



2025 211 DATA

TOTAL CONTACTS



CONTACTS BY COUNTY

Burnett	87
Dunn	25
Pepin	2
Pierce	228
Polk	344
St. Croix	623
Statewide	1335

HIGH DEMAND PERIODS FOR 211

DAY	Monday Tuesday Thursday
MONTH	August October December January

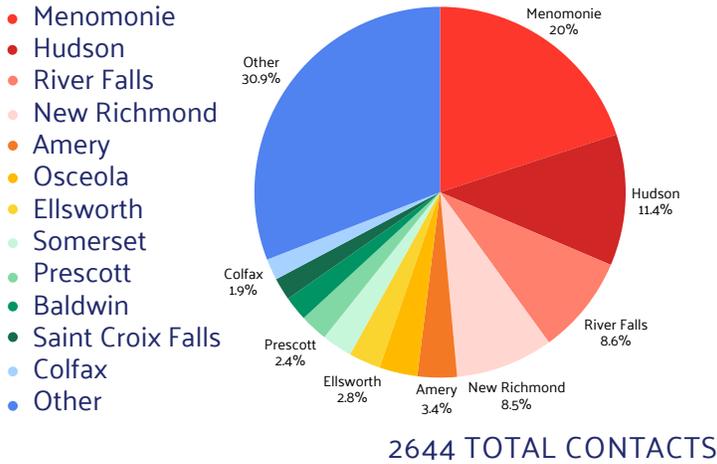
TOTAL NUMBER OF REFERRALS

6297
(Burnett, Pierce, Polk, & St. Croix Counties)

8397
(Burnett, Dunn, Pepin, Pierce, Polk & St. Croix Counties)

Average Call Length
5:18

INTERACTIONS PER CITY



TOP AGENCY REFERRALS IN THE 6 COUNTY REGION

Foundation For Rural Housing
Total referrals - 813
Rent Assistance - 576

UW Valleys
Total referrals - 661
John Coughlin Hope Fund - 643

Operation HELP
Total referrals - 477
Financial Assistance - 326

Workforce Resource Center
Total referrals - 475
Financial Assistance - 370

WestCAP
Total referrals - 370
Energy Assistance - 214

Salvation Army Grace Place
Total referrals - 369
Financial Assistance - 203

Our Neighbor's Place
Total referrals - 195
Day Center - 139

Salvation Army Pierce County
Total referrals - 170
Financial Assistance - 170

Salvation Army Polk County
Total referrals - 165
Financial Assistance - 165

Wild Rivers Habitat for Humanity
Total referrals - 101
Rent Assistance - 97

ALICE DATA IN THE 6 COUNTY REGION (Asset Limited, Income Constrained, Employed)

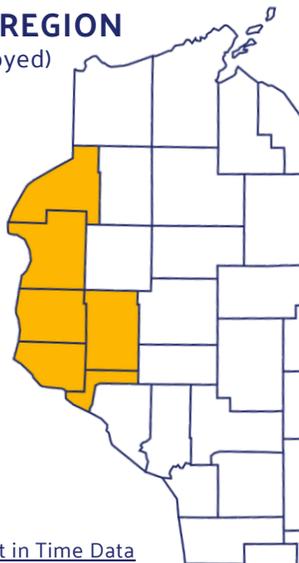
Our Six County Population: 253,903
Total Households: 100,706

Median Household Income: \$79,245
State Average: \$74,631

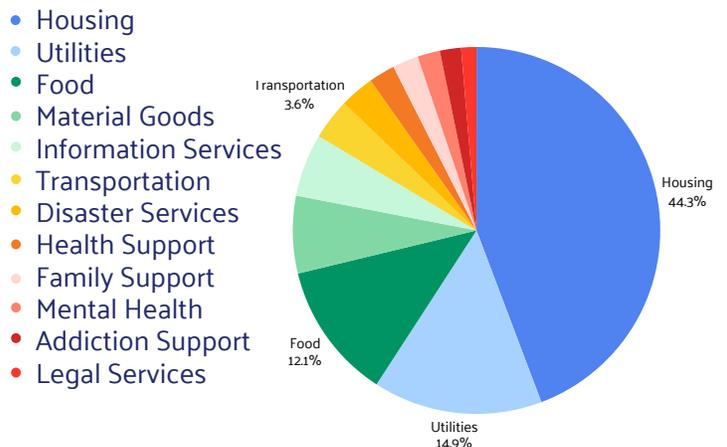
Labor Force Participation Rate: 63%
State Average: 65%

