

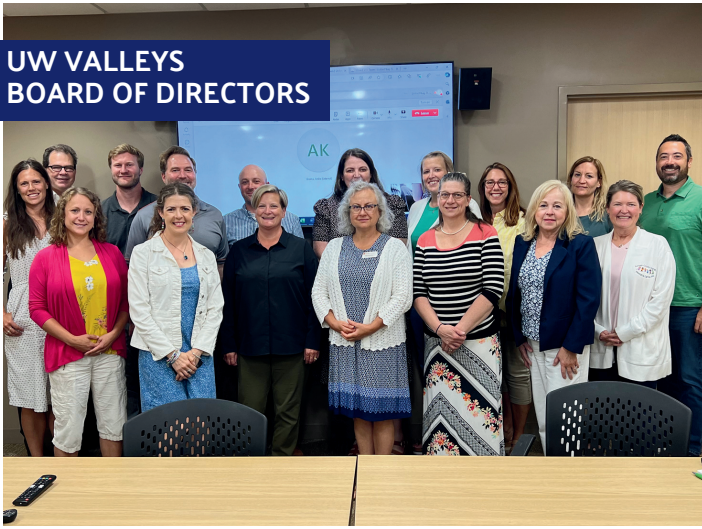


UNITED IS THE WAY™

2024 Annual Report

United Way St. Croix and Red Cedar Valleys fights for the health, education, and financial stability for all people in Burnett, Dunn, Pepin, Pierce, Polk, and St. Croix Counties.

UW VALLEYS BOARD OF DIRECTORS



United Way St. Croix & Red Cedar Valleys (UW Valleys) fights for the health, education, & financial stability of every person in Western Wisconsin. By collaborating with local businesses, individuals, & nonprofit organizations, we work toward our vision: that all people lead healthy lives, receive quality education, & achieve financial stability.

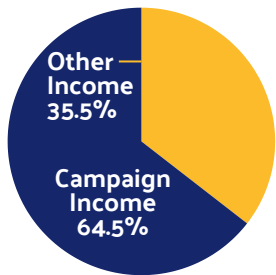
St. Croix Valley communities formed Community Chest & Red Feather organizations in the 1940s, which eventually became United Way. Dunn County United Way incorporated in 1967, & the United Funds in New Richmond & River Falls were established in the late 1950s. By the mid-1970s, Hudson, New Richmond, & River Falls affiliated with United Way of America.

Through strategic growth & planning, United Way St. Croix Valley & Dunn County United Way merged on July 1, 2024, to create UW Valleys. Today, UW Valleys serves Burnett, Dunn, Pepin, Pierce, Polk, & St. Croix counties, mobilizing the caring power of communities to improve lives across Western Wisconsin.

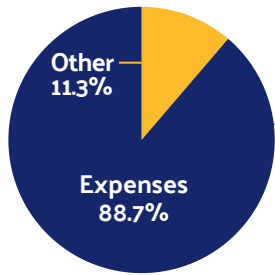
UW VALLEYS 2024 FINANCIALS

January 1 thru December 31, 2024

2024 Income



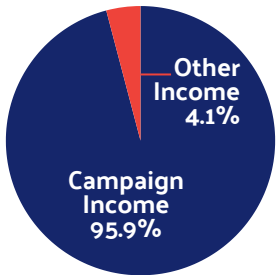
2024 Expenses



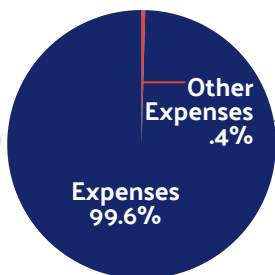
2024 Financials

Campaign & Related Income	\$656,792
Other Income	\$361,501
Subtotal	\$1,018,293
Expenses	\$786,710
Other Expenses	\$99,832
Subtotal	\$886,542
Total	\$131,751

2023 Income



2023 Expenses



2023 Financials

Campaign & Related Income	\$727,187
Other Income	\$31,075
Subtotal	\$758,262
Expenses	\$757,867
Other Expenses	\$3,359
Subtotal	\$761,226
Total	\$-2,964

UW VALLEYS PROGRAM DATA



211

In 2024, 211 responded to 1,936 inquiries and made 5,450 service referrals. The top five identified needs were housing, utilities, mental health resources, transportation, and food.



JOHN COUGLIN HOPE FUND

In 2024, UW Valleys provided \$17,097 in emergency funding to support 37 households. A total of 175 applications were submitted, requesting \$288,659 in assistance. The most common needs identified were medical expenses, utilities, transportation, and housing.



DIAPER BANK

In 2024, the UW Valleys Diaper Bank program distributed 89,600 diapers to support 273 children in Polk and Pierce counties.

WORKPLACE CAMPAIGN

Building a better tomorrow in Western Wisconsin

Donations made through a UW Valleys workplace campaign are reinvested locally through Community Impact Grants, which support nonprofit organizations dedicated to improving the health, education, and financial stability of individuals across Western Wisconsin.

COMMUNITY IMPACT GRANTS

UW Valleys Community Impact Grant Program supports 501(c)(3) organizations in Burnett, Dunn, Pepin, Pierce, Polk and St. Croix counties, funding initiatives that enhance the health, education, and financial stability of local residents.

In 2024, UW Valleys awarded \$188,000 to 35 nonprofit organizations, marking its highest level of funding since before the pandemic.

