



UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

2025 211 DATA PEPIN COUNTY

TOTAL CONTACTS IN PEPIN COUNTY

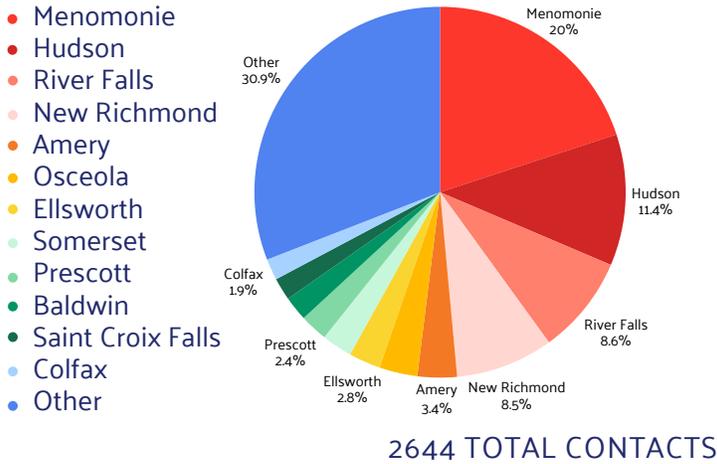
- 2 total community contacts made
- 2 phone calls answered

(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



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.

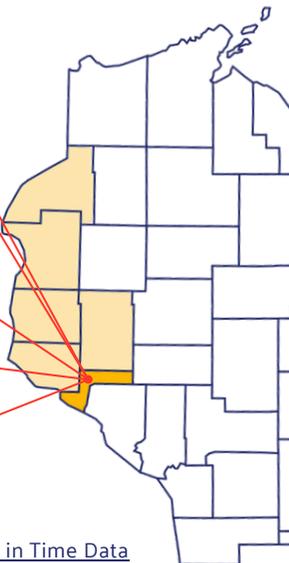
Rapid Response During Historic Floods

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.

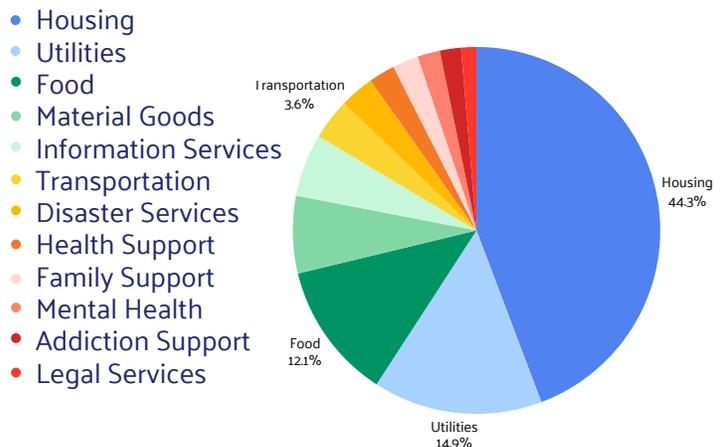
ALICE DATA IN PEPIN COUNTY

(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