ALICE Households: 24%
State Average: 24%

Households in Poverty: 9.7%
State Average: 11%



UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025





2025 211 DATA

BURNETT COUNTY

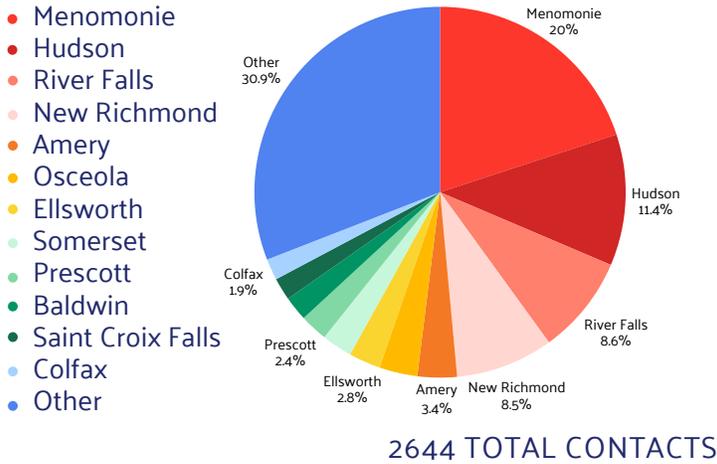
TOTAL CONTACTS IN BURNETT COUNTY

- 87** total community contacts made
- 74** phone calls answered
- 3** online chats supported
- 9** text messages responded to
- 1** emails responded to

TOP AGENCY REFERRALS IN BURNETT COUNTY

Caring Hearts Financial Assistance	42
Salvation Army Burnett County Financial Assistance	40
Indianhead Communication Action Financial Assistance	34
Foundation for Rural Housing Housing Payment Assistance	28
UW Valleys Financial Assistance	26

INTERACTIONS PER CITY



EXPANDING REACH, STRENGTHENING RESPONSE: 2025 HIGHLIGHTS

UW Valleys 211 Service Area Grows

On December 16, 2025, United Way St. Croix and Red Cedar Valleys (UW Valleys) expanded 211 services to Dunn and Pepin counties after the Great Rivers 211 Center closed. This ensured uninterrupted access to essential resources, reinforcing 211 as a trusted connection for housing, financial assistance, and other critical needs.

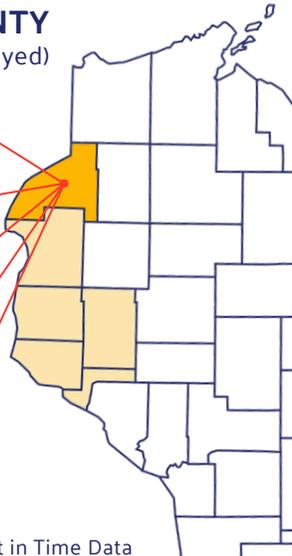
Rapid Response During Historic Floods

In August 2025, historic flooding in southeastern Wisconsin, including Milwaukee, caused widespread damage and emergency needs. UW Valleys 211 pitched in and handled 168 disaster-related calls, contributing to a statewide total of 26,546 requests for help. This busy month underscored 211's vital role in connecting residents to timely disaster support.

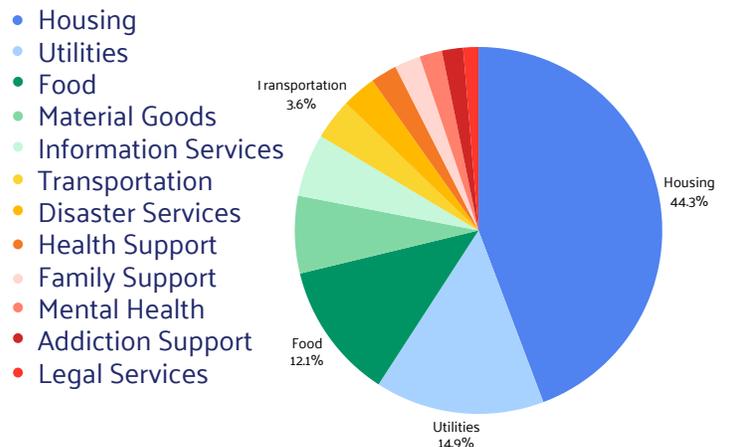
ALICE DATA IN BURNETT COUNTY

(Asset Limited, Income Constrained, Employed)

