United Way of Racine County is taking a bold approach to create large-scale change.

We start with a clear, powerful focus defined through close collaboration with the people of our county—a focus on building an educated workforce to help individuals, families and our community thrive.

In 2016, we advanced this focus through strategies targeting education, income stability and healthy lives. We believe our success can only grow as volunteers, donors and community members come together.

We create change—and we invite you to be part of that change.
OUR MISSION
Mobilizing the caring power of Racine County to improve lives and transform our community.

OUR VISION
United Way envisions a community where individuals and families achieve their potential through education, income stability and healthy lives.

OUR VALUES
- Commitment to community success
- Leadership
- Inclusiveness
- Integrity and accountability
- Innovation
In the two years since we announced a bold new direction for United Way of Racine County, we’ve begun to see measurable differences in our community.

Our transition began in 2015, following months of exploration and strategizing with hundreds of residents from all walks of life. As we looked at the challenges we face, as well as what the future of our county might look like, it became clear: The time was right for United Way of Racine County to change from a fundraising organization to a community impact leader.

The difference is significant. For more than 95 years, we worked with local companies and individuals to raise money for a host of important causes. In turn, we distributed those funds to numerous local groups and programs focused on making life in Racine County better. While this approach had served us well, today’s challenges call for changing the system.

Our new direction dramatically shifts our business model and priorities. Instead of a wide-ranging approach, we’re determined to make the greatest possible impact by zeroing in on a single, powerful goal: building an educated workforce.
Early in 2016, we announced initiatives to achieve this goal, focusing on the building blocks of a good life: education, income stability and healthy lives. We’re also more targeted in what we ask of the organizations and programs we fund. As a result, some 54 funded programs and special projects, along with seven of our own initiatives, are improving the lives of Racine County residents.

In this report you’ll read about some of our initiatives under the new model, and some of our successes. Whether it’s increasing student attendance at a high priority school, guiding families and individuals to build savings, or raising awareness of healthcare access and healthy lifestyles, United Way of Racine County is leading the way.

This is just the beginning of a multi-year process. As we concentrate on building an educated workforce, our programs and investments will become ever more specific, more measurable and more accountable. With the dedication of volunteers, donors and community leaders, United Way of Racine County will help Racine County advance as a self-sustaining, viable community for years to come.

You are invited to LIVE UNITED along with us by donating and volunteering. Together, we are creating lasting, positive change in people’s lives. Together, we create the caring power of our community.

Rodney Prunty
President & Chief Professional Officer
DO NOT OPEN THIS BOOK!

by Michaela Muntean
illustrated by Pascal Lemaitre
While we address immediate needs, we believe the way to achieve real change is to focus on the building blocks of a better life—investing in Racine County’s present and its future.
EDUCATION

TARGETED IMPACT:

By 2025, 75 percent of students graduate and enroll in college, job training, or the military, or secure employment.

60,000+
free books distributed to kids since 2009

3,400
hours of one-on-one reading support

$273,000
in grants for youth-designed, youth-led service projects since 1996

Learn more about United Way’s impact on education at unitedwayracine.org/education
United Way of Racine County and our partners work at critical points along the school spectrum to help students build skills and confidence. Our strategies prioritize early childhood literacy and address middle school and high school success. And our initiatives are getting results.

Imagination Library
In 2016, we expanded Imagination Library to all of Racine County. Preliminary local data shows that, on average, Burlington Imagination Library participants outscored their peers on the 5-year-old PALS literacy assessment across the board. We want to continue this success by mailing all children in the county under age 5 a free book every month, encouraging literacy development and school readiness. Participating families receive a monthly newsletter and invitations to literacy events throughout the year.

Schools of Hope
More than 250 tutors from all walks of life meet weekly with first-, second- and third-grade students to build critical literacy skills. This cross-sector effort develops confident, capable readers who are better prepared to succeed in high school and beyond.

Youth as Resources (YAR)
Grants of up to $1,000 fund youth-designed, youth-led service projects that address community needs such as environmental, social, education and cultural awareness issues. YAR empowers young people to change their community—and themselves. Since 1996, YAR has awarded 405 grants totaling more than $273,000.

Born Learning Trails
Born Learning Trails encourage families to get active and learn. Stations along each trail offer games to boost language, literacy, problem-solving and gross motor skills for infants through 5-year-olds. This year we added a trail at Knapp Elementary, partnering with the Junior League of Racine. Other trails are at Echo Park, North Beach Park, and West Park.
TARGETED IMPACT:

By 2025, the number of financially stable Racine County residents will increase by 2,000 individuals.

$725,000 was invested in programs that fall under income in 2016.

