X	
Reed Music Studios	X	
Rhyme Business Products	X	
River Bank		X
River States Truck & Trailer, Inc.	X	X
River Valley Media Group		X
Ron Hammes Refrigeration	X	
Royal Credit Union	X	
RSM US LLP		X
Rudy's Bar	X	
Scenic Bluffs Community Health Centers		X
Schneider Heating & A/C	X	
School District of Holmen		X
School District of La Crosse		X
School District of Onalaska		X
Schumacher Kish Funeral Home	X	
State Bank Financial	X	X
Steffes HR Advantage	X	
Target Stores		X
The Board Store	X	
The Insurance Center	X	X
The Parenting Place		X

COMPANY NAME	CORPORATE GIFT	EMPLOYEE GIVING
The Toro Company	X	X
The Weber Group		X
Three Rivers Technologies	X	
Tom Niebeling Landscaping LLC	X	
Tomah Health		X
Tostrud & Temp CPAs	X	X
Trane Technologies		X
Travel Leaders	X	X
Tri-County Memorial Hospital		X
Trust Point, Inc.	X	X
University of Wisconsin-La Crosse		X
US Bank	X	
UW Credit Union	X	X
Valley View Rotary	X	
Vendi Advertising		X
Verve, a Credit Union		X
Viterbo University		X
Walmart Stores		X
Walzcrafft Industries, Inc.	X	
Wells Fargo Bank	X	
West Salem School District		X
Westby Cooperative Creamery	X	X
Western Dairyland		X
Western Technical College		X
Wipfli LLP		X
WKBT - TV		X
WXOW 19	X	X
Xcel Energy		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
Mark Glendenning & Margie Webster
Rosie Glendenning
John & Linda Lyche
Mary & Scott Rathgaber
Dave & Barb Skogen

4 members who wish to remain anonymous

LEADERSHIP GIVING CIRCLES

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

Rick & Julie Diermeier
Mike & Sue Klauke
Herb Kohl Philanthropies
Dave & Sheila Momont
Paul & Nancy Mueller
Bill Plzak
Brent & Lisa Ridge
The Temte Family
Dave & Laura Wagner
Jim & Jo Ann Wickizer

3 members who wishes to remain anonymous

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

Bill & Dorie Beres
Bill & Cindy Berg
Ronald & Janet Chaney
Kymberley & Thomas Culp
Steve & Debbie Devine
Jim Fowler
Anita Froegel
Brad Glendenning
Ron & Debbie Johnson
Rob & Deb Palmberg
Chuck & LuAnn Roth
Jack & Marti Schwem Impact Fund
Paul & Judy Ulland

12 members who wish to remain anonymous

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

Jerry & Marilyn Arndt
Julie & Terry Bartels
Scott & Stephanie Bassuener
Kim Bauer
Kurt Baumgarten
Holly Blanchard
David Bleidorn
David & Teri Booth
Christopher & Vicki Born
Tom & Jan Brock
Jeremy Browning
Pauline & Nathan Byom
Anna Cardarella
Bob Clark
Brian Cossette
June & Larry Daellenbach
Clark & Renee Davis
Michael & Joyce Davy
Tim & Sue Durtsche
Joe & Cheryl Dutton

Dan Ecklund & Leah Dietrich
Eric Erickson
Lina & David Fanning
Bill & April Farrell
Ron & Jeanne Franz
Mike & Kathy Giese
Larry & Nancy Goodlund
Wade & Amy Hackbarth
Liz Hansen
Chuck & Cheryl Hanson
Brian & Dawn Harris
Kim Hawthorne
Rick & Jamie Heiden
Bob Heisse

Amanda & Brian Hoefling
Chris Hofland
Linda Hofslie
Doug Howard
Robert & Mary Hubbard
Sarah Hughes
Peter & Susie Hughes
Keith & Mary Isaacs
Lee & Pastor Kent Johnson
Rev. Mark & Sharon Jolivet

John & Kay Jones
Kathie Knoble-Iverson
Timothy Kotnour
Joe & Barb Kruse
Dave & Terry Lee
Paul & Barb Leehey
Erick Maki
John & Maggie McHugh
Fred & Maureen Monk
Betsy Morgan
Mary Morris & Jim Killoran
Dave Morrison
Chad Mueller
Doug Nelson & Cheri Olson
Randy & Lynn Nelson
Mike & Deb Nickel
Josh & Jena Oeltjen
Lyle Peacock
Ben Porath & Family
Adam Quinn
Dan Reckase & Mary Mundt Reckase
Bill & Theresa Reed
Gary & Cheryl Robbins
Brian & Karen Rude
Paul & Karen Sampson Family
Gary & Susan Schettle
Terry Schoonover
Daniel Schraith
Linda Sherwood
Bob Skemp

