



ANNUAL REPORT

GREAT RIVERS UNITED WAY | 2023



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**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

MEET OUR STAFF

ADMINISTRATION



MARY KAY WOLF
Executive Director



JAN HENRY
Finance Director



TERI BOOTH
Office & Administrative Services Manager

MARKETING & FUND DEVELOPMENT



ADRIANNE OLSON
Marketing Director



AUTUMN GROOMS
Development Director



TIM MEDINGER
Campaign Coordinator



CONNOR GLASSEN
Community Engagement Coordinator

COMMUNITY IMPACT



LIZ EVANS
Community Impact Director

GREAT RIVERS HUB



LINDSEY PURL
Director



CHRIS BURKS
Operations Manager



JENNIFER ROBERTS
Operations Manager



DANIELLE KROZEL
Clinical Partnerships Manager



ARON NEWBERRY
Workforce Development Manager



SASHAE SILAS
Community Health Worker



APRIL FAIR
Community Health Worker

BETTER TOGETHER LA CROSSE



DIANA DIAZGRANADOS
Project Director

REFLECTIONS FROM OUR EXECUTIVE DIRECTOR

Dearest Friends & Supporters:

Looking back on 2023, Great Rivers United Way welcomed a lot of change. Internally, we filled six open positions. For a small organization like GRUW, that is a lot in one year! However, every hire was a great one, and the staff is as strong as ever and clicking on all cylinders.

New community engagement opportunities emerged and some continued after starting in 2022. One of those continuations was our community food drives for Rotary Lights. This partnership hit it “out of the park” (literally and figuratively), with food collections at 32 local businesses while the lights lit up Riverside Park.

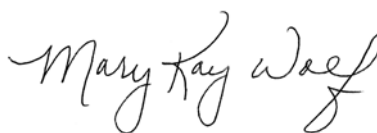
As 2023 progressed, Great Rivers United Way took a closer look at our community impact. What was once a one-trick pony – raising money and granting it out – GRUW has grown beyond that transactional funding model. As an organization, we started to look at what the future holds, the role that GRUW can and should play, and how we talk about our work.

I met with many of you last year, and I wish I could have met with even more! Your thoughts about GRUW and the work we do are invaluable. Even as I write this, board, staff, and key committee members are at the table using your input and the results of our upcoming Compass Report to meet the needs of the changing world of philanthropy and the expectations of today.

Great Rivers United Way is celebrating its 75th Anniversary in 2024 and preparing for even more change. We're taking this milestone as an opportunity to talk about GRUW in a different way. After several years of declining donations – an affect felt by all nonprofits, not just GRUW – our Community Investment campaign finally stabilized. This is truly good news, but we're more than just Community Investment.

When you consider all that we do, GRUW invested more than \$2M in the communities we serve in 2023. That total includes: Great Rivers HUB and the impact its CHWs have on their clients; Dolly Parton's Imagination Library and the value of free books in the hands of kids; Better Together's incredible work around youth mental health; and collaborative grants written by GRUW that bring funding from outside of the community in, to create local change. The list goes on and on...

Once again, thank you for your support of Great Rivers United Way. In 2024, GRUW is going to continue to talk about the all-around impact we make. Thank you for listening.



Mary Kay Wolf
Executive Director
Great Rivers United Way



BOARD OF DIRECTORS

CHAIR

Julie Reynertson
Optum Serve

VICE CHAIR

Isaac Zickert
Inland Packaging

PAST CHAIR

Randy Nelson
Community Volunteer

TREASURER & CHAIR, FINANCE COMMITTEE

Amy Hackbarth
Inland Packaging

CHAIR, COMPASS COMMITTEE

Kayleigh Day
American Lung Association

CHAIR, FUND DISTRIBUTION STEERING COMMITTEE

Angela Newman
Kwik Trip

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

Holly Blanchard
Trane Technologies

AT-LARGE BOARD MEMBERS

Todd Antony
School District of Onalaska

Jerry Arndt
Community Volunteer

Holly Blanchard
Trane Technologies

Carolyn Colleen Bostrack, Ph.D., MBA
*Acton Academy Midwest
FIERCE Network*

Julie Christensen
Western Technical College

Andrew Fjerstad
Organic Valley

Andrea Hauser
Gundersen Health System

Brenda Leahy
University of Wisconsin-La Crosse

Josh Oeltjen
Community Volunteer

Tonya Wagner
Viterbo University

Brad Weber
Mayo Clinic Health System

Nick West
Gillette Pepsi La Crosse

CAMPAIGN CO-CHAIRS

Chuck & LuAnn Roth

2023-24 CAMPAIGN

Dear GRUW Community,

It was truly an honor to serve as your 2023-24 Campaign Co-Chairs for Great Rivers United Way. We had the opportunity to see up-close and firsthand how effectively and efficiently GRUW operates, from our staff and board to our agency partners and supporters. Our experience over the past year reinforced our belief in United Way and the critically important role it plays in our community.

As we wrap up our duties, we want to extend our sincere thanks to all of you for being an important part of our GRUW Community.

To all past campaign chairs, thank you for your service over the years. We were standing on your shoulders throughout 2023.

Thank you to the staff for carrying out the mission of Great Rivers United Way with passion and commitment, for identifying our community needs, and directing resources towards services that can address those needs.

To the Board of Directors, for your leadership and for providing your guidance and expertise to our staff and for always keeping your hands on the rudder of our organization.

To our partner agencies, for providing the valuable services to those in need in our community.

And to all GRUW supporters, for your time and treasure, for making such a difference in our community, for making the positive impact of United Way work for the benefit of so many.

We believe that a healthy, vibrant community needs a United Way. Our community is stronger because of United Way, and our United Way is stronger because of all of you.

Every Donor, Every Dollar, Every One Counts!

Thank you,

Chuck Roth LuAnn Roth

Chuck & LuAnn Roth
2023-24 Campaign Co-Chairs
Great Rivers United Way





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 area school districts.

Currently, 36 trained Read to Success tutors are working with 70 third graders in 12 school buildings. Tutors meet weekly with students to focus extra time and attention on reading.