100% of programs funded under income provide financial literacy for participants.

66,000+ meals were provided to Racine County residents struggling to make ends meet.

Learn more about United Way’s impact on income at unitedwayracine.org/income.
AS A COMMUNITY MEMBER AND LEADER, UNITED WAY OF RACINE COUNTY understands the local economy. WE ALSO UNDERSTAND HOW INCREASING INDIVIDUAL AND FAMILY FINANCIAL STABILITY AFFECTS THE ECONOMY. OUR STRATEGIES PRIORITIZE SELF-SUFFICIENCY, HELPING PEOPLE IMPROVE EMPLOYABILITY AND REDUCE DEPENDENCE ON SOCIAL SERVICE PROGRAMS. WE FURTHER PARTNER WITH ORGANIZATIONS AND PROGRAMS THAT ADDRESS SAVINGS AND ASSETS TO PROMOTE FINANCIAL LITERACY.

Volunteer Income Tax Assistance (VITA)

VITA is a national program partnering with the IRS to offer free tax assistance to individuals earning less than $54,000. The focus is helping people who earn low to moderate wages claim tax credits for which they qualify, such as the Earned Income Tax Credit, and encouraging the deposit of tax refunds into savings accounts.

As we launch VITA for the 2017 tax season, we expect to serve some 350 clients. United Way of Racine County recruits volunteers to prepare taxes (following web-based training) and serve as greeters and interpreters. Clients are also connected to financial education programs and mentoring.

Advancing Family Assets

Working with a coach for up to 12 months, families tackle goals that help create their best possible future. Adults focus on finding or improving employment and better managing money. Children prepare for school and for afterschool activities. And families together practice healthy lifestyles and building strong relationships. AFA is integrated with the Community School model and currently focuses on the 53403 and 53405 ZIP codes.
TARGETED IMPACT:

Increase the number of participants in quality physical and mental health programs, reducing unhealthy behaviors and poor mental health days by at least 20 percent.

$1.5 million saved on prescription drugs since 2009

7,750 FamilyWize discounts claimed in 2016

Over 93% of all program participants achieved goals for positive health and safety choices

Learn more about United Way’s impact on health at unitedwayracine.org/health
Improving awareness can improve health—which in turn improves the likelihood of success in school, work and life. United Way of Racine County and our partners provide information and access to advance healthy lifestyles. Our priorities include tackling obesity and emphasizing wellness, and promoting prevention and treatment for mental illness and substance abuse. Our current initiatives also support increased access to healthcare.

**FamilyWize**

With an easy-to-use discount card, United Way of Racine County and FamilyWize Community Service Partnership are making prescription medications more accessible and affordable. The free prescription discount card has no age or income restrictions and no enrollment requirements. It’s available online at familywize.org, by mobile phone or from the United Way office. Residents who are uninsured, face high medication costs or need medications not covered by insurance can receive discounts of up to 40 percent on FDA-approved medications and select pet medications. The FamilyWize website and app also provide a drug price lookup tool.
COMMUNITY SCHOOL

98% average attendance (higher than district average)
155 of 354 Knapp students enrolled in LIFT programs
229 programming hours in first semester
CHANGE YOU CAN SEE

Collaboration Grows Success with First Community School

The demolition of an aging elementary school paved the way for not only a new building, but also a new approach in Racine: a school that serves students, parents and neighbors through a wide range of partnerships, creating stronger families and a stronger community.

The new Knapp Elementary School is Racine’s first community school, launched by United Way of Racine County in collaboration with Racine Unified School District. The partnership, dubbed LIFT for “Link and Inspire for Tomorrow,” brings an ever-growing array of resources to this location. From dinners that feed the body to dance classes that feed the soul, programs address academic, health, and social service needs.

The new building gives Knapp leaders the opportunity to revitalize school culture to improve student achievement. At the same time, LIFT activities bring teams of caring adults to support the whole child.

“Knapp’s vision is to become the premier full-service community school provider in Racine,” says Jamie Racine, the onsite community school manager.

Kyle King, a Knapp alum and the coordinator of the school’s YMCA Young Leaders Academy, says he wants to be a role model for the nearly 60 third-, fourth- and fifth-grade students in his program.

“I grew up here—and it’s cool to see how the neighborhood is growing,” he says. “This new school is amazing.”

Some of the resources and programs offered at Knapp Elementary

- Advancing Family Assets family financial coaching
- Children’s Hospital of Wisconsin school-based mental health clinic
- Focus on Community’s Families and Schools Together (FAST)
- Girl Scouts’ Urban Initiatives
- United Way’s Schools of Hope tutoring
- UW-Extension family nutrition programs
- Racine Family YMCA School Achievers
Volunteers, Partners & Donors

No single person or organization can solve our community problems alone. We’re grateful for the many partners who join us to create large-scale, lasting solutions.
United Way of Racine County salutes the companies that help make an impact in our community.