- Burnett County Population: 16,741**
Total Households: 7,087
- Median Household Income: \$61,664**
State Average: \$74,631
- Labor Force Participation Rate: 50%**
State Average: 65%
- ALICE Households: 27%**
State Average: 24%
- Households in Poverty: 15%**
State Average: 11%



UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025





UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

2025 211 DATA DUNN COUNTY

TOTAL CONTACTS IN DUNN COUNTY

- 25** total community contacts made
- 21** phone calls answered
- 4** text messages responded to

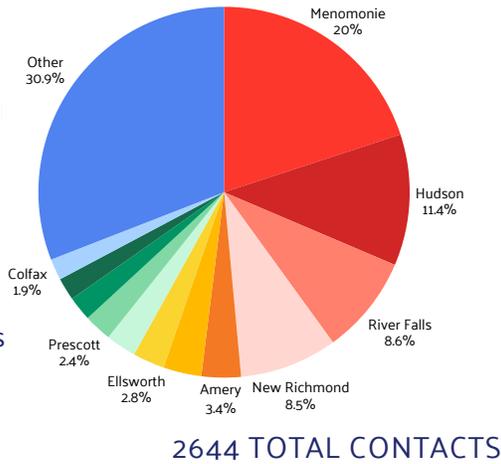
(Since December 16, 2025)

TOP AGENCY REFERRALS IN DUNN COUNTY

Salvation Army Dunn County Financial Assistance	100
Dunn County Human Services Benefits Screening	92
Stepping Stones of Dunn County Food Pantry	79
Aging and Disability Resource Center Information and Referral	29
The Bridge To Hope Domestic Violence Services	22

INTERACTIONS PER CITY

- Menomonie
- Hudson
- River Falls
- New Richmond
- Amery
- Osceola
- Ellsworth
- Somerset
- Prescott
- Baldwin
- Saint Croix Falls
- Colfax
- Other



EXPANDING REACH, STRENGTHENING RESPONSE: 2025 HIGHLIGHTS

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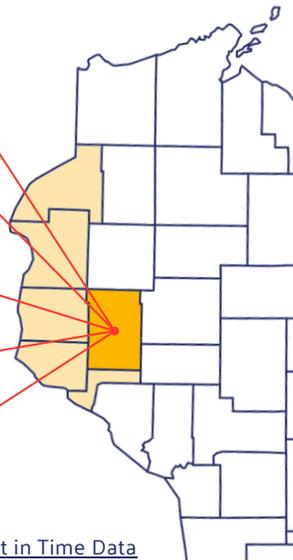
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ALICE DATA IN DUNN COUNTY

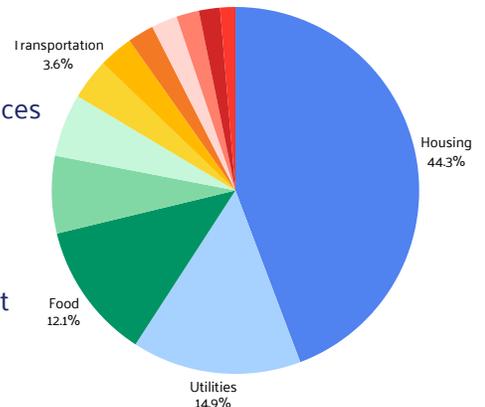
(Asset Limited, Income Constrained, Employed)

- Dunn County Population: 45,349**
Total Households: 17,369
- Median Household Income: \$71,785**
State Average: \$74,631
- Labor Force Participation Rate: 67%**
State Average: 65%
- ALICE Households: 25%**
State Average: 24%
- Households in Poverty: 12%**
State Average: 11%



UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025

- Housing
- Utilities
- Food
- Material Goods
- Information Services
- Transportation
- Disaster Services
- Health Support
- Family Support
- Mental Health
- Addiction Support
- Legal Services