Donald & Darcy Skibba
Tom & Judy Sleik
Mark & Carol Solyst
Thomas Smallwood
Indy Spindler
Paul & Jane Steingraeber
Jesse & Sara Storandt
Angela & Kevin Strangman
Stephanie & Robin Swartz
Steve & Suzanne Tanke
Amy Thornton
Brian & Kari Treadway
Fritz & Claudette Truax
Dennis J. Vogel
Erin & Ryan Waldhart
Mary Jo & Shawn Werner
Rachel Wilson
John & Sally Young
Deb Daehn Zellmer & Mark Zellmer
Joe & Becky Zoellner

37 members wish to remain anonymous

AMETHYST CIRCLE | \$750-999

Dave & Jean Burgess
Carmen Dargel
Megan DeVore & Dan Ryan
John & Kate Dunnum
Bryan & Stacy Erdmann
Suzanne Falkenberry
Dennis & Lauri Ford
Kris Gagermeier
Mike Gates
Fred & Sue Heuer
Chad & Tamera Hill Family
Deb & Joe Mirasola
Angela Newman
Matt & Patti Nigbur
The Tom & Lori Nigon Charity
Angela Puent
Brian Shawley & Elizabeth Evans
Dick & Pat Spencer
Pamela & Richard Strauss
Brad & Lynn Sturm
Steve Thicke
Margarita Van Nuland
Andrew & Libby Winga
Matt & Mary Kay Wolf

10 members wish to remain anonymous

Continued on next page...

LEADERSHIP GIVING CIRCLES

SAPPHIRE CIRCLE | \$500-749

Angela & Jeff Adams
Mary Anderson
Douglas Andrus
Nancy Arens
Ezana Azene
John Bradley Beck &
Sheryl Faust-Beck
Cory & Tonya Berget
Tom & Laurie Berkedal Family Fund
Jerry & Ruth Berns
Richard & Catherine Beyers
Hilary Bingol & Rhonda Heun
Elaine & Larry Bodin
Mike & Jessica Boland
Hetti Brown & Terry Lilley
Robert & Gretchen Burns
Taje Burrows
Kim Cable
Robert & Yvonne Caplan
Joe & Charissa Carlson
Stephanie Carroll
Julie Christensen
Rolan Covert
Mark & Laura Davy
Sarah DeLacy
Jenna Donley
Tracy Dryden
Donna Dwyer
Jodi Ehrenberger
Tim & Sheri Eimerman
Jodell Fancher
Mason Fisher
David Flaschberger
Carolyn Flock
Russ & Diane Ford
Nathan & Beth Franklin
Robert & Maureen Freedland
Dirk R. Gasterland
Chris & Amy Gerold
Peter & Amy Grabow
Lise Graham
Ron & Merle Gustafson
Margaret Hammell
Kim Hardy & Leonardo Silva
Kemesha Harper
Monica Hauser
Dan & Sarah Havens
Marlin & Julie Helgson
Anne & Arick Hendrickson
John Henkelman
Kristy Herlitzka
Don & Kathy Hill
Whitey & Linda Hoehn

Jeff & Jodie Holdorf
Megan Howard
Mike & Tami Hutson
Jackie Isenberg
Karrie Jackelen
James & Barbara Janett
The Jerome Family
Seuk B. & Rita Kang
Jeff Kessler
Tim & Jennie Kolek
Tammy Larson
Sandy Littlejohn
Thomas Londergan
Dustin & Dominique Luecke
Brad Mack
Jerome & Julie Martin
Dick & Sandy McCormick
Tim & Kristi Medinger
Tyler Houtakker
Katie Mitchell
Becky & Tom Murphy
Sarah Naik
Ken & Dorothy Nelson
David & Carolyn Norenberg
Bryan & Therese Novy
Steve O'Malley
Sandy Powell
Brad & Sue Price
Eric Prise
Dana & Jonella Rademacher
Marc & Liz Ranger
Dick Record
Pete Reichardt
Kari Reyburn
Cam & Carlene Roberts
Jen Rombalski
Wade Rudolph
David & Nancy Russell
Shawn & Emily Sackman
Bobbi Schoh
Richard Servais
Quinn Seston
Amber Severson
Jennifer & Chris Shilling
Deb Simon
Matt Sloan
Preston & Sandra Smeltzer
Sandy & Vince Steele
The Strong Family
Mike & Robyn Tanke
Jonathan Trapp
Ben Trehey
Joleen Trussoni