Studies show that when students are behind in 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.

If you consider one hour of tutoring weekly for eight months, this program equates to more than \$20,000 going back into our community, assuming an hourly rate of \$20/hour for tutoring services.





STRATEGIC OBJECTIVE #1

DOLLY PARTON'S IMAGINATION LIBRARY

Great Rivers United Way offers early childhood program Dolly Parton's Imagination Library to families living in Crawford and Grant counties. Imagination Library 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 every month.

In 2023, 5,311 books were mailed to 484 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 FOOD DRIVES

Great Rivers United Way was instrumental in the success of two food drives in 2023.

The Letter Carriers' Food Drive was back in 2023 after a two-year hiatus. GRUW helped with promotion and volunteer recruitment for the event, which collected close to 38,000 pounds of food and hygiene items.

GRUW's partnership with Rotary Lights La Crosse continued in 2023. GRUW leveraged its local business connections to organize out-of-park community food drives at:

- 32 business partners
- 55 collection sites

These efforts, when combined with the food collected in Riverside Park, resulted in a total of 351,482 items. This brings Rotary Lights' 29 year total to 5,482,156 items!

Community
**FOOD
DRIVE**





STRATEGIC OBJECTIVE #3
**SUPPORT A HEALTHY AND
SOCIALY-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

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, 2023 has been another year of significant growth as work continued in La Crosse, while also expanding in Jackson, Monroe, and Crawford counties.

The Pathways Community HUB model has allowed us to provide significant infrastructure and sustainability support for CHW programs in partnership with us. In 2023, CHW partners earned a total of \$341,868.40 in reimbursements through the model. That amount was split between the four counties Great Rivers HUB serves, with La Crosse County receiving \$248,068.40 and a total of \$93,800 going to our rural counties (Jackson, Monroe, and Crawford). This doesn't include the grant dollars Great Rivers HUB provided to partners to support the start up of CHW positions as well.

This year, Great Rivers HUB has also become one of three validated CHW Core Competency trainers within the State of Wisconsin. The training we provide is focused on following the national standard for CHW Core Competencies and is not specific to the HUB model. We have had CHWs from across the region, both HUB and non-HUB partners participate. We are excited to play this role as validated and standardized trainings are crucial to the expansion of the CHW workforce Statewide. In addition to these larger initiatives, Great Rivers HUB has continued to see success within our various programs which are outlined in the Great Rivers HUB 2023 Impact Report.

In 2023, CHWs helped:

- House 53 individuals
- 18 individuals find and maintain employment
- Establish Mental Health care for 19 individuals
- Provided 1,298 one on one health education sessions
- Support 19 mothers to have a healthy birth
- 45 individuals establish a primary care provider
- Navigate services to address 1,869 basic needs





CHW Core Competency Training

Great Rivers HUB is partnered with United Way of Wisconsin on a 3-year HRSA grant to enhance the CHW Workforce in Wisconsin. While there are several objectives, one of the initial focuses was to validate CHW Core Competency trainings for the state. Prior to this funding and collaboration, there was no training standard for the workforce. United Way of Wisconsin took the initiative to validate the CHW Core Competency training in line with the national C3 Core Competency standards. In 2023, Great Rivers HUB, Milwaukee AHEC, and UniteWI all became validated training locations.

In 2023, Great Rivers HUB trained a total of 27 individuals in CHW Core Competency training. Those trained represented five counties: Jackson, La Crosse, Monroe, Sauk, Crawford, and Vernon. Ages ranged from 18-58, and 18 were from rural backgrounds.

"Since having a training to become a CHW I learned that it's not just a position at a job, it's a lifestyle. Working for as a CHW I strive on character building and learning so I can be able to be very resourceful for people in our communities. This position is not only build bridges within our community, it's building positive people for the community. Offering all of the trainings and continued education courses for us CHWs builds powerful characteristics and skills and I'm proud to be able to say I'm a CHW and apart of a team of people who are working so hard to strengthen our communities and our clients."

"I found the training to be all encompassing. I specifically found great value when the class role played our style of elevator pitch and motivational interviewing. The facilitators came well prepared and kept the class engaged and encouraged us to ask questions and to collaborate with our cohort."

Great Rivers HUB aims to expand its engagement to additional counties to support CHW Core Competency training and is expecting to train another 30 CHWs in 2024. These efforts are not just building a skilled workforce but supporting positive change for our communities.

If you're interested in learning more about training, apprenticeship, or other support for CHW advancement, contact Workforce Development Manager Aron Newberry at anewberry@grwu.org.

STRATEGIC OBJECTIVE #3



Fostering positive mental health by building social and emotional skills can improve overall health, reduce risky behaviors such as alcohol and substance use, improve academic and career success, and enhance social connectedness.

Better Together has been funded since 2016 by the Advancing a Healthier Wisconsin Endowment to focus on youth mental health in La Crosse County. Working together with youth serving agencies, school districts, and the community, Better Together has focused on three strategies to reduce the number of middle and high school aged youth at-risk of mental health challenges – they are:

1. Increase mental health literacy, resilience skills and positive social connectedness among youth ages 12-18.
2. Build the capacity of adults to support youth who are at risk of mental health challenges.
3. Increase knowledge and awareness of youth and family needs through data and information sharing and improved communication across agencies that support youth.

Better Together kicked off 2023 by publishing and disseminating the county-level Youth Risk Behavior Survey Report and summary of data trends to highlight risks and protective factors for youth health. This data is accessible to the public on the Better Together website.

Throughout the year, Better Together developed and shared educational tools to facilitate resilience skill building and positive coping among youth. We made it easier for schools and youth serving agencies to increase their mental health literacy content in the classroom and the playground. We raised awareness of the impact and risks of social media to youth mental health and worked with our partners to share facts and strategies to help families mitigate the negative impact social media can have on healthy sleep habits, physical activity, and self-esteem.

We continued to provide training opportunities for educators, youth serving staff, caregivers, professionals, and pre-service educators to increase support skills and knowledge about mental health, the impact of trauma, Adverse Childhood Experiences, and discrimination.