3M Company
A&E Incorporated
Abbott Laboratories
Alliance on Mental Illness of Racine Co. (NAMI – Racine)
Allstate Insurance Company
Amazon Smile Foundation
American Transmission Company LLC
Ascension – All Saints
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Bukacek Construction
Burlington Area School District
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Carthage College
Caterpillar
Catherine Marian Housing, Inc.
Catholic Charities of the Archdiocese of Milwaukee
Cerebral Palsy Agency of Racine County – RADD
Children’s Hospital of Wisconsin Community Services
City of Racine
CJW Inc.
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Focus on Community
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Funderburg and Associates
Gateway Technical College
GE Foundation
Girl Scouts of Wisconsin Southeast
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Haman Assoc., Inc., dba Culvers II of Racine
Harley-Davidson Motor Company
Health Care Network, Inc.
IBM
ITW National
Thank you for your continued support!

J. C. Penney Company, Inc.
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Junior League of Racine, Inc.
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Racine Family YMCA
Racine Friendship Clubhouse
Racine Literacy Council
Racine Vocational Ministry, Inc.
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Redfearn Distributing, Inc.
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The Arc of Racine County
The Hershey Company
The Hertz Corporation
The Johnson Foundation at Wingspread
The Journal Times
The Salvation Army – Racine Corps
Three Harbors Council – Boy Scouts of America
Thrivent Financial
Tinder Creek Follis & Vanderwerff Group
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Town of Waterford
Tri City National Bank
TriCore, Inc.
Trustmark Insurance Company
Unico, Inc.
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United Natural Foods, Inc. (UNFI)
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United Way of Racine County
University of Wisconsin – Parkside
US Bank
Village of Caledonia
Village of Mount Pleasant
Village of Waterford
Walgreens Corporate
Walker Forge, Inc.
Wal-Mart Store #2668
Wal-Mart Store #3488
Wanasek Corporation
Warren Industries
Washington Properties, Inc.
Welcome Wagon Club of Racine
Wells Fargo Bank
Wisconsin Screen Process, Inc.
Women’s Resource Center of Racine
Youth For Christ Southeastern Wisconsin
The Tocqueville Society honors the generous donors who devoted their time, talent and resources, giving at least $10,000 to United Way in 2016.

Anonymous
Gus and Sandy Antonneau
Scott and Elaine Bowser
Ms. Betty Brenneman
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Mr. Fred M. Young Jr.
Chairman’s Club

United Way of Racine County acknowledges the significant contributions of the following organizations and their employees where total giving at each company is $50,000 or more annually.

Andis Company
CNH Industrial
Educators Credit Union
InSinkErator
Johnson Financial Group
Johnson Outdoors, Inc.
Modine Manufacturing Company
Racine Unified School District
SC Johnson
Twin Disc, Inc.
We Energies

THE MICHAEL BATTEN ADVANCING THE COMMON GOOD AWARD

Named after Michael Batten, a key United Way supporter and community leader, this award recognizes an individual who exhibits leadership through personal philanthropy and committed volunteerism resulting in positive and lasting change in Racine County.

Tom Burke

Over the years, Tom Burke has chaired our annual campaign, served on the United Way board, and supported United Way and community initiatives. Mr. Burke is CEO of Modine Manufacturing.
VOLUNTEER LEADERSHIP

VOLUNTEERS OF THE YEAR:
Dave Durment
Mary Wyant

CHAIRMAN’S AWARD:
Lolli Haws, Ph.D.

950+ VOLUNTEERS

6,120+ HOURS

$140,000+ IN VOLUNTEER TIME

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** Board Chair is Ex-Officio to all committees
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Annual Campaign Leadership

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* Chair or Co-Chair  † Community Investment Financial Team
Partners in Education

Big Brothers/Big Sisters of Racine & Kenosha Counties: One-to-One Outcome-Based Mentoring
Board of Regents of the University of Wisconsin System, UW-Extension: Racine County Touchpoints Project
Girl Scouts of Wisconsin Southeast: Urban and Latina Girl Scout Leadership Experience
John XXIII Educational Center: Afterschool Program

Racine Family YMCA: Teen Achievers, Young Achievers, School Achievers
SAFE Haven of Racine, Inc.: Girls Inc. of Racine
Three Harbors Council – Boy Scouts of America: Comprehensive Youth Program
Youth for Christ – Southeast Wisconsin: JAMS – Juvenile Aftercare Ministry for Success