Gina Von Ruden
Lisa Veglahn
Al Wandling
Watson Family
Ron & Theresa Wessels
Tim & Molly Willenbring
Pat & Karen Wolfe
Dr. & Mrs. Derrick & Billie Woodward
Karl Wrobel
David Yao
Gordon Zeng
Laura & Nate Zitelman

*93 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

Rob Anderson, *Astec, Inc.*
Kim Anthony, *Trane Technologies*
Landon Anthony, *Community Volunteer*
Todd Antony, *School District of Onalaska*
Kristi Arenz, *School District of La Crosse*
Laura Arndt, *Community Volunteer*
Julie Augedahl, *Merchants Bank - Caledonia*
Janell Auger, *Kwik Trip*
Tammy Bailey, *La Crosse County Human Services*
Megan Bain, *Trane Technologies*
Bob Bakalars, *Altra Federal Credit Union*
Lee Ball, *Astec, Inc.*
Peter Bassett, *Coulee Bank*
Amy Bassett-Schams, *Trane Technologies*
Amy Bauer, *Coulee Bank*
Kelly Bauer, *Altra Federal Credit Union*
Kim Bauer, *Altra Federal Credit Union*
Tina Bechtel, *Trane Technologies*
Crystal Becker, *West Salem School District*
Katelyn Becker, *UW-La Crosse*
Thomas Behrenbeck, *Community Volunteer*
Adam Bell, *Altra Federal Credit Union*
Joe Bembnister, *Altra Federal Credit Union*
Gwendolyn Benish, *City of La Crosse*
Peyton Bentley, *Community Volunteer*
Tammy Bentzen, *West Salem School District*
Julie Berg, *Citizens State Bank*
Nicole Bielefeldt, *Altra Federal Credit Union*
Steve Bissen, *Community Volunteer*
Jenn Bjornstad-Helgerson, *E.O. Johnson*
Holly Blanchard, *Trane Technologies*
Lilly Blum, *Inland Packaging*
Jessica Boland, *Gundersen Health System*
Emma Booth, *Mayo Clinic Health System*
Bethany Bornheimer, *Trane Technologies*
Donna Bossman, *Trane Technologies*
Caroline Bostrack, *FIERCE Network*
Corey Bournes, *Community Volunteer*
Chelsea Brandt, *Altra Federal Credit Union*
Tiffany Brenengen, *Brenengen Collision Repair*
Vicki Brokaw, *Community Volunteer*
Chris Burks, *Great Rivers United Way*
Julie Burns, *Merchants Bank - Caledonia*
Barb Buros, *Community Volunteer*
Stacy Butenhoff, *Dakota Supply Group*
Jason Caron, *Dakota Supply Group*
Sarah Carrimon, *Community Volunteer*
Melanie Cary, *UW-La Crosse*
Tamiko Chafer, *Associated Bank*
Madeline Chapman, *Viterbo University*
Heather Chial, *Community Volunteer*

Julie Christensen, *Western Technical College*
Deanna Cina, *Trane Technologies*
Sara Connor, *Mcloone Metal Graphics*
Brian Cossette, *Citizens State Bank*
Aaron Curtis, *The Toro Company*
Debra Daehn Zellmer, *Community Volunteer*
Shawna Dale, *Inland Packaging*
Tammy Daniels, *Dairyland Power Cooperative*
Kayleigh Day, *American Lung Association*
Brendan Deiss, *Trane Technologies*
Carol Dejno, *Altra Federal Credit Union*
Brianna Demotto, *Altra Federal Credit Union*
Katie Desmond, *Mobile Meals*
Colleen Donahue, *Altra Federal Credit Union*
Lori DuMars, *Coulee Bank*
Kate Dunnum, *Mayo Clinic Health System*
Leah Dunnum, *Community Volunteer*
Dan Duquette, *UW-La Crosse*
Cheryl Dutton, *Altra Federal Credit Union*
Izzy Dutton, *Altra Federal Credit Union*
Donette Dwyer, *Hydrite*
Donna Dwyer, *Altra Federal Credit Union*
Megan Eddy, *Mayo Clinic Health System*
Dave Edmonds, *Trane Technologies*
Kelly Edmondson, *Bremer Bank*
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 + Twinkle & Twine Design*
Barb Engh, *Community Volunteer*
Lorrie Erskine, *Altra Federal Credit Union*
Kristin Espelien, *Dakota Supply Group*
Liz Evans, *Great Rivers United Way*
Kelly Fabian, *Trust Point*
Signe Fadness, *Community Volunteer*
Scott Falkenberg, *Inland Packaging*
Lina Fanning, *Waste Management of La Crosse*
Chase Faschingbauer, *Inland Packaging*
Erin Fellenz, *Gundersen Health System*
Michael Feuerhelm, *Community Volunteer*
Tracy Finch, *Century Foods*
Hannah Finley, *EO Johnson Business Technologies*
Andrew Fjerstad, *Organic Valley*
Kellie Flisram, *Dakota Supply Group*
Carolyn Flock, *Mayo Clinic Health System*

Continued on next page...

