



# UNITED WAY OF NORTHERN OZAUKEE 2017 ANNUAL REPORT





# *our mission*

is to fight for the health, education, and financial stability of every person in all of Ozaukee County.

*We Win by Living United.*



a message  
from the  
board  
president  
and  
executive  
director



Cindy Nierode  
*Board President*



Barbara Bates-Nelson  
*Executive Director*

For more than 67 years United Way of Northern Ozaukee has been on this journey, and we thank you for being a part of our progress. Let's continue to work together with the mutual goal of making Ozaukee County a stronger more caring community.

We worked collectively and diligently with our partner agencies and other organizations in the county to ensure that we drive innovative and impactful solutions to the most complex challenges facing our community.

Through critical conversations and research, we have focused our efforts on helping working families who are struggling to make ends meet, addressing the intensifying needs of an aging population, and protecting and advocating for the most vulnerable amongst us.

We are proud to celebrate our collective achievements with our partners and stakeholders. Our partners, volunteers, and donors are a vital part of United Way. They are the ones who dedicate their time, resources, and talents to bettering the lives of others and the community. The dedication and generosity of our partners make achievements such as:

- Assisting 48% more people who were at risk of becoming homeless
- 95% of parents enrolled in a UWNO funded program reported gaining better parenting skills
- 94% of the children who participated in a United Way-funded Mentoring program reported that the influence of a caring adult helped them focus more on academics and avoid risky behaviors.

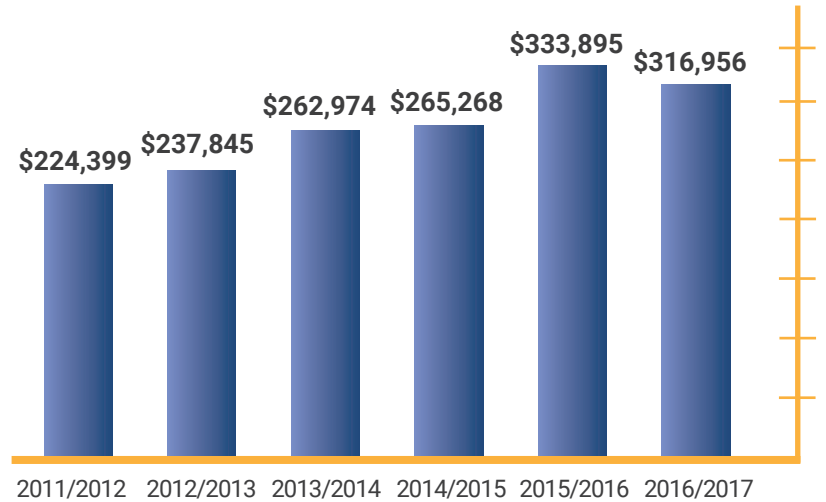
Thank you,

Cindy Nierode and  
Barbara Bates-Nelson

# FINANCIAL PERFORMANCE

The 2016-2017 campaign raised more than \$316,000 due to the unwavering support of donors who make a positive and lasting difference in the lives of people right here in Ozaukee County. We successfully met our fundraising goal through the generosity of more than 89 local companies and organizations participating in the annual campaign and more than 1,000 donors.

## United Way Campaign Trend



### United Way of Northern Ozaukee , Inc. Statement of Financial Position as of March 31, 2017

#### Assets

Cash & Cash Equivalents	\$179,660
Pledge Receivables	\$181,470
Other Assets	-
<b>Total Assets</b>	<b>\$361,130</b>

#### Liabilities & Net Assets

Accrued Liabilities	\$3,856
Allocations and Designations Payable	\$152,250
<b>Total Current Liabilities</b>	<b>\$156,106</b>

#### Net Assets

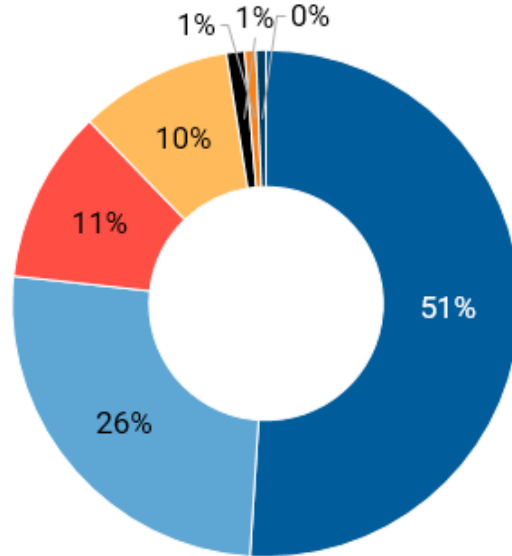
Unrestricted Net Assets	\$205,024
<b>Total Net Assets</b>	<b>\$205,024</b>
	<b>\$361,130</b>

# 2016 CAMPAIGN: KEY CONTRIBUTIONS

We are grateful for our two new workplace campaign partners: D.D. Williamson in Port Washington with their matching corporate donation and Columbia St. Mary's Ascension Systems.

