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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

CHRISS BURKS
Operations Manager

DANIELLE KROZEL
Clinical Partnerships Manager

SASHAE SILAS
CTI Coach

BETTER TOGETHER LA CROSSE

DIANA DIAZGRANADOS
Project 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
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.


Andy & Linda
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.
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
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.

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Open as of 12/31/22</th>
<th>Incomplete</th>
<th>Completed</th>
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<tr>
<td>Adult Learning</td>
<td>2</td>
<td>0</td>
<td>1</td>
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<tr>
<td>Behavioral Health</td>
<td>7</td>
<td>3</td>
<td>18</td>
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<tr>
<td>Education</td>
<td>6</td>
<td>0</td>
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<td>Employment</td>
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<td>2</td>
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<td>Medical Referral</td>
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<td>Pregnancy</td>
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<td>14</td>
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<td>Social Service Referral</td>
<td>147</td>
<td>23</td>
<td>793</td>
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<tr>
<td>Tobacco Cessation</td>
<td>41</td>
<td>1</td>
<td>2</td>
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<td><strong>TOTAL</strong></td>
<td><strong>338</strong></td>
<td><strong>41</strong></td>
<td><strong>1,284</strong></td>
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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.

<table>
<thead>
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<th>CTI Referrals</th>
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<tr>
<td>Patient Participation</td>
<td>5</td>
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<tr>
<td>Successfully Completed the Intervention</td>
<td>3</td>
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<tr>
<td>Currently Enrolled</td>
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</table>

"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
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.
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

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<th>CORPORATE GIFT</th>
<th>EMPLOYEE GIVING</th>
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## CORPORATE PARTNERS

### CORPORATE & EMPLOYEE GIVING

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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 Pizak
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
Kymberly & 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 Durtseh
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 Heisses
Amanda & Brian Hoefling
Chris Hofland
Linda Hofslien
Doug Howard
Robert & Mary Hubbard
Sarah Hughes
Peter & Susie Hughes
Keith & Mary Isaacs
Lee & Pastor Kent Johnson
Rev. Mark & Sharon Jolivette
John & Kay Jones
Kathie Knoble-Iveson
Timothy Kotonur
Joe & Barb Kruse
Dave & Terry Lee
Paul & Barb Leehey
Erick Maki
John & Maggie McHugh
Fred & Maureen Monk
Betsy Morgan
Mary Morris & Jim Klloran
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
Dan Schroth
Linda Sherwood
Bob Skemp

Donald & Darcy Skibba
Tom & Judy Sleik
Mark & Carol Solyst
Chad & Tamera Hill Family
Indy Spindler
Paul & Jane Steingraeber
Jesse & Sara Storand
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
Dub 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
Intro & Kate Dunnum
Bryan & Stacy Erdmann
Suzanne Falkenberry
Dennis & Laur 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
Kamesha 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 & Theres 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, Breheneng 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
Brooke Demott, Altra Federal Credit Union
Katie Desmond, Mobile Meals
Colleen Donahue, Altra Federal Credit Union
Lori DuMars, Coulee Bank
Kate Dunnun, Mayo Clinic Health System
Leah Dunnun, 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 Fisram, 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 Hilleshiem, 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 Jothen, 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 Mysliwiec, 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 Odegard, Mayo Clinic Health System
Josh Oeltjen, Festival Foods
Kathy Oium, Astec, Inc.
Adrianne 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
Nicolet 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...
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.
### GREAT RIVERS UNITED WAY
### Audited Statement of Financial Position