VOLUNTEERS

Aaron Foglia, *EO Johnson Business Technologies*
Michael Fortin, *Inland Packaging*
Stephanie Fox, *Kwik Trip*
Shaylyn Franke, *Inland Packaging*
Ellen Frantz, *Johns Flaherty & Collins*
Karen Fries, *Altra Federal Credit Union*
Jeremiah Galván, *Gundersen Health System*
Kelly Galván, *School District of La Crosse*
Nicolet Gilbertson, *Dairyland Power Cooperative*
Frank Giunta, *Trane Technologies*
Tyler Glasel, *Altra Federal Credit Union*
Mark Glendenning, *Inland Packaging*
Tami Gloede, *Dakota Supply Group*
Brad Goetz, *Community Volunteer*
Anouk Goreta, *Viterbo University*
Heather Goslar, *Dakota Supply Group*
Catherine Griffin, *Trane Technologies*
Jacque Gschwind, *Dakota Supply Group*
Sarah Guthrie, *Community Volunteer*
April Gwin, *Kwik Trip*
Julie Haas, *Vendi Advertising*
Wade Hackbarth, *Western Technical College*
Kelly Haefs, *Festival Foods*
Anthony Haggerty, *EO Johnson Business Technologies*
Kristina Hanson, *Altra Federal Credit Union*
Troy Harcey, *School District of La Crosse*
Thomas Harter, *Gundersen Health System*
Ed Harwick, *Inland Packaging*
Shawn Hauser, *Altra Federal Credit Union*
Sarah Havens, *Gundersen Health System*
Chandra Hawkins, *UW-La Crosse*
Hope Hayes, *Dakota Supply Group*
Ruanna Hayes, *Kwik Trip*
Kylie Hays, *Kwik Trip*
Elizabeth Heiman, *Morrie's Auto Group*
Brent Helgeson, *Trane Technologies*
Major Alan Hellstrom, *The Salvation Army*
Natasha Helsper, *Trane Technologies*
Anne Hendrickson, *Allergychoices*
Jane Henricks, *Community Volunteer*
Jodi Hillehiem, *Viterbo University*
Kori Hillestad, *Merchants Bank*
Ye Hoffarth, *Altra Federal Credit Union*
Elizabeth Hoffman, *Altra Federal Credit Union*
Charlene Holler, *Community Volunteer*
Jason Hollerman, *Dakota Supply Group*
Alice Holstein, *Community Volunteer*
Mandi Hoppa, *Community Volunteer*
Kathy Houlihan, *Community Volunteer*
Dan Howard, *Gundersen St. Joseph's Hospital & Clinics*
Megan Howard, *Gillette Pepsi-Cola Companies*

Nikki Howe, *Trane Technologies*
Jacob Hurley, *Altra Federal Credit Union*
Sara Hurley, *Community Volunteer*
Linda Ingalls, *Trane Technologies*
Ed Jaekel, *JRM CPAs*
Shannon Jandt, *Kwik Trip*
Barb Janett, *Gundersen Health System*
Linda Jennewine, *Community Volunteer*
Jeff Jensen, *Community Volunteer*
Katie Jensen, *Community Volunteer*
Julia Jespersen, *Community Volunteer*
Amber Johnson, *UW-La Crosse*
Tara M. Johnson, *RSM US LLP*
Carissa Jothan, *Altra Federal Credit Union*
Cindy Kartman, *Gundersen Health System*
Chris Kelley, *Altra Federal Credit Union*
Sally Kelsall, *Community Volunteer*
Regan Kelemen, *Dakota Supply Group*
Brian Kerr, *Dakota Supply Group*
Cassi Key, *Trane Technologies*
Jenna Kindschy, *Trane Technologies*
Sarah Kinstler, *Altra Federal Credit Union*
Maureen Kinney, *Johns Flaherty & Collins*
Dorothy Kinsella, *Community Volunteer*
Mike Klauke, *Klauke Investments & Insurance Services*
Tami Klinski, *Dairyland Power Cooperative*
Jon Klock, *Marshfield Clinic Health System*
Ben Klonecki, *Dakota Supply Group*
Kevin Knerzer, *WKBT*
Catherine Kolkmeier, *UW-La Crosse*
Sheri Koons, *Astec, Inc.*
Andrew Krebs, *Altra Federal Credit Union*
Kyle Kriegl, *American Red Cross*
Admir Krivdic, *Community Volunteer*
Kelly Kroner, *Trane Technologies*
Danielle Krozel, *Great Rivers United Way*
Kelly Kruchten, *Altra Federal Credit Union*
Chief Shawn Kudron, *La Crosse Police Department*
Michelle Kurth, *Hawkins Ash CPAs*
Kody Kuss, *Inland Packaging*
Tiffany La Liberte, *Altra Federal Credit Union*
Jayda Lamprich, *Trane Technologies*
Kathy Landsinger, *Altra Federal Credit Union*
Rylee Landsom, *Gundersen Health System*
Shelly LaPlount, *Verve, a Credit Union*
Tammy Larson, *Coulee Bank*
Anne Lathrop, *Altra Federal Credit Union*
Kirstie Lechelt, *Kwik Trip*
Sarah Lennon, *Western Technical College*