Source: United for ALICE, 2023 Point in Time Data



UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

2025 211 DATA PEPIN COUNTY

TOTAL CONTACTS IN PEPIN COUNTY

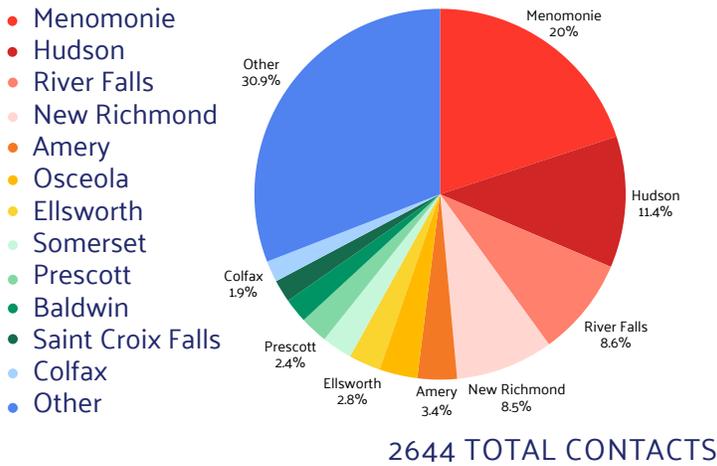
- 2 total community contacts made
- 2 phone calls answered

(Since December 16, 2025)

TOP AGENCY REFERRALS IN PEPIN COUNTY

- St. Vincent De Paul** 14
Financial Assistance
- Pepin County Human Services** 12
Energy Assistance

INTERACTIONS PER CITY



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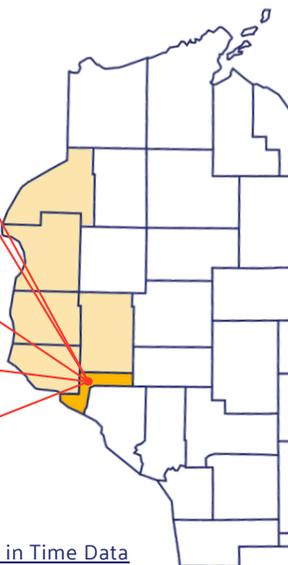
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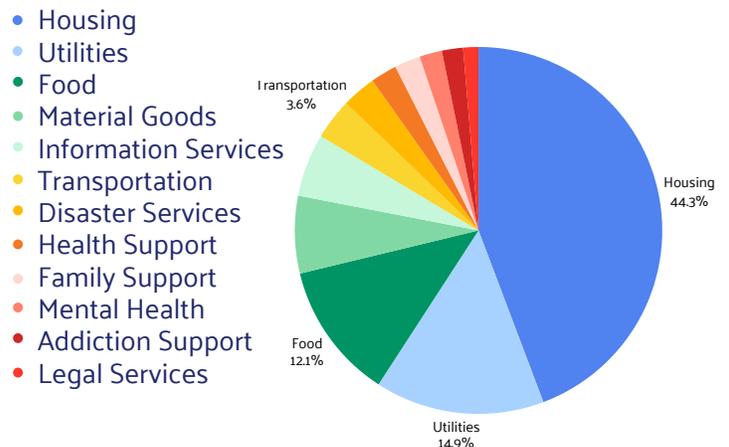
ALICE DATA IN PEPIN COUNTY

(Asset Limited, Income Constrained, Employed)

- Pepin County Population: 7,372**
Total Households: 3,050
- Median Household Income: \$74,536**
State Average: \$74,631
- Labor Force Participation Rate: 62%**
State Average: 65%
- ALICE Households: 22%**
State Average: 24%
- Households in Poverty: 7%**
State Average: 11%



UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025



Source: United for ALICE, 2023 Point in Time Data



UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

2025 211 DATA PIERCE COUNTY

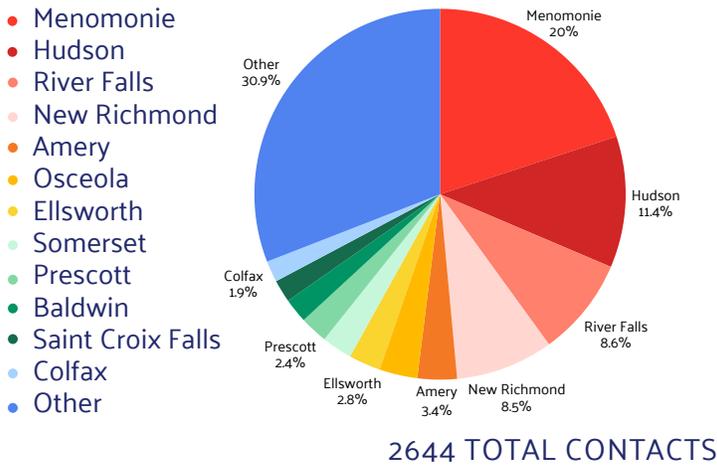
TOTAL CONTACTS IN PIERCE COUNTY

- 228** total community contacts made
- 177** phone calls answered
- 13** online chats supported
- 34** text messages responded to
- 4** emails responded to

