

Cabinet Talking Points 2026

Impact

- For over a century, United Way of Racine County has been a cornerstone in our community, leaving a lasting impact through its own initiatives, special projects and partnerships with other organizations.
- United Way of Racine County funds more than 35 high-performing partner programs run by local nonprofits. Funding is distributed by multiple committees of volunteers that review proposals and provide recommendations to United Way of Racine County's board.
- United Way of Racine County has a long tradition of adhering to very high standards of accountability and transparency to create real, impactful change in Racine County. Programs approved for funding go through a rigorous, competitive application process, involving evaluation of programming, impact, goals and financials as well as monthly and end-of-year reporting to ensure programs are on track to meet goals.
- United Way of Racine County strategically collaborates with community stakeholders, businesses and other partners to maximize resources and amplify impact to help the Racine County community thrive.
- United Way's LIFT (Link and Inspire for Tomorrow) strategy, in collaboration with Racine Unified School District, creates partnerships between neighborhoods, businesses and nonprofits that help deliver on-site resources and support at our three community schools — Knapp, Julian Thomas and the Academies of Racine at Mitchell.
 - Community schools offer a wide array of resources, including support for academics, family connections, healthcare, social services and more.
 - In early spring 2026, fifth-graders at Julian Thomas, Mitchell and Knapp Community Schools participated in Hoop Dreams and Clean Machines: The Science Fair Race. The students created mini electric vehicles and presented on their vehicles and clean air and pollution concepts. This event, a collaboration among United Way of Racine County, Racine Unified School District, Modine Manufacturing and the Milwaukee Bucks, offered more than just academic opportunities. Winners from each of the schools received tickets to a Bucks game, transportation and concession vouchers. This impactful event, held at two community schools, not only nurtured scientific curiosity but also fostered community partnerships and rewarded student efforts with memorable experiences, including an appearance at the schools by Bucks mascot Bango and the Rim Rockers, a trampoline dunking team.
- United Way's VITA (Volunteer Income Tax Assistance) program provides free tax preparation and electronic filing of tax returns for moderate- to low-income Racine County residents.
 - More than \$1,700,000 in state and federal tax refunds was returned to the Racine County community through VITA in 2026.
 - IRS-certified volunteers are trained to prepare and file tax returns at various VITA sites. The VITA site at Case High School allows students to become IRS-certified tax

preparers. This partnership provides free tax assistance to the community and supports the academic and social growth of the student volunteers.

Benefits to the company

- Today's employees and customers expect businesses to do more than turn a profit — they want to see genuine community investment. Partnering with United Way of Racine County signals that your company is a meaningful stakeholder in the community where you live and work, strengthening trust with customers, employees, shareholders, suppliers, and neighbors alike.
- Your people want to work for a company that stands for something. United Way partnership gives employees tangible ways to engage — from workplace giving campaigns to volunteer opportunities — building a culture of purpose that drives loyalty, sharpens leadership, and attracts top talent. Engaged employees show up more, perform better, and stay longer.
- United Way connects your team to hands-on volunteer experiences — both one-time and ongoing — that align with your employees' passions and your company's values. It's meaningful work that strengthens your team while making a direct impact right here in Racine County.
- Corporate sponsorship with United Way is one of the highest-visibility, highest-return investments a local business can make. Year-round recognition across United Way's marketing, events, and media channels delivers measurable impressions and community goodwill that far outpace the cost — while positioning your company as a leader in corporate social responsibility.
- The United Way brand is one of the most recognized and respected in the nonprofit world. When your company's name stands alongside it, that association carries weight — elevating your reputation, reinforcing your identity as a committed corporate citizen, and distinguishing your brand in the Racine County community.