Continued on next page...

VOLUNTEERS

Dave Levine, *Dakota Supply Group*
John Levine, *Community Volunteer*
Ann Lichliter, *Western Technical College*
Nicole Lindsey, *Altra Federal Credit Union*
Tabetha Little, *Trane Technologies*
Sandy Littlejohn, *Gundersen Health System*
Jennifer Livingston-Thompson, *Mayo Clinic Health System*
Stacy Lockington, *School District of Holmen*
Tammy Loy, *Altra Federal Credit Union*
Alex Lueck, *Xcel Energy*
Ryan Lussky, *Altra Federal Credit Union*
Nikki Mades, *Altra Federal Credit Union*
Todd Mandel, *Couleecap*
Terri Martinson, *West Salem School District*
Amy Mashak, *Inland Packaging*
Cyrus Mason, *Dairyland Power Cooperative*
Mary Ellen McCartney, *Gundersen Health System*
John McCue, *Community Volunteer*
Jill McDonah, *Kwik Trip*
Matthew McLean, *Altra Federal Credit Union*
Karlene Mellem, *Festival Foods*
Abby Mestad, *Ashley Furniture*
Brianna Meyer, *West Salem School District*
Brianna Mikla, *UW-La Crosse*
Steve Minnema, *Community Volunteer*
Tom, *Miskowski, Century Foods*
Liz Missiaen, *Gillette Pepsi-Cola Companies*
Heather Monk, *State Bank Financial*
Betsy Morgan, *UW-La Crosse*
Angel Much, *Zoning & Land Information Office*
Rachel Munger, *Coulee Bank*
Ted Mutzner, *Trane Technologies*
Elle Myer, *Community Volunteer*
Jamie Mysliwec, *Kwik Trip*
Randy Nelson, *Community Volunteer*
Kathy Nelson, *Western Technical College*
Kay Nelson, *Community Volunteer*
Erin Nilsestuen, *Citizens State Bank*
Abby Norland, *BMO Harris*
Angela Newman, *Kwik Trip*
Kerri Nygaard, *Optum Serve*
Bill O'Driscoll, *Community Volunteer*
Heidi Odegaard, *Mayo Clinic Health System*
Josh Oeltjen, *Festival Foods*
Kathy Oium, *Astec, Inc.*
Adrienne Olson, *Great Rivers United Way*
Ellen Olson, *Westby Cooperative Creamery*
Nancy Opland, *Dairyland Power Cooperative*
Kathryn Oslund, *Mayo Clinic Health System*
Anne Paape, *Great Rivers United Way*
David Palm, *Community Volunteer*