**As of December 31, 2021**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Investments</td>
<td>$1,709,642</td>
<td>$1,762,305</td>
</tr>
<tr>
<td>Net Pledges Receivable</td>
<td>795,984</td>
<td>987,069</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>22,025</td>
<td>21,591</td>
</tr>
<tr>
<td>Net Building &amp; Equipment</td>
<td>383,595</td>
<td>397,264</td>
</tr>
<tr>
<td>Other Assets – limited use cash equivalents</td>
<td>379,210</td>
<td>309,759</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$3,290,456</strong></td>
<td><strong>$3,477,988</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency Allocations/Designations Payable</td>
<td>1,024,617</td>
<td>1,205,689</td>
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<tr>
<td>Accounts Payable</td>
<td>6,077</td>
<td>15,168</td>
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<tr>
<td>Accrued Liabilities</td>
<td>26,946</td>
<td>23,187</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>1,057,640</strong></td>
<td><strong>1,244,044</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets without donor restrictions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unappropriated</td>
<td>259,876</td>
<td>290,412</td>
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<tr>
<td>Board-designated</td>
<td>73,216</td>
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<tr>
<td>Board-appropriated</td>
<td>1,093,271</td>
<td>1,140,270</td>
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<tr>
<td>Net assets with donor restrictions</td>
<td>806,453</td>
<td>730,046</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>2,232,816</strong></td>
<td><strong>2,233,944</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES & NET ASSETS**

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>$3,290,456</strong></td>
<td><strong>$3,477,988</strong></td>
</tr>
</tbody>
</table>

**Our accounts are annually audited by Johnson Block & Company, Inc.**
## GREAT RIVERS UNITED WAY
### AUDITED STATEMENT OF ACTIVITIES

#### 2021

<table>
<thead>
<tr>
<th></th>
<th>2021 Restricted</th>
<th>2021 Temporarily Restricted</th>
<th>2020 Restricted</th>
<th>2020 Temporarily Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Gross Campaign Results</strong></td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>0</td>
</tr>
<tr>
<td><strong>Less Allowance for Uncollectible</strong></td>
<td>-</td>
<td>(91,500)</td>
<td>-</td>
<td>(33,071)</td>
</tr>
<tr>
<td><strong>Less Donor Designations</strong></td>
<td>(27,521)</td>
<td>(27,521)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Gross Campaign Results</strong></td>
<td>1,533,486</td>
<td>1,533,486</td>
<td>1,717,352</td>
<td></td>
</tr>
<tr>
<td><strong>Net Campaign Revenue</strong></td>
<td>1,533,486</td>
<td>1,533,486</td>
<td>1,717,352</td>
<td></td>
</tr>
<tr>
<td><strong>Gross Campaign Results</strong></td>
<td>1,533,486</td>
<td>1,533,486</td>
<td>1,717,352</td>
<td></td>
</tr>
<tr>
<td><strong>Less Allowance for Uncollectible</strong></td>
<td>(91,500)</td>
<td>(91,500)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Less Donor Designations</strong></td>
<td>(27,521)</td>
<td>(27,521)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Gross Campaign Results Released from Restrictions</strong></td>
<td>997,749</td>
<td>(997,749)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Assets Released from Restrictions</strong></td>
<td>997,749</td>
<td>(997,749)</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### EXPENSES

#### Program Services
- **Agency Allocations**: $1,025,270
- **Less Donor Agency Designations**: $27,521
- **Special Agency Allocations**: $37,078
- **Emergency Response Allocations**: $14,376
- **Great Rivers HUB**: $656,149
- **Better Together Project**: $81,584
- **Community Problem Solving**: $164,811
- **Fund Distribution**: $34,659
- **Volunteer Center**: $10,502
- **Labor Relations**: $1,432
- **Total Community Building**: $2,034,340

#### Supporting Services
- **Resource Development**: $247,814
- **Administration & Finance**: $101,356
- **Total Supporting Services**: $349,170

**Total Expenses**: $2,383,510

### Increase (Decrease) in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2021 Restricted</th>
<th>2021 Temporarily Restricted</th>
<th>2020 Restricted</th>
<th>2020 Temporarily Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets at January 1</strong></td>
<td>$1,426,363</td>
<td>$806,453</td>
<td>$2,232,816</td>
<td>$2,233,944</td>
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<tr>
<td><strong>Net Assets at December 31</strong></td>
<td>$1,426,363</td>
<td>$806,453</td>
<td>$2,232,816</td>
<td>$2,233,944</td>
</tr>
<tr>
<td><strong>Gross Campaign Results</strong></td>
<td>1,533,486</td>
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<td>1,717,352</td>
<td></td>
</tr>
<tr>
<td><strong>Less Allowance for Uncollectible</strong></td>
<td>(91,500)</td>
<td>(91,500)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Less Donor Designations</strong></td>
<td>(27,521)</td>
<td>(27,521)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Gross Campaign Results Released from Restrictions</strong></td>
<td>997,749</td>
<td>(997,749)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Assets Released from Restrictions</strong></td>
<td>997,749</td>
<td>(997,749)</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**Net Assets at January 1**: $1,503,898

