



UNITED WAY ST. CROIX AND RED CEDAR VALLEYS

# 2025 211 DATA POLK COUNTY

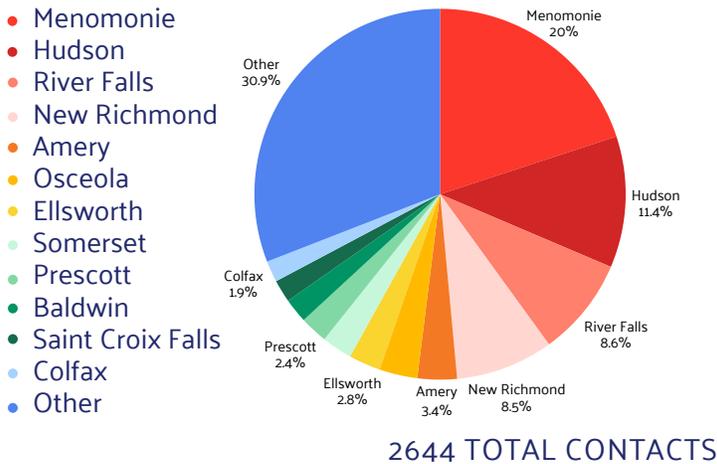
## TOTAL CONTACTS IN POLK COUNTY

- 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** 186  
Housing Payment Assistance
- Salvation Army Polk County** 160  
Financial Assistance
- UW Valleys** 130  
Financial Assistance
- Workforce Resource** 95  
Financial Assistance
- WestCAP** 84  
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 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