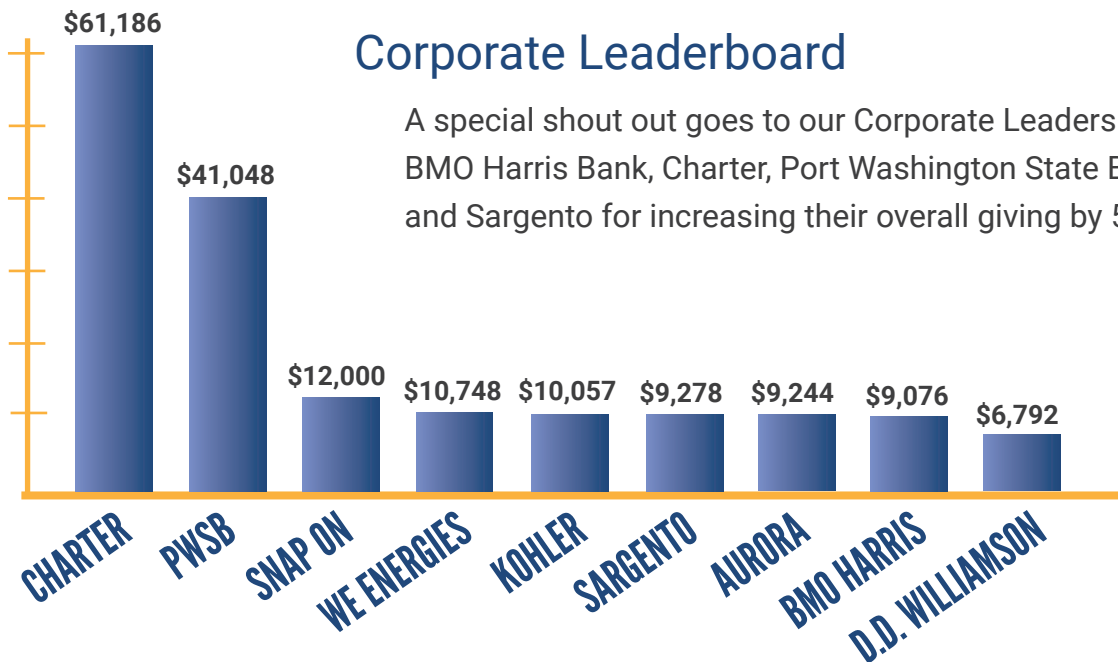
## Source of Donations

- Workplace Campaigns
- Corporate Donations
- Foundations
- Residential and Small Business
- Events
- Service Clubs
- Grants



## Tocqueville Society

Our sincere thanks to Charter and Port Washington State Bank for leading the way through their generous leadership giving.



# ALLOCATIONS AND COMMUNITY IMPACT

## Community Need

## Key 2016 Programs Supported



Education is crucial for improving health, financial stability, and a stronger community. Our community has a need to expand Education, Training, and Literacy support for those in need within the county.

- Youth Development
- Girl Leadership Experience
- Mentoring
- Parents As Teachers (PATS)
- Jail Curriculum & Testing
- Employment Opportunity Services
- Adult Literacy Tutoring



17%\* of Ozaukee County residents are 65+ years old, and growing (15% in 2010\*) - whom will need continued support. Mental Health and Substance Abuse are two of the top emerging health priorities for the county, according to the 2017 Health Rankings Report.

- Child Advocacy & Support
- Supported Living Programs
- COPE Help Line
- Senior Respite Care & Volunteer Training
- Recreational Programs for Families/ Individuals with Disabilities
- Food Distribution
- Anti-Drug/Substance Abuse Support & Prevention



31%\*\* of Ozaukee County residents are at risk of falling into poverty. Food and Income security is a growing problem, and Ozaukee County is not immune.