Partners in Income

Catherine Marian Housing: Bethany Apartments
Catholic Charities of the Archdiocese of Milwaukee: Outreach & Case Management Services
HALO (Homeless Assistance Leadership Organization)
IMPACT – Alcohol & Other Drug Abuse Services: Food Pantry Gateway Program
Racine County Food Bank: Emergency Food Distribution

Racine Family YMCA: Focus on Fathers Initiative
Racine Literacy Council: Adult Literacy Program
Racine Vocational Ministry
SAFE Haven of Racine, Inc.: Youth Shelter & Outreach Programs
The Salvation Army – Racine Corps: Child Nutrition Program
Transitional Living Center, Burlington

Partners in Health

Alliance on Mental Illness of Racine County: NAMI Racine
The ARC of Racine County: Advocacy, Support & Educational Programs
Catholic Charities of the Archdiocese of Milwaukee: Behavioral Health Counseling Services
Cerebral Palsy Agency of Racine County: RADD
Children’s Hospital of Wisconsin, Community Services: Racine Child and Family Counseling Program, Racine County Child Advocacy Center (RCAC)

Family Service of Racine: Counseling & Psychotherapy
Focus on Community: FAST (Families & Schools Together), Substance Abuse Prevention Program
Health Care Network: Health Care Services
Lutheran Social Services of Wisconsin & Upper Michigan: S.C.A.N. – Stop Child Abuse & Neglect, Sexual Assault Services
Racine Friendship Clubhouse
Women’s Resource Center of Racine: Safe Emergency Shelter & Continuum of Safety Services
Other Funded Programs

Burlington Senior Center
IMPACT – Alcohol & Other Drug Abuse Services: 2-1-1 Program
Parkside Continuing Education and Community Engagement: Nonprofit Development Program
Racine Area Manufacturers & Commerce (RAMC): Leadership Racine
Volunteer Center of Racine: Get Connected
Racine County Workforce Solutions: CNC Boot Camp 4
Convoys of Hope
Gateway Technical College: Gateway Promise
GreenPath Racine: Racine Family Financial Health Initiative
Senior Companion Program
Asset Builders 2016 Money Conference
Easter Seals Southeast Wisconsin: Project SEARCH Racine
Faith, Hope, & Love, Inc.: Duffels for Kids project
Racine County University of Wisconsin Extension: 2016 Networking Breakfast
Volunteer Center of Racine County: Skill Bank Program

Community Schools

Advancing Family Assets (AFA)
Child and Family Counseling/Children’s Hospital of Wisconsin, Community Services
Gateway Technical College: MakerGirl
Multi-Hub F.A.S.T./Focus on Community
Racine Art Museum Association (RAMC): After School Art Club and Family Nights
SAFE Haven of Racine, Inc.: Girls In the Game
Sweatshop Movement: SWEAT School
The School Achievers Program/Racine Family YMCA

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Linda Ziegler
Finance Assistant
United Way of Racine County is committed to the highest standards of accountability and transparency.

Both our 990 tax form and annual audit are available for review at unitedwayracine.org/accountability.

2016 REVENUE
$5,023,143

INDIVIDUALS = 44%
United Way contributions are made by individuals either through workplace campaigns or direct donations.

CORPORATE GIFTS = 33%
Corporate gifts consist of contributions on behalf of a company and employee donation matches.

FISCAL SPONSORSHIPS = 10%
United Way is a fiscally responsible partner for specific community initiatives.

GRANTS = 7%
United Way is the fiscal agent for several federal and state grants.

INITIATIVE SUPPORT/SPONSORSHIPS = 4%
Investments in this area directly support the work of United Way.

INVESTMENT/ENDOWMENT = 2%
Various funds are maintained for specific purposes.
2016 EXPENDITURES
$5,156,798

FUNDRAISING AND ADMINISTRATION = 19%
The Better Business Bureau states that a charity should spend no more than 35% of related contributions on fundraising.

UNITED WAY INITIATIVES = 19%
United Way brings people together to impact critical community issues.

HEALTH INVESTMENTS = 16%

INCOME INVESTMENTS = 12%

COMMUNITY PROJECTS AND GRANTS = 9%
United Way invests in special projects that provide continuous learning and support for the community.

FISCAL SPONSORSHIP EXPENSES = 9%

EDUCATION INVESTMENTS = 7%

DESIGNATIONS TO AGENCIES = 5%
United Way honors requests to direct gifts to other qualified nonprofit agencies or United Ways.

UNCOLLECTIBLE PLEDGES = 4%
www.unitedwayracine.org