Rob Palmberg, *Gundersen Health System*
Shannon Parker, *Catholic Charities*
Lynn Passot, *Community Volunteer*
Jess Peters, *Trane Technologies*
Sara Peters, *Altra Federal Credit Union*
Nichole Pierce, *Vendi Advertising*
Angela Phillips, *Altra Federal Credit Union*
Staci Pieper, *Dairyland Power Cooperative*
Sandy Powell, *River Valley Media Group*
Eric Prise, *Tomah Health*
Angie Puent, *Trane Technologies*
Lindsay Purl, *Great Rivers United Way*
Jenny Radcliffe, *Dairyland Power Cooperative*
Kari Ranallo, *Gundersen Health System*
Jim Reed, *E.O. Johnson*
Peter Reichardt, *Community Volunteer*
Nate Reiman, *Dakota Supply Group*
David Reinke, *Altra Federal Credit Union*
Kari Reyburn, *Western Technical College*
Julie Reynertson, *Optum Serve*
Jada Rice, *Trane Technologies*
Dave Ring, *Kwik Trip*
Rich Ristow, *Trane Technologies*
Jennifer Robaczewski, *Altra Federal Credit Union*
Derek Robarge, *Altra Federal Credit Union*
Carri Roberts, *Kwik Trip*
Todd Rodeberg, *Community Volunteer*
Nicole Rogala, *Inland Packaging*
Brenda Rooney, *Gundersen Health System*
Shana Ruiz, *Trane Technologies*
Peter Ruud, *Associated Bank*
Rachel Sackett, *West Salem School District*
Brian Sampson, *Community Volunteer*
Ashley Santolin, *Mayo Clinic Health System*
Janelle Sayles, *Trane Technologies*
Steve Schauer, *Dairyland Power Cooperative*
Chris Schlegel, *Trane Technologies*
Sarah Schlegel, *La Crosse County*
Bobbi Schoh, *La Crosse Technical Consultants, Inc.*
Theresa Schramm, *Trane Technologies*
Jean Schroeder, *Altra Federal Credit Union*
Julie Schultz, *Dairyland Power Cooperative*
Amy Schweiner, *UW-La Crosse*
Gail See, *Dakota Supply Group*
Nick Seiler, *Kwik Trip*
Kelsey Sen, *Kwik Trip*
Frank Servais, *Community Volunteer*
Jeff Sexton, *Dairyland Power Cooperative*
Kris Sexton, *Dairyland Power Cooperative*

Continued on next page...

VOLUNTEERS

Wayne Shaker, *Organic Valley*
Brian Shawley, *The Toro Company*
Tyler Sherburn, *Altra Federal Credit Union*
Ashley Sheston, *Altra Federal Credit Union*
Cinthia Shireman, *Mayo Clinic Health System*
Sashae Silas, *Great Rivers United Way*
Kathy Sims, *Dairyland Power Cooperative*
Therese Skemp, *Community Volunteer*
Elisi Smith-Waller, *West Salem School District*
Brittany Sommerfeldt, *WKBT*
Dawn Sonsalla, *Altra Federal Credit Union*
Katie Sparks, *Great Rivers United Way*
Laura Steigerwald, *Hogan Administrative Center*
Kimberly Stendalen, *Altra Federal Credit Union*
Kevin Strangman, *Altra Federal Credit Union*
Kelly Strangstalien, *Gillette Pepsi-Cola Companies*
Kara Strupp, *Festival Foods*
Scott Stuber, *Altra Federal Credit Union*
Brittany Stuttgen, *Trane Technologies*
Bonnie Swan, *Community Volunteer*
Lindsey Schwarz-Nichols, *La Crosse County Human Services*
Julie Tabor, *WKBT*
Andy Temte, *Community Volunteer*
Linda Temte, *Community Volunteer*
Brandy Thomas, *RSM US LLP*
Beth Thomes, *Dairyland Power Cooperative*
Cassandra Thompson, *Trane Technologies*
Jessie Thornsens, *Inland Packaging*
Roger Thornton, *Brenengen Auto Group*
Mindy Thurin, *Trane Technologies*
Daniel Traverzo, *Community Volunteer*
Ardelle Tuxen, *Community Volunteer*
Kim Valiquette, *Community Volunteer*
Margarita Van Nuland, *Guillien Van Nuland*
Renee Vande-Zande, *Vendi Advertising*
Charlie Vogt, *Altra Federal Credit Union*
Yer Vue, *Trane Technologies*
David Wagner, *Kwik Trip*
Kayla Wagner, *Altra Federal Credit Union*
Corkey Waite, *Community Volunteer*
Pastor Phil Waselik, *Trinity Lutheran Church La Crosse*
Mary Wateski, *Community Volunteer*
Brad Weber, *Mayo Clinic Health System*
Margie Webster, *Gundersen Health System*
Megan Weibel, *Altra Federal Credit Union*
Maury Weiland, *Community Volunteer*
Emily Wershofen, *Festival Foods*
Ryan Wiese, *Trane Technologies*
Andy Winga, *Department of Transportation*
Becky Winter-Schaller, *Optum Serve*
Cara Wintin, *Trane Technologies*

Sarah Wohlgamuth, *Community Volunteer*
Mary Kay Wolf, *Great Rivers United Way*
Sue Wrobel, *Dakota Supply Group*
Pat Wuttke, *Trane Technologies*
Vang Yang, *Trane Technologies*
Kim Young, *Inland Packaging*
Laurie Zabel, *Western Technical College*
Alisha Zarwell, *Trane Technologies*
Georgia Zickert, *Community Volunteer*
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 notify us so our records will be correct in the future.