Better Together also partnered with the library system throughout the region to raise awareness of the impact of childhood trauma through collaborative programming and the regional read of *What Happened to You? Conversations on Trauma, Resilience and Healing* by Dr. Bruce Perry and Oprah Winfrey.

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

EVENT SPONSORS

Altra Federal Credit Union
Coulee Bank
Financial Planning Services of La Crosse
Gillette Pepsi La Crosse
Home Federal Savings Bank
Klauke Investments & Insurance Services
Mayo Clinic Health System
Merchants Bank
Metre
Trane Technologies
Trust Point
Wieser Brothers General Contractors

IN-KIND DONATIONS

Bimbo Bakeries
Dairyland Power Cooperative
Magnum Media Group
Mid-West Family Broadcasting
Rotary Lights
Verve, A Credit Union
The Weber Group
WXOW 19

CORPORATE PARTNERS

CORPORATE & EMPLOYEE GIVING

| COMPANY NAME | CORPORATE GIFT | EMPLOYEE GIVING |
|---|----------------|-----------------|
| 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 |
| 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 |
| Bridges United Methodist Church | X | |
| Brightspeed | | X |
| Burlington Northern, Inc. | X | |
| Central Animal Hospital | X | |
| Century Fence | X | |
| Century Foods | | X |
| Chances R | X | |
| Citizens State Bank | X | X |
| City of La Crosse | | X |
| Clason Buick-GMC | | X |
| Coney Island Station | X | |
| Consumer Credit Counseling Service of La Crosse | | X |
| Copeland Park & Events Center | X | |
| Coulee Bank | X | X |
| Coulecap, Inc. | | X |
| D.M. Harris Law Office | | X |
| Dairyland Power Cooperative | X | X |
| Dakota Supply Group | X | X |
| Davy Engineering Co., Inc. | X | X |
| Design Photography | | X |
| DigiCOPY | X | X |
| EO Johnson Business Technologies | X | X |
| Edward Jones & Company | | X |

| COMPANY NAME | CORPORATE GIFT | EMPLOYEE GIVING |
|--|----------------|-----------------|
| Engelson & Associates, Ltd. | X | X |
| Families First of Monroe County | | X |
| Family & Children's Center | | X |
| Family Medical Supply & CPAP Store | X | |
| Festival Foods | X | X |
| Financial Planning Services of La Crosse | X | |
| Fleis Insurance Agency, Inc. | | X |
| Fowler & Hammer, Inc. | | X |
| Gillette Pepsi La Crosse | | X |
| 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 |
| Gundersen Health System | X | X |
| Gundersen Tri-State Ambulance | | X |
| Hale, Skemp, Hanson, Skemp & Sleik | | X |
| Hawkins Ash CPAs | | X |
| Hilltopper Refuse & Recycling Service | | X |
| Holmen Business Association | X | |
| Home Federal Savings Bank | | X |
| HSR Associates, Inc. | X | |
| Hydrite Chemical Company | X | |
| Illinois Tool Works (ITW) | X | X |
| Inland Packaging | X | X |
| Johns, Flaherty & Collins | | X |
| JRM CPAs | | 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 Loggers Baseball | X | |
| La Crosse Memorials, Inc. | X | |
| La Crosse Truck Center, Inc. | X | X |
| Lawyers At Work, LLC | | X |
| Leithold Music | X | |

CORPORATE PARTNERS

CORPORATE & EMPLOYEE GIVING

| COMPANY NAME | CORPORATE GIFT | EMPLOYEE GIVING |
|---|----------------|-----------------|
| Martino Studios | X | |
| Mayo Clinic Health System | X | X |
| Mcloone Metal Graphics, Inc. | | X |
| Merchants Bank - La Crescent | X | X |
| Merchants Bank - Onalaska | X | X |
| Mid-West Family La Crosse | X | X |
| Midwest Natural Gas | X | |
| Midwest TV & Appliance | X | |
| Milk Specialties | 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 |
| Orgel Wealth Management | X | |
| Pat's Insurance Agency | X | |
| Prairie du Chien Lion's Club | X | |
| Reed Music Studios | X | |
| River States Truck & Trailer, Inc. | X | X |
| Robert W. Baird & Co., Inc. | X | |
| Ron Hammes Refrigeration | X | |
| Royal Credit Union | X | |
| RPM Automotive | X | |
| RSM US LLP | | X |
| Rudy's Bar | X | |
| Scenic Bluffs Community Health Centers | | 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 | |
| The Parenting Place | | X |

| COMPANY NAME | CORPORATE GIFT | EMPLOYEE GIVING |
|--|----------------|-----------------|
| The Toro Company | X | X |
| The Weber Group | X | X |
| Three Rivers Technologies | X | |
| Tom Niebeling Landscaping LLC | X | |
| Tomah Health | | X |
| Tostrud & Temp CPAs | | X |
| Trane Technologies | | X |
| Tri-County Memorial Hospital | | X |
| Trust Point, Inc. | X | X |
| University of Wisconsin-La Crosse | | X |
| US Bank | X | |
| Vendi Advertising | | 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 Economic Opportunity Council | | X |
| Western Technical College | | X |
| Willow & Ivy Design | X | |
| Wipfli LLP | | X |
| WKBT - TV | | X |
| WXOW 19 | X | X |
| Xcel Energy | X | 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.