\$188,000

VOLUNTEER OPPORTUNITIES

UW Valleys engages **300 volunteers** in St. Croix, Dunn and Pepin counties for community events

DAY OF CARING



They tackled a variety of projects, including painting, cleaning, and organizing, making a meaningful impact on the community.

The Dunn/Pepin County "Day of Caring" brought together 200 volunteers from across the county to support local nonprofits and residents.

SOMERSET CONCERT SERIES



100 people volunteered for UW Valleys at the Somerset Concert Series last summer, working to raise nearly \$20,000 to support

UW Valleys programs and services for people throughout our new six-county service area, following the merger.

Mobilizing the Caring Power of Communities



UW VALLEYS PROGRAMS AND SERVICES

DIAPER BANK

Access to a sufficient supply of diapers is essential for the health of infants and toddlers, but too many families do not have the resources to adequately provide for this basic need. UW Valleys partners with local organizations to help build the diaper supply network in our region that have extremely limited or no resources available, providing no-cost diapers and wipes for children in need.

211 INFORMATION AND REFERRAL SERVICES

211 is a free and confidential service that connects the community with thousands of local programs and services. Friendly, trained community resource specialists are available 24 hours a day, 7 days a week, 365 days a year. Reach 211, in four simple ways: call, text, chat, or easily search for services on your own in our database.

JOHN COUGHLIN HOPE FUND (JCHF)

The JCHF provides financial assistance to individuals and families facing urgent situations, such as rent, utilities, medical expenses, car repairs, and other critical needs, when other community resources are unavailable. Grants are offered to help address short-term setbacks and emergencies. The JCHF collaborates with local community agencies to identify those in need and ensure that all available resources and services are fully utilized to support families and individuals in overcoming their financial challenges.

MENTAL HEALTH FIRST AID TRAINING

Mental Health First Aid, managed by the National Council for Mental Wellbeing, is an evidence-based program that teaches how to identify, understand, and respond to signs of mental health or substance use issues. The course equips participants with the skills to provide initial help and support during a crisis, with group discussions and exercises to practice these skills.

UW VALLEYS BOARD & TEAM

Executive Committee

Brian McAlpine | President
Bremer Insurance

Kaydi Sobottka | Vice-President
First National Bank of River Falls

Tim Bartels | Treasurer
Xcel Energy

Amy Greske | Secretary
St. Croix Valley Elder Law

Todd Sherman | Past President
US Bank

Board Members

Karl Andersen | Andersen Windows
Cathy Asher | Security Financial Bank
Luisa Gerasimo | UW-Extension
Heidi Jones | Burnett County Family Resource Center
Andrea Jorgenson | Willow River Company
Anita Kroma | Kraus-Anderson Construction Company
Tammy Kincaid | University of Wisconsin - River Falls
Erin Konsela | University of Wisconsin Stout
Josh Lindseth | WESTconsin Credit Union
Brittani Nordquist | 3M
Danielle Oscarson | Andersen Windows & Doors
Shellee Pechmiller | Bill's Distributing
Debra Rudquist | Amery Hospital and Clinic
Shelly Smith | Our Neighbors' Place

UW Valleys Team

Steve McCarthy | Executive Director
Betsy Byker | Diaper Bank Manager
Drew Free | Administrative Manager
Krystal Groninger | Diaper Bank Coordinator
Lori Novak | 211 Information & Referral Specialist
Trica Trowbridge | 211 Program Director
Sarah Weiske | Director of Development

We Support **ALICE**

Asset Limited, Income Constrained, Employed

Who is ALICE? May be a relative or friend. You may be ALICE.

As cashiers, waiters, childcare providers, and other members of our essential workforce, ALICE earns just above the Federal Poverty Level but less than what it costs to make ends meet.

Essential, Working, Struggling

TOP STRESSORS



**HOUSING &
RENT
ASSISTANCE**



**UTILITY
ASSISTANCE**



**MENTAL HEALTH
RESOURCES**



TRANSPORTATION



**FOOD
INSECURITY**

UW Valleys' efforts are focused on the 24% of ALICE households in Western Wisconsin and the 11% living below the Federal Poverty Level—together, making up 35% of households struggling financially.

While poverty levels have stabilized, the percentage of ALICE households is growing. ALICE represents individuals who, despite working hard in both blue-collar and professional roles, are still struggling to make ends meet. Often referred to as the "working poor," ALICE faces wage stagnation that hasn't kept pace with inflation or other rising costs.

UW Valleys is committed to addressing the immediate needs of ALICE while also working to create long-term solutions to help them break this cycle.

GIVE BIG VALLEYS

Give Big Valleys is a 24-hour online giving event that supports nonprofits across Burnett, Dunn, Pepin, Pierce, Polk, and St. Croix counties in Western Wisconsin.

This event empowers the community to make a meaningful impact by giving back to the places they call home, while fostering generosity and raising awareness for local causes.

In 2024 this event was named giveBIG St. Croix Valley and renamed to Give Big Valleys Following the merger of United Way St. Croix Valley with Dunn County United Way on July 1, 2024.

In 2024 giveBIG Valleys raised an impressive **\$500,000** for **91** area nonprofits supporting essential services – such as animal welfare, elder care, family support, food assistance, medical services, veterans' programs, youth camps, and environmental stewardship.



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Menomonie - 800 Wilson Avenue, Ste 51, Menomonie, WI 54751, + 1 (715) 231-3066 uwvalleys.org