FINANCIALS

GREAT RIVERS UNITED WAY AUDITED STATEMENT OF FINANCIAL POSITION

As of December 31, 2021

	2021	2020
ASSETS		
Cash & Investments	\$1,709,642	\$1,762,305
Net Pledges Receivable	795,984	987,069
Prepaid Expenses	22,025	21,591
Net Building & Equipment	383,595	397,264
Other Assets – limited use cash equivalents	379,210	309,759
TOTAL ASSETS	\$3,290,456	\$3,477,988
LIABILITIES		
Agency Allocations/Designations Payable	1,024,617	1,205,689
Accounts Payable	6,077	15,168
Accrued Liabilities	26,946	23,187
TOTAL LIABILITIES	1,057,640	1,244,044
NET ASSETS		
Net assets without donor restrictions		
Unappropriated	259,876	290,412
Board-designated	73,216	73,216
Board-appropriated	1,093,271	1,140,270
Net assets with donor restrictions	806,453	730,046
TOTAL NET ASSETS	2,232,816	2,233,944
TOTAL LIABILITIES & NET ASSETS	\$3,290,456	\$3,477,988

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

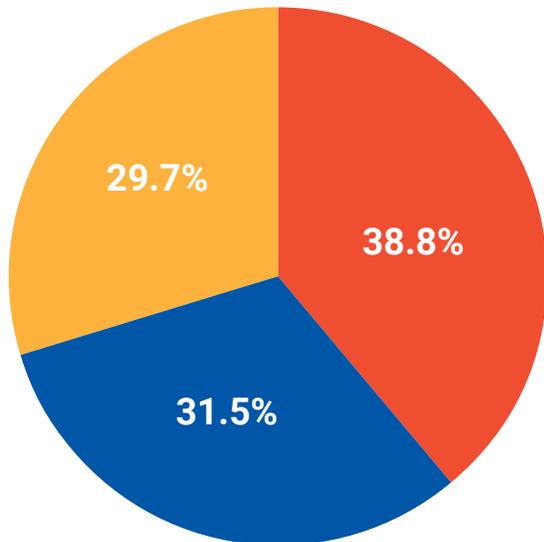
GREAT RIVERS UNITED WAY
AUDITED STATEMENT OF ACTIVITIES

2021

	2021	2021	Totals	
	Unrestricted	Temporarily Restricted	2021	2020
PUBLIC SUPPORT & REVENUE				
Gross campaign results 2020			\$0	\$67,981
Gross campaign results 2021	64,554		64,554	1,717,352
Less allowance for uncollectible			-	(91,500)
Less donor designations			-	(33,071)
Gross campaign results 2022		1,533,486	1,533,486	-
Less allowance for uncollectible		(91,500)	(91,500)	
Less donor designations		(27,521)	(27,521)	
Total gross campaign results released from restrictions	997,749	(997,749)		
Net campaign revenue	1,062,303	416,716	1,479,019	1,660,762
Better Together Project	62,813	-	62,813	101,537
Great Rivers HUB	-	755,618	755,618	567,486
Emergency Response Income (2020)	-	-	-	238,047
Dolly Parton's Imagination Library	-	6,921	6,921	5,100
Read to Success	-	3,879	3,879	11,548
HealthConnect	-	-	-	124,000
Compass	-	23,438	23,438	16,063
Bequests	9,208	-	9,208	57,794
Designations from other United Ways	8,074	-	8,074	8,492
Service fees	653	-	653	1,473
Interest income	3,917	-	3,917	5,386
Rent income	23,541	-	23,541	25,599
Other income	5,301	-	5,301	122,241
Net assets released from restrictions	1,130,165	(1,130,165)	-	-
TOTAL PUBLIC SUPPORT & REVENUE	2,305,975	76,407	2,382,382	2,945,528
EXPENSES				
Program services				
Agency allocations	1,025,270	-	1,025,270	1,205,565
Less Donor agency designations	(27,521)	-	(27,521)	(33,071)
Special Agency Allocations	73,078	-	73,078	71,496
Emergency Response allocations	14,376	-	14,376	223,671
Great Rivers HUB	656,149	-	656,149	558,939
Better Together Project	81,584	-	81,584	120,168
Community problem solving	164,811	-	164,811	197,074
Fund distribution	34,659	-	34,659	37,364
Volunteer Center	10,502	-	10,502	6,598
Labor relations	1,432	-	1,432	932
Total community building	2,034,340	-	2,034,340	2,388,736
Supporting services				
Resource development	247,814	-	247,814	229,614
Administration & finance	101,356	-	101,356	82,588
Total supporting services	349,170	-	349,170	312,202
TOTAL EXPENSES	2,383,510	-	2,383,510	2,700,938
Increase (decrease) in net assets	(77,535)	76,407	(1,128)	244,590
NET ASSETS AT JANUARY 1	1,503,898	730,046	2,233,944	1,989,354
NET ASSETS AT DECEMBER 31	\$1,426,363	\$806,453	\$2,232,816	\$2,233,944