Binsfeld Family Fund
Gail K. Cleary
Kristine Cleary & Peter Coffey
Sandra Cleary
Joe & Tracy Endrizzi
Mark Glendenning & Margie Webster
Mike & Sue Klauke
John Lyche
Scott & Mary Rathgaber
Chuck & LuAnn Roth
Dave & Barb Skogen
Don & Roxie Weber

9 members who 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

LEADERSHIP GIVING CIRCLES

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

Dave Edmonds
Herb Kohl Philanthropies
Paul & Nancy Mueller
Brent & Lisa Ridge
David & Laura Wagner

5 members who wishes to remain anonymous

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

Jerry & Marilyn Arndt
Bill & Dorie Beres
Ronald & Janet Chaney
Kym & Tom Culp
Rick & Julie Diermeier
Jim Fowler
Anita Froegel
Brad Glendenning
Trent & Kerrie Glendenning
Chris & Julie Haas
Bryan & Amanda Hoefling
Will Hutchens
Ron & Debbie Johnson
Dr. David L. & Sacia B. Morris Fund
Rob & Deb Palmberg
David & Denise Ring
Angela & Kevin Strangman
Andrew & Linda Temte
Paul & Judy Ulland

9 members who wish to remain anonymous

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

Terry & Julie Bartels
Scott & Stephanie Bassuener
Kim & Scott Bauer
Kurt Baumgarten
Bill & Cindy Berg
Ron & Jennifer Black
Holly Blanchard & Tom Fitzpatrick
David Bleidorn
Larry & Elaine Bodin
David & Teri Booth
Tom & Jan Brock
Jeremy Browning
Bob Clark
John & Lisa Conzemius
Brian Cossette
June & Larry Daellenbach
Michael & Joyce Davy
Daniel & Rebecca Deetz
Pastor Ted & Marilyn Dewald
Tim & Sue Durtsche
Joseph & Cheryl Dutton

David & Lina Fanning
Bill & April Farrell
Dennis & Lauri Ford
Ron & Jeanne Franz
Dawn Fread
K.B. Galioto
Larry & Nancy Goodlund
Wade & Amy Hackbarth
Chuck & Cheryl Hanson
Dawn & Brian Harris
Kim Hawthorne
Chad & Tamera Hill Family
Chris Hofland
Scott & Sue Horne
Peter & Susan Hughes
Sarah Hughes
Mary & Keith Isaacs
Lee & Kent Johnson
Jim Killoran & Mary Morris
Jane Klekamp & Keith Belzer
Tim & Jennie Kolek
Brian & Sara Koopman
Timothy Kotnour
David & Terry Lee
Paul & Barb Leehey
Abe Leis
A.J. & Marv Leisso
Erick Maki
John & Maggie McHugh
Sally Miner
Mr. & Mrs. Fred Monk
Betsy Morgan
Chrystal Morgan
David R. Morrison
Chad Mueller
Rebecca & James Naugler
Randy & Lynn Nelson
Angela Newman
Mike & Deb Nickel
Ben Porath
Theresa Reed
Brian & Karen Rude
Paul & Karen Sampson
Gary & Susan Schettle
Daniel Schraith
Julie Schultz & Nikki Sobotta
Linda Sherwood
Donald & Darcy Skibba
Tom & Judy Sleik
Mark & Carol Solyst
Lori & Fred Spademan
Indy Spindler
Jesse & Sara Storandt
The Stuhr Family
Robin & Stephanie Swartz
William & Louise Temte
Steve Thicke
Andy & Beth Thomes

Amy Thornton
Brian & Kari Treadway
Dennis Vogel
Ryan & Erin Waldhart
Mary Jo & Shawn Werner
Steve & Stephanie Whitford
Rachel Wilson
Andrew & Libby Winga
John & Sally Young
Mark & Deb Daehn Zellmer
Joe Zoellner

52 members wish to remain anonymous

AMETHYST CIRCLE | \$750-999

Megan DeVore & Dan Ryan
John & Kate Dunnum
Bryan & Stacy Erdmann
Marty & Jane Frank
Sue & Fred Heuer
Mike & Tami Hutson
Deb & Joe Mirasola
The Tom & Lori Nigon Charity
Virgil Parcels
Angela Puent
Julie & Scott Reynertson
Steve & Beth Schauer
Jack & Marti Schwem Impact Fund
Brian Shawley & Elizabeth Evans
Dick & Pat Spencer
Pamela & Richard Strauss
Brad & Lynn Sturm
Ron & Theresa Wessels
Mary Kay & Matt Wolf

18 members wish to remain anonymous

SAPPHIRE CIRCLE | \$500-749

Mary A. Anderson
Margaret K. Anderson
Doug Andrus
Todd Antony
Nancy K. Arens
Ezana Azene
Gerald & Betty Baldner
Isaiah Beard
Sheryl & John Beck
Cory & Tonya Berget
Tom & Laurie Berkedal Family Fund
Richard & Catherine Beyers
Paul & Barb Bjornstad
Blum Family
Jessica & Michael Boland
Dr. Mike & Mary Bottcher...

Continued on next page...

LEADERSHIP GIVING CIRCLES

SAPPHIRE CIRCLE | CONT.

Dan & Judy Brady
Hetti Brown & Terry Lilley
Robert & Gretchen Burns
Taje Burrows
Kim Cable
Joe & Charissa Carlson
Supriya Chathadi & Sid Mohan
Cal Christensen
Julie Christensen
Timothy Cox, MD
Sarah DeLacy
DiazGranados-Wayss Family
Jenna Donley
Justin & Katie Drury
Donna Dwyer
Jodi Ehrenberger
Kate & Scott Escher
Mason Fisher
David Flaschberger
Diane & Russ Ford
Brad Foss
Beth & Nathan Franklin
Dirk Gasterland
Chris Gerold
Peter & Amy Grabow
Lise Graham
J.D. Greenwalt
Kimberly Grosse
Eric Hammes
Kim Hardy
Andrea Hauser
Dan & Sarah Havens
Julie & Marlin Helgeson
Anne & Arick Hendrickson
Jan & Charlie Henry
Kristy Herlitzka
Whitey & Linda Hoehn
Jodie Holdorf
Rhonda Heun & Hilary Bingol
Jay & Dawn Jaehnke
Jeff & Pam Jensen
Jeff Kessler
Ed & Ann Keuper
Patrick & Karen Finneman Killinger
Joe & Barb Kruse
Tammy Larson
Brenda Leahy & Michael Slevin
Sandy Littlejohn
Thomas Londergan
Dominique & Dustin Luecke
Dana Mason
Dick & Sandy McCormick
Cindy McDonald
Tim & Kristi Medinger
Meyer Kids
Brian & Joyce Mlsna