- Homeless Prevention
- Food Distribution
- Ozaukee Transportation Initiative
- Emergency Vouchers

## Partner Organizations

- Boy Scouts/Girl Scouts
- Big Brothers/Big Sisters
- Ozaukee Family Services
- Ozaukee Co. Jail Literacy
- Portal

## United Way Financial Contribution

\$110,300

## Total Program Impact

Helped train, educate, and support 4,993 Ozaukee Residents.

- Advocates
- Balance
- COPE
- Interfaith Caregivers
- Portal Family Circle
- Starting Point

\$122,500

Helped 19,385 Ozaukee Residents with their mental, emotional, and physical health.

- Advocates
- Family Sharing of Ozaukee
- Interfaith Caregivers
- Salvation Army

\$60,400

Helped provide income security for 22,017 Ozaukee Residents, through food, clothing, transportation, and emergency financial assistance.



# ALICE

---

## ALICE is Asset Limited, Income Constrained, Employed

In 2016, with the ongoing support of generous community members, businesses, and partner organizations, we provided positive outcomes for struggling working families. Look at what we were able to accomplish together.



**\$61,476**

is the annual household survival budget for an average Ozaukee County family of four

**9,000**

families in Ozaukee County are struggling and working, but barely able to afford basic household necessities



**1 IN 20**

individuals received food share in Ozaukee County

**75% OF FAMILIES**

were able to keep their homes after receiving short term rent assistance provided by Homeless Prevention efforts by Advocates of Ozaukee, United Way of Northern Ozaukee and additional nonprofit partners.



# 97%

of Match Me Youth Development Outcome Survey respondents reported **improvement in being on track to graduate** or get to the next grade level



# 6,200+

## RIDES

were provided to seniors and individuals with limited mobility to medical and therapy appointments in and out of Ozaukee County through the Ozaukee Transportation Initiative, a partnership of Interfaith Caregivers, Ozaukee County and United Way of Northern Ozaukee

# 46,000

Ozaukee County residents were helped by United Way of Northern Ozaukee



# FORWARD LOOKING

---

Great trust has been placed in our volunteers, staff, and our community partners to wisely and purposefully use your contributions of time and money.

## United Way fights for...



...The recent college graduate unable to afford to live on his/her own



...The young family strapped by childcare costs

...The people with disabilities or the elderly unable to find transportation to medical services or community events



According to the 2017 Health Rankings Report, two of the **top emerging health** priorities for Ozaukee County are **mental health and substance abuse.**

You can expect us to continue working collaboratively with the county and our partner agencies to make the difference in our community. We forge unlikely partnerships to identify and tackle even the most complex and daunting problems in Ozaukee county.

**Our goals for 2017 and focus will be to continue our work on homeless prevention efforts and to provide additional support in the area of child advocacy, substance abuse, and mental health.**

Our challenges are significant, but so are the opportunities to make a positive difference today and for tomorrow. We continue to turn to the generous individuals, organizations, and businesses in Ozaukee County to continue our mission to fight for the Health, Education, and Financial Stability of each person in every community in Ozaukee County.

a message  
from the  
2016/2017  
campaign  
co-chairs



*(left) Rick Sternhagen  
Director of Sales Planning  
Consumer Products Division  
Sargento Foods, Inc.*

*(right) Mike Wood  
Managing Director  
U.S. Retail and Business Banking  
Analytics, BMO Harris Bank*

United Way of Northern Ozaukee County and our partner agencies thank you for your financial and volunteer support that improves our community.

We are pleased to report support for your local community continues on an upward trajectory. Through the generosity of corporate campaigns, individual donations and fundraising activities, financial support for United Way of Northern Ozaukee County has grown 19% from 2014-2016! We would also like to recognize the dedication of our partner agencies and the contagious energy from our expanding volunteer base making it possible to make a positive difference within the community.

Consistent increases in funding and volunteer support enables United Way of Northern Ozaukee County to keep pace with aggressive plans to meet the needs of your local community by supporting agencies that provide services within three key initiatives: Education, Financial Stability and Health. Through our collective efforts we can help those households that need short term financial support to pay rent, those in need of assistance helping someone through a drug or alcohol addiction issue and for the elderly who need transportation to their healthcare provider.

It is our plan to continue to build on this momentum during 2018. We can only do this through you. Please join us in support of United Way of Northern Ozaukee County; as a volunteer, a donor or in support of a partner agency.

Thank you,  
Rick Sternhagen and Mike Wood



**WE WIN BY LIVING UNITED**



United Way of Northern Ozaukee

[www.unitedwayno.org](http://www.unitedwayno.org)