**Net Assets at December 31**: $1,426,363
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)

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

32,854 local people utilized United Way funded programs

716,493 times last year.
### Grants by Strategic Objective

<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Objective #1</td>
<td>$317,720.00</td>
</tr>
<tr>
<td>Strategic Objective #2</td>
<td>$298,580.00</td>
</tr>
<tr>
<td>Strategic Objective #3</td>
<td>$390,700.00</td>
</tr>
<tr>
<td><strong>TOTAL AGENCY GRANTS</strong></td>
<td><strong>$1,007,000.00</strong></td>
</tr>
<tr>
<td>AGENCY DESIGNATIONS</td>
<td><strong>$27,521.00</strong></td>
</tr>
<tr>
<td><strong>TOTAL AGENCY GRANTS &amp; DESIGNATIONS</strong></td>
<td><strong>$1,034,521.00</strong></td>
</tr>
</tbody>
</table>

#### Strategic Objective #1 Grants

<table>
<thead>
<tr>
<th>Organization</th>
<th>Program Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Brothers Big Sisters of the 7 Rivers Region</td>
<td>Supporting &amp; Expanding Services to At-Risk Youth</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Boy Scouts of America-Gateway Area Council</td>
<td>Cub Scouts Creating Healthy, Connected Families</td>
<td>15,000.00</td>
</tr>
<tr>
<td>Boys &amp; Girls Club of Sparta</td>
<td>Power Hour</td>
<td>15,270.00</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of Greater La Crosse</td>
<td>Youth Academic Success</td>
<td>35,500.00</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of West Central WI</td>
<td>Project Learn</td>
<td>21,200.00</td>
</tr>
<tr>
<td>Family &amp; Children's Center</td>
<td>Healthy Families</td>
<td>67,000.00</td>
</tr>
<tr>
<td>Family &amp; Children’s Center</td>
<td>Host Homes</td>
<td>6,500.00</td>
</tr>
<tr>
<td>Family &amp; Children’s Center</td>
<td>Stepping Stones</td>
<td>12,000.00</td>
</tr>
<tr>
<td>Girl Scouts of WI - Badgerland Council</td>
<td>Girl Scout Resilience Initiative</td>
<td>13,750.00</td>
</tr>
<tr>
<td>The Parenting Place</td>
<td>Parent Options Education &amp; Support Program</td>
<td>45,500.00</td>
</tr>
<tr>
<td>YWCA La Crosse</td>
<td>Court Appointed Special Advocates (CASA) for Kids</td>
<td>31,000.00</td>
</tr>
<tr>
<td>YWCA La Crosse</td>
<td>Restorative Justice</td>
<td>20,000.00</td>
</tr>
<tr>
<td>YWCA La Crosse</td>
<td>YWCA Child Center</td>
<td>10,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$317,720.00</strong></td>
</tr>
<tr>
<td>STRATEGIC OBJECTIVE #2 GRANTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Credit Counseling Service of La Crosse</td>
<td>Building Financial Stability</td>
<td>7,000.00</td>
</tr>
<tr>
<td>Couleecap</td>
<td>Homeless Prevention &amp; Supportive Housing</td>
<td>40,000.00</td>
</tr>
<tr>
<td>Couleecap</td>
<td>Skills Enhancement Program</td>
<td>10,500.00</td>
</tr>
<tr>
<td>Family &amp; Children’s Center</td>
<td>Individual Placement &amp; Support (IPS) Program</td>
<td>12,000.00</td>
</tr>
<tr>
<td>Families First of Monroe County</td>
<td>Families First</td>
<td>35,500.00</td>
</tr>
<tr>
<td>Hunger Task Force of La Crosse</td>
<td>Senior Stockbox Program</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Mobile Meals of La Crosse</td>
<td>Home-Delivered Meal Program</td>
<td>8,000.00</td>
</tr>
<tr>
<td>The Salvation Army of La Crosse</td>
<td>Emergency Shelter &amp; Meal Program</td>
<td>70,000.00</td>
</tr>
<tr>
<td>WAFER Food Pantry</td>
<td>Food Pantry</td>
<td>54,000.00</td>
</tr>
<tr>
<td>Western Dairyland Economic Opportunity Council</td>
<td>Homeless Shelter</td>
<td>20,000.00</td>
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<tr>
<td>Western Dairyland Economic Opportunity Council</td>
<td>Skills Enhancement</td>
<td>7,080.00</td>
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<tr>
<td>Western Dairyland Economic Opportunity Council</td>
<td>Work-n-Wheels</td>
<td>22,000.00</td>
</tr>
<tr>
<td>YWCA La Crosse</td>
<td>Ruth House</td>
<td>7,500.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$298,580.00</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Strategic Objective #3 Grants