Heather Monk
Jessica Mueller
Becky Murphy
Sarah Naik
Matt & Patti Nigbur
Brent Nolte
Mark Norton & Virginia Dines
David & Carolyn Norenberg
Kate Parker & Justin McKnight
Brad & Sue Price
Eric Prise
Dana & Jonella Rademacher
Dick Record
Kari Reyburn
Mark & Liz Ringstrom
Barbara Roberts
Cameron & Carlene Roberts
Todd & Jill Rodeberg
Jen Rombalski
Wade & Julie Rudolph
David & Nancy Russell
Sally Ruud
Shawn & Emily Sackman
Heather Schimmers
Janice Schlesinger
Joannie Schmidt
Terry Schoonover
Jeannette Schreier
Ken & Deb Schultz
Quinn Seston
Chris & Jen Shilling
Christy Short
Tricia Sime
Deb Simon
Matt Sloan
Preston & Sandra Smeltzer
Stefanie Sonsalla
Sandy & Vince Steele
The Strong Family
Ryan & Kim Sullivan
Mike & Robyn Tanke
Mike & Jennifer Thompson
Roger Thornton & Dyanne Brudos
Jonathan Trapp
Dan & Kim Valiquette
Lisa Veglahn
Treena Viner
Andy & Calison Weiss
Ed Wenzel
Jodi Widuch
Tim & Molly Willenbring
Ben & Kimberly Williams
Patrick & Karen Wolfe
Karl Wrobel
Gordon Zeng & Mary Zhu
Isaac & Nicole Zickert
Zimmer Family

Laura & Nate Zitelman
103 members wish to remain anonymous

TRIBUTES & MEMORIALS

In honor of Alex Lueck
Jerry & Ruth Berns
Dave & Teri Booth

In honor of Andy Temte
Holmen Business Association

In memory of Margeen Mau
Dave & Teri Booth

In honor of Merchants Bank
Dave & Teri Booth
Tonya Wagner

In honor of Nancy Opland
Dave & Teri Booth

In honor of Rob Palmberg
Dave & Teri Booth
Paul & Karen Sampson

In honor of Rotary Lights
Dave & Teri Booth
John Lyche
Ron Hammes Refrigeration, Inc.
Pat & Joanne Stephens
Nick & Nikki West

In memory of Beverly Jacobs
Kimberly Herman

In memory of Krista Beron
Angie Hemker

In honor of David Andersen
Dayna Baldwin

In memory of Steve Beilke
Stephanie Andersen

In memory of Lavina Worman
Julie Ingram

In memory of Michael Banashak
Elizabeth Carrie-Banashak

VOLUNTEERS

BOARD OF DIRECTORS

Todd Antony
Jerry Arndt
Kim Bauer
Holly Blanchard
Donna Bossman
Carolyn Colleen Bostrack, Ph.D., MBA
Julie Christensen
Kayleigh Day
Bryan Erdman
Andrew Fjerstad
Amy Hackbarth
Andrea Hauser
Tara M. Johnson
Mike Klauke
Chief Shawn Kudron
Brenda Leahy
Alex Lueck
Betsy Morgan
Randy Nelson
Angela Newman
Josh Oeltjen
Rob Palmberg
Julie Reynertson
Bobbi Schoh
Margarita Van Nuland
Tonya Wagner
Brad Weber
Nick West
Isaac Zickert

COMMITTEES OF THE BOARD

NOMINATING COMMITTEE

Randy Nelson
Julie Reynertson
Isaac Zickert

COMPASS STEERING COMMITTEE

Bri Ceaser
Krista Coey Bernau
Jennifer Comeau
Kayleigh Day
Mickey Ganschow
Sarah Havens
Dan Howard
Rachel King
Amy Kleiber
Ellie J. Kuehl
Eryn Leahy
Brie Lentz
Sydney Nierman
Emily Olson
Joni Olson
Heidi Odegaard
Nichole Pierce
Laura Reutlinger
Abravi Sadji
Whitney Sanjari
Ashley Schlicht
Labecca Schott
Hannah Shimanek
Cindy Shireman
Dyllan Smith
Katlyn Smith
Shelly Teadt
Curt Teff
Cora Vercellotti
Jamie Weaver
Amanda Westphal
Susan Zimmerman

FINANCE COMMITTEE

Kelly Bauer
Ted Eisenbacher
Bryan Erdman
Amy Hackbarth
Wade Hackbarth
Ed Jaekel
Jeff Jensen
Tara M. Johnson
Bobbi Schoh
David Wagner

FUND DISTRIBUTION STEERING COMMITTEE

Carolyn Flock
Brad Goetz
Sarah Havens
Jon Klock
Alex Lueck
Angela Newman
Bill O'Driscoll
Rob Palmberg
Julie Reynertson
Kim Valiquette
Tonya Wagner
Megan Weibel

HUMAN RESOURCES COMMITTEE

Kim Bauer
Amy Callahan
David Christensen
Sue Horne
Jill Taylor
Margarita Van Nuland

MARKETING & FUND DEVELOPMENT COMMITTEE

Julie Christensen
Scott Falkenberg
Julie Haas
Barb Janett
Mike Klauke
Nicole Pierce
Nick Seiler
Wayne Shaker
Sandy Steele

STRATEGIC PLANNING COMMITTEE

Holly Blanchard
Carolyn Colleen Bostrack, Ph.D., MBA
Andrew Fjerstad
Josh Oeltjen
Wayne Shaker
Nick West
Isaac Zickert

VOLUNTEERS

EMPLOYEE CAMPAIGN COORDINATORS

Todd Antony
Sander Barrett
Amy Bauer
Crystal Becker
Gwendolyn Benish
Jenn Bjornstad-Helgerson
Holly Blanchard
Jessica Boland
Tiffany Brenengen
Tami Chafer
Julie Christensen
Sara Connor
Aaron Curtis
Carey Denzer
Kate Dunnum
Donette Dwyer
Dave Edmonds
Kelly Edmondson
Kelly Fabian
Thomas Foster
Shaylyn Franke
Kelly Galvan
Anouk Goreta
Julie Haas
Kelly Haefs
Elizabeth Heiman
Natasha Helsper
Anne Hendrickson
Kori Hillestad
Sue Horne
Megan Howard
Wyatt Jones
Kevin Knerzer
Carolyn Knobloch
Chuck Lacasse
Shelly LaPlount
Megan Lavery
Alex Lueck
Lisa Matile
Karlene Mellem
Rachel Munger
Jamie Mysliwicz
Erin Nilsestuen
Kristy Novak
Kerri Nygaard
Abby Ocello
Ellen Olson
Rick Olson
Carri O'Melia
Eric Prise
Angie Puente
Sarah Schlegel