TOP AGENCY REFERRALS IN PIERCE COUNTY

Salvation Army Pierce County Financial Assistance	118
UW Valleys Financial Assistance	99
Operation HELP Financial Assistance	81
Shephard of the Valley Financial Assistance	75
Our Neighbors Place Day Center	65

INTERACTIONS PER CITY



EXPANDING REACH, STRENGTHENING RESPONSE: 2025 HIGHLIGHTS

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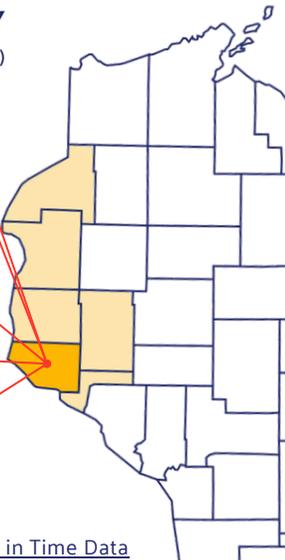
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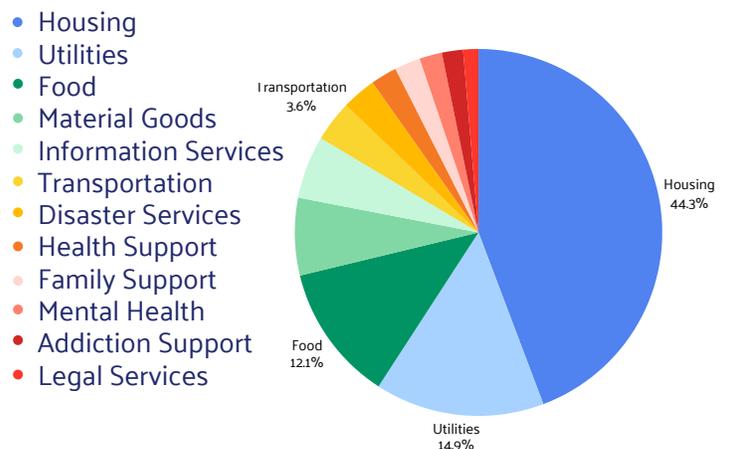
ALICE DATA IN PIERCE COUNTY

(Asset Limited, Income Constrained, Employed)

- Pierce County Population: 42,351**
Total Households: 15,765
- Median Household Income: \$88,802**
State Average: \$74,631
- Labor Force Participation Rate: 69%**
State Average: 65%
- ALICE Households: 31%**
State Average: 24%
- Households in Poverty: 8%**
State Average: 11%



UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025



Source: United for ALICE, 2023 Point in Time Data



UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

2025 211 DATA POLK COUNTY

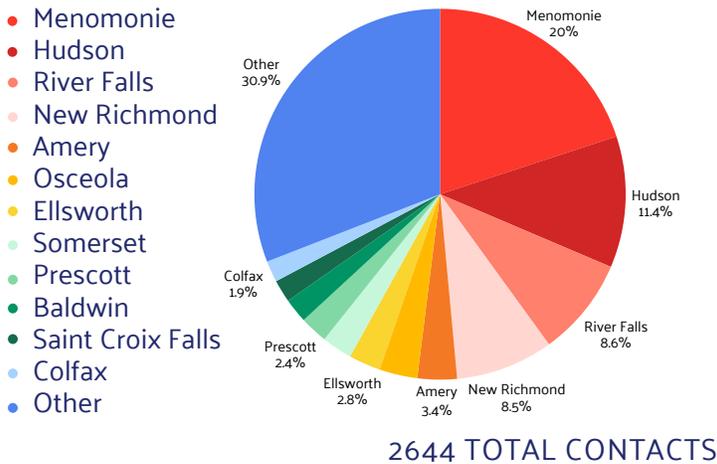
TOTAL CONTACTS IN POLK COUNTY

- 344** total community contacts made
- 289** phone calls answered
- 28** online chats supported
- 25** text messages responded to
- 2** emails responded to

TOP AGENCY REFERRALS IN POLK COUNTY

Foundation for Rural Housing Housing Payment Assistance	186
Salvation Army Polk County Financial Assistance	160
UW Valleys Financial Assistance	130
Workforce Resource Financial Assistance	95
WestCAP Energy Assistance	84