<table>
<thead>
<tr>
<th>Organization</th>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross Southwest Chapter</td>
<td>Disaster Cycle Services</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Bluff Country Family Resources</td>
<td>Telephone Crisis Intervention/ Domestic &amp; Sexual Violence Program</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of Greater La Crosse</td>
<td>Youth Mental Health Support</td>
<td>$35,500.00</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of West Central WI</td>
<td>Tools for Health, Resilience, Insight, Vitality &amp; Empowerment (THRIVE)</td>
<td>$17,800.00</td>
</tr>
<tr>
<td>Cia Siab, Inc.</td>
<td>Elders Holistic Health Advocacy Program</td>
<td>$26,500.00</td>
</tr>
<tr>
<td>Coulee Recovery Center</td>
<td>Crisis Support &amp; Early Intervention</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Coulee Recovery Center</td>
<td>Prevention &amp; Education</td>
<td>$13,000.00</td>
</tr>
<tr>
<td>Coulee Recovery Center</td>
<td>Recovery Support &amp; Relapse Prevention</td>
<td>$15,900.00</td>
</tr>
<tr>
<td>Couleecap</td>
<td>Food Security &amp; Outreach</td>
<td>$22,500.00</td>
</tr>
<tr>
<td>Couleecap</td>
<td>Healthy Homes</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Couleecap</td>
<td>Social Security Outreach, Access &amp; Recovery (SOAR) Program</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Family &amp; Children's Center</td>
<td>Domestic Abuse Project</td>
<td>$5,000.00</td>
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<tr>
<td>Family &amp; Children's Center</td>
<td>Outpatient Counseling</td>
<td>$10,000.00</td>
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<tr>
<td>Family &amp; Children's Center</td>
<td>The Other Door</td>
<td>$10,500.00</td>
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<tr>
<td>Hunger Task Force of La Crosse</td>
<td>Food Recovery Program</td>
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<td>Hunger Task Force of La Crosse</td>
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<td>Independent Living Resources</td>
<td>ILR Homeless Prevention &amp; Support Program</td>
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<td>RAVE Recovery Avenue</td>
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<td>Neighbors in Action</td>
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<td>New Horizons Shelter &amp; Outreach Centers</td>
<td>Community-Based Advocacy</td>
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<td>Emergency Shelter</td>
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<td>Scenic Bluffs Community Health Centers</td>
<td>Supportive Pharmacy Services</td>
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<td>Western Dairyland Economic Opportunity Council</td>
<td>Retired &amp; Senior Volunteer Program (RSVP)</td>
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<td>Workforce Connections</td>
<td>DEI Programs</td>
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<tr>
<td><strong>TOTAL</strong></td>
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Great Rivers United Way
1855 East Main Street
Onalaska, Wisconsin 54650
www.gruw.org