



UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

# 2025 211 DATA PIERCE COUNTY

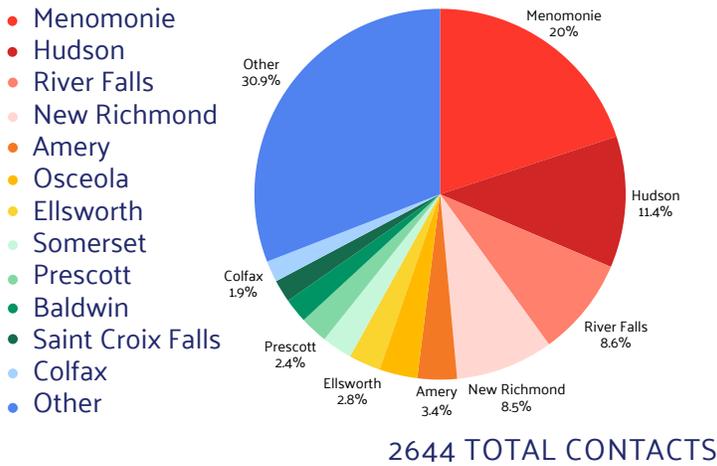
## TOTAL CONTACTS IN PIERCE COUNTY

- 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

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

## 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.

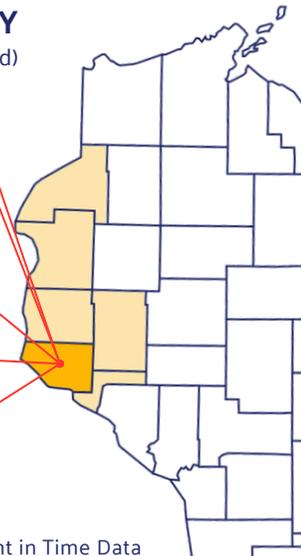
### Rapid Response During Historic Floods

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.

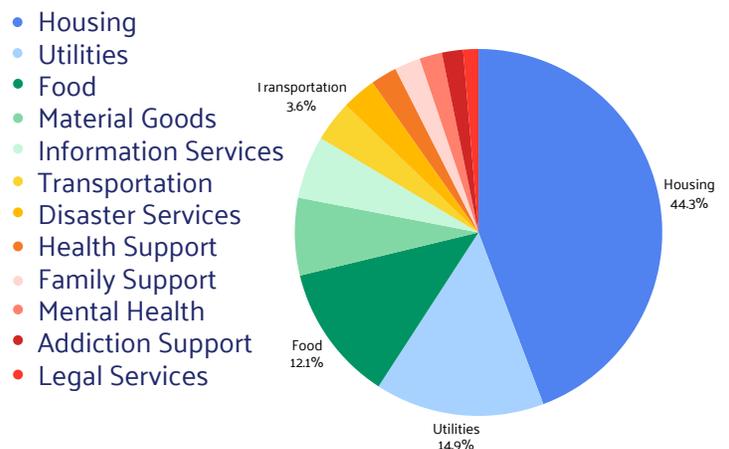
## ALICE DATA IN PIERCE COUNTY

(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