Kelly Strangstalien
Kara Strupp
Kendra Thiede Hundt
Brandy Thomas
Rene Vande-Zande
Emily Weaver
Megan Weibel
Emily Wershofen
Andy Winga
Theresa Wopat
Greg Zinn-Wirtz

CAMPAIGN VIDEOS

Julie Bartels
Jake Erickson
Beth Franklin
Nathan Franklin
Mike Klauke
Tim Kolek
Barb Kruse
Joe Kruse
Carla Lundeen
John Lyche
Jeanne Meyer
Brent Ridge
Chuck Roth
LuAnn Roth
Andy Temte
Linda Temte
Erin Waldhart
Don Weber
Jodi Widuch
Kimberly Williams
WXOW 19
Tita Yutuc

DAY OF CARING

Brittany Anderson
Kristi Arenz
Janell Auger
Dean Barak
Peter Bassett
Kim Bauer
Kelly Bauer
Tammy Bentzen
Dana Bolwerk
Emma Booth
Bethany Bornheimer
Aaron Boyer
Kate Brevik
Gretchen Caron
Jason Caron
Jennifer Charipar

Pamela Clifford
Elizabeth Cline
Amber Coe
Suzi Coleman
Jorge Cubas
Ally Cullen
Courtney Cuta
Danielle Deml
Carey Denzer
Mark Dickson
Kate Dunnum
Dave Edmonds
Kristin Espelien
Nic Filla
Lucas Fink
Keith Fleming
Kellie Flisram
Jill Freng
Kelly Galvan
Brendan Gargaro
Madeline Geszvain
Stefanie Gigowski
Jamie Gilbertson
Nicolet Gilbertson
Tyler Glasel
Kimberly Goode
Peter Grabow
Jacque Gschwind
Chris Haas
Julie Haas
Kristina Hanson
Alison Harper
Ed Harwick
Hope Hayes
Kimberly Helgerson
Maria Hellwig
Ceilia Hewines
Jason Hollerman
Karen Horstman
Nikki Howe
Nicole Jelen
Melissa Johnson
Mathew Jostad
Carissa Jochen
Brian Kalvelage
Beth Kammer
Julie Kaphingst
Regan Kelemen
Brian Kerr
Jenna Kindschy
Josh Kinstler
Sarah Kinstler
Derrick Knight
Carolyn Knobloch
Continued on next page...

VOLUNTEERS

DAY OF CARING CONT.

Debby Korn
Kelly Kroner
Jayda Lamprich
Jeremy Lazer
Kirstie Lechelt
Tabetha Little
Jennifer Livingston-Thompson
Amy Lyga
Nikki Mades
Terri Martinson
Curt McCluskey
Matthew McLean
Ellie Meyer
Kimberly Meyer
Pam Miller
Tara Miller
Liz Missiaen
Amanda Moe Peterson
Joan Mulrine
Ted Mutzner
Jamie Mysliwicz
Angela Newman
Kelsey Newman
Abby Ocello
Heidi Odegaard
Tim Oliver
Briana Olson
Asia Parkhurst
Laurie Parsons
Julia Patek
Bethany Peterzell
Todd Phillips
Sam Przywojski
Sandi Reichert
Nate Reiman
David Reinke
Lisa Renstrom
Joe Riemer
Rich Ristow
Carri Roberts
Emily Rogge
Shana Ruiz
Rachel Sackett
Ashley Santolin
Steve Schauer
Chris Schlegel
Karrie Schuldt
Lisa Schultz
Gail See
Nick Seiler
Kelsey Sen
Jeff Sexton
Angie Shimshak
Cynthia Shireman

Carolyn Simenson
Elisi Smith-Waller
Jen Snook
Willie Spindler
Michelle Stair
Lynn Stampka
Laura Steigerwald
Holly Stigen
Steven Stoczynski
Rochelle Stoltz
Kevin Strangman
Kelly Strangstalien
Brittany Stuttgen
Paula Tart
Guy Thill
Andy Thomes
Cassandra Thompson
Mike Thompson
Mindy Thurin
Amy Tischler
Brian Treadway
Sue Vang
Kevin Voight
Yer Vue
Molly Walleser
Kate Walz
Megan Weibel
Kate Weis
Melissa Wells
Ryan Wiese
Chris Williams
Sue Wrobel
Alisha Zarwell
Isaac Zickert

EMERGENCY FOOD & SHELTER PROGRAM

Theresa Burns-Gilbert
Amy Felber
Major Alan Hellstrom
Kyle Kriegl
John McCue
Shannon Parker
Brian Sampson
Lindsey Schwarz-Nichols
Maureen Sullivan
Lee Walraven
Pastor Phil Waselik

LETTER CARRIERS' FOOD DRIVE

Todd Antony
Holly Blanchard

Karla Bright
Felicia Brook
Melanie Cary
Derek Clark
Liz Evans
Tom Fitzpatrick
Amy Gerdts
Laurie Jaszewski
Lily Johnson
Michael Johnson
Kim Kerska
John Knudson
Sue Knudson
Anna Kramer
Tyler Kramer
Kirstie Lechelt
Aileen Ledesma
Jillian McGrath
Nicholas McGrath
Tim Medinger
Amanda Moe Peterson
Angela Newman
Andrew Oliver
Brooke Pataska
Harrison Pataska
Steven Pataska
Kelsey Sen
Brian Shawley
Brandi Slosser
Ryan Slosser
Kevin Strangman
Mary Kay Wolf
Pat Wuttke

READ TO SUCCESS

Laura Arndt
Julie Augedahl
Katelyn Becker
Peyton Bentley
Julie Berg
Vicki Brokaw
Julie Burns
Barb Buros
Madeline Chapman
Jeane Coerper
Claire Davis
Barb Engh
Michael Feuerhelm
Nancy Fisher
Ian Forsythe
Ellen Frantz
Barb Helgeson
Continued on next page...