INTERACTIONS PER CITY



EXPANDING REACH, STRENGTHENING RESPONSE: 2025 HIGHLIGHTS

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ALICE DATA IN POLK COUNTY

(Asset Limited, Income Constrained, Employed)

Polk County Population: 45,327
Total Households: 18,829

Median Household Income: \$76,208
State Average: \$74,631

Labor Force Participation Rate: 62%
State Average: 65%

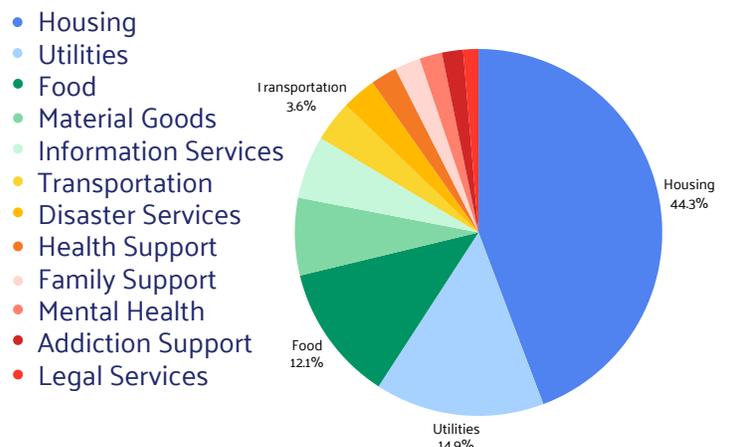
ALICE Households: 23%
State Average: 24%

Households in Poverty: 9%
State Average: 11%



Source: United for ALICE, 2023 Point in Time Data

UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025





2025 211 DATA

ST. CROIX COUNTY

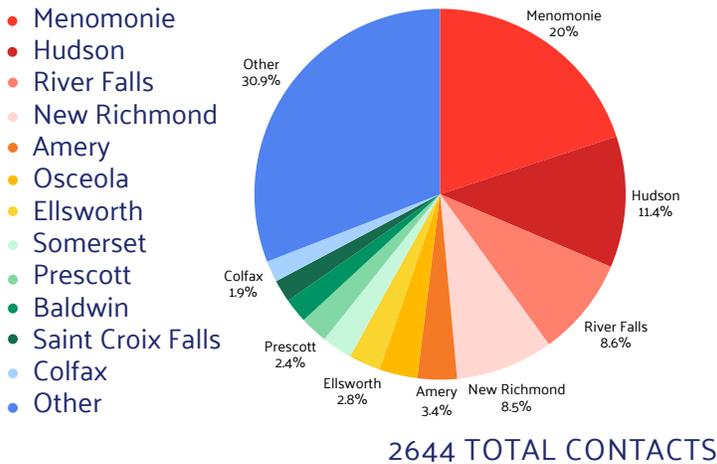
TOTAL CONTACTS IN ST. CROIX COUNTY

- 623** total community contacts made
- 531** phone calls answered
- 25** online chats supported
- 62** text messages responded to
- 5** emails responded to

TOP AGENCY REFERRALS IN ST. CROIX COUNTY

Operation HELP Housing Payment Assistance	391
Foundation for Rural Housing Housing Payment Assistance	317
Salvation Army Grace Place Financial Assistance	282
UW Valleys Financial Assistance	241
Workforce Resource Center Financial Assistance	146

INTERACTIONS PER CITY



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ALICE DATA IN ST. CROIX COUNTY

(Asset Limited, Income Constrained, Employed)

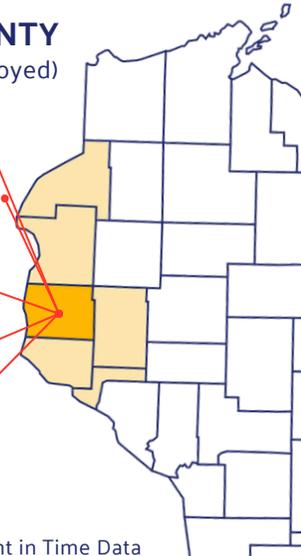
St. Croix County Population: 96,763
Total Households: 38,606

Median Household Income: \$102,475
State Average: \$74,631

Labor Force Participation Rate: 69%
State Average: 65%

ALICE Households: 18%
State Average: 24%

Households in Poverty: 7%
State Average: 11%



UW VALLEYS SERVICE AREA: TOP NEEDS OF 2025