GRANTS

OVERALL 2022 FUNDING BY STRATEGIC OBJECTIVE



- OBJECTIVE #1** 13 programs | \$317,720.00
- OBJECTIVE #2** 13 programs | \$298,580.00
- OBJECTIVE #3** 24 programs | \$390,700.00

PROGRAM UTILIZATION BY COUNTY

Great Rivers United Way service area and program utilization per most recent data (2021)

COUNTY	PEOPLE	CONTACTS
BUFFALO	217	3,118
HOUSTON	734	46,934
LA CROSSE	24,224	513,229
MONROE	3,474	71,666
TREMPEALEAU	1,632	24,642
VERNON	1,163	14,273
OTHER/UNKNOWN	1,410	42,631

32,854
local people utilized
United Way funded programs

716,493
times last year.



GRANTS BY STRATEGIC OBJECTIVE

Strategic Objective #1	\$317,720.00
Strategic Objective #2	\$298,580.00
Strategic Objective #3	\$390,700.00
TOTAL AGENCY GRANTS	\$1,007,000.00
AGENCY DESIGNATIONS	\$27,521.00
TOTAL AGENCY GRANTS & DESIGNATIONS	\$1,034,521.00

STRATEGIC OBJECTIVE #1 GRANTS		
Big Brothers Big Sisters of the 7 Rivers Region	Supporting & Expanding Services to At-Risk Youth	\$25,000.00
Boy Scouts of America-Gateway Area Council	Cub Scouts Creating Healthy, Connected Families	15,000.00
Boys & Girls Club of Sparta	Power Hour	15,270.00
Boys & Girls Clubs of Greater La Crosse	Youth Academic Success	35,500.00
Boys & Girls Clubs of West Central WI	Project Learn	21,200.00
Family & Children's Center	Healthy Families	67,000.00
Family & Children's Center	Host Homes	6,500.00
Family & Children's Center	Stepping Stones	12,000.00
Girl Scouts of WI - Badgerland Council	Girl Scout Resilience Initiative	13,750.00
The Parenting Place	Parent Options Education & Support Program	45,500.00
YWCA La Crosse	Court Appointed Special Advocates (CASA) for Kids	31,000.00
YWCA La Crosse	Restorative Justice	20,000.00
YWCA La Crosse	YWCA Child Center	10,000.00
TOTAL		\$317,720.00

STRATEGIC OBJECTIVE #3 GRANTS		
American Red Cross Southwest Chapter	Disaster Cycle Services	\$10,000.00
Bluff Country Family Resources	Telephone Crisis Intervention/ Domestic & Sexual Violence Program	8,000.00
Boys & Girls Clubs of Greater La Crosse	Youth Mental Health Support	35,500.00
Boys & Girls Clubs of West Central WI	Tools for Health, Resilience, Insight, Vitality & Empowerment (THRIVE)	17,800.00
Cia Siab, Inc.	Elders Holistic Health Advocacy Program	26,500.00
Coulee Recovery Center	Crisis Support & Early Intervention	6,000.00
Coulee Recovery Center	Prevention & Education	13,000.00
Coulee Recovery Center	Recovery Support & Relapse Prevention	15,900.00
Couleecap	Food Security & Outreach	22,500.00
Couleecap	Healthy Homes	5,000.00
Couleecap	Social Security Outreach, Access & Recovery (SOAR) Program	8,000.00
Family & Children's Center	Domestic Abuse Project	5,000.00
Family & Children's Center	Outpatient Counseling	10,000.00
Family & Children's Center	The Other Door	10,500.00
Hunger Task Force of La Crosse	Food Recovery Program	20,500.00
Hunger Task Force of La Crosse	Kane Street Community Garden	8,000.00
Independent Living Resources	ILR Homeless Prevention & Support Program	16,000.00
Independent Living Resources	RAVE Recovery Avenue	7,500.00
La Crescent Area Healthy Community Partnership	Neighbors in Action	13,500.00
New Horizons Shelter & Outreach Centers	Community-Based Advocacy	35,000.00
New Horizons Shelter & Outreach Centers	Emergency Shelter	70,000.00
Scenic Bluffs Community Health Centers	Supportive Pharmacy Services	7,500.00
Western Dairyland Economic Opportunity Council	Retired & Senior Volunteer Program (RSVP)	10,000.00
Workforce Connections	DEI Programs	9,000.00
TOTAL		\$390,700.00

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