VOLUNTEERS

READ TO SUCCESS CONT.

Brent Helgeson
Jane Henricks
Jodi Hilleshiem
Charlene Holler
Kathy Houlihan
Linda Jennewine
Amber Johnson
Lori Jungck
Sally Kelsall
Ann Kiel
Maureen Kinney
Carol Knox
Pat Kohner
Elise Lunden
Brianna Mikla
Steve Minnema
Susan Mutzner
Elle Myer
Kay Nelson
Cheri Niedzwiecki
Joanne Nordeen
David Palm
Lynn Passot
Kari Ranallo
Lynda Schaller
Darci Thoun
Pat Turner
Brianna Varsho
Karen Wallerer
Alex Wasieleski
Becky Winter-Schaller

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 we can correct the issue.

FINANCIALS

GREAT RIVERS UNITED WAY AUDITED STATEMENT OF FINANCIAL POSITION

As of December 31, 2022

| | 2022 | 2021 |
|---|--------------------|--------------------|
| ASSETS | | |
| Cash & Investments | \$1,679,638 | \$1,709,642 |
| Net Pledges Receivable | 565,909 | 795,984 |
| Prepaid Expenses | 19,785 | 22,025 |
| Net Building & Equipment | 396,975 | 383,595 |
| Other Assets – limited use cash equivalents | 678,642 | 379,210 |
| TOTAL ASSETS | \$3,340,949 | \$3,290,456 |
| LIABILITIES | | |
| Agency Allocations/Designations Payable | 974,035 | 1,024,617 |
| Accounts Payable | 35,936 | 6,077 |
| Accrued Liabilities | 30,497 | 26,946 |
| TOTAL LIABILITIES | 1,040,468 | 1,057,640 |
| NET ASSETS | | |
| Net assets without donor restrictions | | |
| Unappropriated | 248,422 | 259,876 |
| Board-designated | 73,216 | 73,216 |
| Board-appropriated | 1,104,742 | 1,093,271 |
| Net assets with donor restrictions | 854,101 | 806,453 |
| TOTAL NET ASSETS | 2,280,481 | 2,232,816 |
| TOTAL LIABILITIES & NET ASSETS | \$3,320,949 | \$3,290,456 |

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

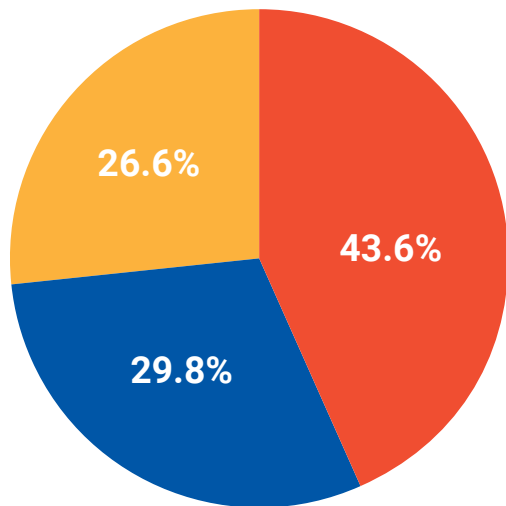
GREAT RIVERS UNITED WAY
AUDITED STATEMENT OF ACTIVITIES

2022

| | 2022 | 2022 | Totals | |
|---|--------------------|------------------------|--------------------|--------------------|
| | Unrestricted | Temporarily Restricted | 2022 | 2021 |
| PUBLIC SUPPORT & REVENUE | | | | |
| Gross campaign results 2021 | \$0 | \$0 | \$0 | \$64,554 |
| Gross campaign results 2022 | 121,015 | | 121,015 | 64,554 |
| Less allowance for uncollectible | | | - | - |
| Less donor designations | | | - | - |
| Gross campaign results 2022 | | 1,144,653 | 1,144,653 | 1,533,486 |
| Less allowance for uncollectible | | (83,300) | (83,300) | (91,500) |
| Less donor designations | | (14,881) | (14,881) | (27,521) |
| Total gross campaign results released from restrictions | 871,013 | (871,013) | - | - |
| Net campaign revenue | 992,028 | 175,459 | 1,167,487 | 1,479,019 |
| Better Together Project | 62,813 | - | 62,813 | 62,813 |
| Great Rivers HUB | - | 755,618 | 755,618 | 755,618 |
| Emergency Response Income | - | - | - | - |
| Dolly Parton's Imagination Library | - | 25 | 25 | 6,921 |
| Read to Success | - | 13,136 | 13,136 | 3,879 |
| HealthConnect | - | 24,920 | 24,920 | - |
| Compass | - | 23,438 | 23,438 | 23,438 |
| Bequests | 139,400 | - | 139,400 | 9,208 |
| Designations from other United Ways | 11,115 | - | 11,115 | 8,074 |
| Service fees | 649 | - | 649 | 653 |
| Interest income | 4,067 | - | 4,067 | 3,917 |
| Rent income | 24,853 | - | 24,853 | 23,541 |
| Other income | 3,043 | - | 3,043 | 5,301 |
| Net assets released from restrictions | 1,089,774 | (1,089,774) | - | - |
| TOTAL PUBLIC SUPPORT & REVENUE | 2,327,742 | (97,178) | 2,230,564 | 2,382,382 |
| EXPENSES | | | | |
| Program services | | | | |
| Agency allocations | 933,171 | - | 933,171 | 1,025,270 |
| Less Donor agency designations | (14,881) | - | (14,881) | (27,521) |
| Special Agency Allocations | 71,965 | - | 71,965 | 73,078 |
| Emergency Response allocations | - | - | - | 14,376 |
| Great Rivers HUB | 625,557 | - | 625,557 | 656,149 |
| Better Together Project | 133,588 | - | 133,588 | 81,584 |
| Community problem solving | 147,821 | - | 147,821 | 164,811 |
| Fund distribution | 35,719 | - | 35,719 | 34,659 |
| Volunteer Center | 7,654 | - | 7,654 | 10,502 |
| Labor relations | 1,566 | - | 1,566 | 1,432 |
| Total community building | 1,942,160 | - | 1,942,160 | 2,034,340 |
| Supporting services | | | | |
| Resource development | 309,810 | - | 309,810 | 247,814 |
| Administration & finance | 123,138 | - | 123,138 | 101,356 |
| Total supporting services | 432,948 | - | 432,948 | 349,170 |
| TOTAL EXPENSES | 2,375,108 | - | 2,375,108 | 2,383,510 |
| Increase (decrease) in net assets | 17 | 47,648 | 47,665 | (1,128) |
| NET ASSETS AT JANUARY 1 | 1,426,363 | 806,453 | 2,322,816 | 2,233,944 |
| NET ASSETS AT DECEMBER 31 | \$1,426,380 | \$854,101 | \$2,280,481 | \$2,232,816 |

GRANTS

OVERALL 2023 FUNDING BY STRATEGIC OBJECTIVE



- OBJECTIVE #1** ■ 13 programs | \$263,745
- OBJECTIVE #2** ■ 13 programs | \$235,139
- OBJECTIVE #3** ■ 24 programs | \$385,502

PROGRAM UTILIZATION BY COUNTY

Great Rivers United Way service area and program utilization per most recent data (2022)

| COUNTY | PEOPLE | CONTACTS |
|---------------|--------|----------|
| BUFFALO | 132 | 2,828 |
| HOUSTON | 1,433 | 37,620 |
| LA CROSSE | 50,081 | 597,508 |
| MONROE | 8,950 | 94,391 |
| TREMPEALEAU | 2,336 | 31,865 |
| VERNON | 1,552 | 14,092 |
| OTHER/UNKNOWN | 2,714 | 30,496 |

67,198
local people utilized
United Way funded programs

808,800
times in 2022.



GRANTS BY STRATEGIC OBJECTIVE

| | |
|---|---------------------|
| Strategic Objective #1 | \$263,745.00 |
| Strategic Objective #2 | \$235,139.00 |
| Strategic Objective #3 | \$385,502.00 |
| TOTAL AGENCY GRANTS | \$884,386.00 |
| AGENCY DESIGNATIONS | \$14,881.00 |
| TOTAL AGENCY GRANTS & DESIGNATIONS | \$899,267.00 |

| STRATEGIC OBJECTIVE #1 GRANTS | | |
|---|---|---------------------|
| Big Brothers Big Sisters of the 7 Rivers Region | Supporting & Expanding Services to At-Risk Youth | \$22,750.00 |
| Boy Scouts of America-Gateway Area Council | Cub Scouts Creating Healthy, Connected Families | 13,650.00 |
| Boys & Girls Club of Sparta | Power Hour | 13,895.00 |
| Boys & Girls Clubs of Greater La Crosse | Youth Academic Success | 27,755.00 |
| Boys & Girls Clubs of West Central WI | Project Learn | 19,292.00 |
| Family & Children's Center | Healthy Families | 50,000.00 |
| Family & Children's Center | Host Homes | 5,500.00 |
| Family & Children's Center | Stepping Stones | 10,920.00 |
| Girl Scouts of WI - Badgerland Council | Girl Scout Resilience Initiative | 12,512.00 |
| The Parenting Place | Parent Options Education & Support Program | 41,405.00 |
| YWCA La Crosse | Court Appointed Special Advocates (CASA) for Kids | 16,000.00 |
| YWCA La Crosse | Restorative Justice | 10,235.00 |
| YWCA La Crosse | YWCA Child Center | 19,831.00 |
| | TOTAL | \$263,745.00 |

| STRATEGIC OBJECTIVE #3 GRANTS | | |
|--|--|---------------------|
| American Red Cross Southwest Chapter | Disaster Cycle Services | \$9,100.00 |
| Bluff Country Family Resources | Telephone Crisis Intervention/ Domestic & Sexual Violence Program | 6,500.00 |
| Boys & Girls Clubs of Greater La Crosse | Youth Mental Health Support | 27,755.00 |
| Boys & Girls Clubs of West Central WI | Tools for Health, Resilience, Insight, Vitality & Empowerment (THRIVE) | 16,198.00 |
| Cia Siab, Inc. | Elders Holistic Health Advocacy Program | 24,115.00 |
| Coulee Recovery Center | Crisis Support & Early Intervention | 2,000.00 |
| Coulee Recovery Center | Prevention & Education | 13,830.00 |
| Coulee Recovery Center | Recovery Support & Relapse Prevention | 16,105.00 |
| Couleecap | Food Security & Outreach | 18,655.00 |
| Couleecap | Social Security Outreach, Access & Recovery (SOAR) Program | 7,280.00 |
| Family & Children's Center | Domestic Abuse Project | 2,686.50 |
| Family & Children's Center | Outpatient Counseling | 9,100.00 |
| Family & Children's Center | The Other Door | 9,555.00 |
| Great Rivers 211 | Information & Referral | 60,666.00 |
| Hunger Task Force of La Crosse | Food Recovery Program | 17,101.50 |
| Hunger Task Force of La Crosse | Kane Street Community Garden | 7,280.00 |
| Independent Living Resources | ILR Homeless Prevention & Support Program | 14,560.00 |
| Independent Living Resources | RAVE Recovery Avenue | 5,500.00 |
| La Crescent Area Healthy Community Partnership | Neighbors in Action | 11,375.00 |
| New Horizons Shelter & Outreach Centers | Community-Based Advocacy | 35,000.00 |
| New Horizons Shelter & Outreach Centers | Emergency Shelter | 46,850.00 |
| Scenic Bluffs Community Health Centers | Supportive Pharmacy Services | 7,000.00 |
| Western Dairyland Economic Opportunity Council | Retired & Senior Volunteer Program (RSVP) | 9,100.00 |
| Workforce Connections | DEI Programs | 8,190.00 |
| TOTAL | | \$385,502.00 |

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

