

FEBRUARY 2026

# WHERE NEIGHBORS THRIVE: WELCOMING A NEW YEAR TOGETHER



## A Monthly Update From UW Valleys

Stay informed and connected with United Way St. Croix and Red Cedar Valleys (UW Valleys). Each month, we'll share stories of community impact, highlight upcoming events, and celebrate the partners and people making it all possible.



## News from the Executive Director

2025 marked UW Valleys first full year as a unified organization following the merger of Dunn County United Way and United Way St. Croix Valley. That promise came to life as UW Valleys invested more financial resources into local communities and nonprofits than at any time since before COVID. Together with our nonprofit partners, we touched the lives of 1 out of every 13 people in our service area.

[Read More](#)

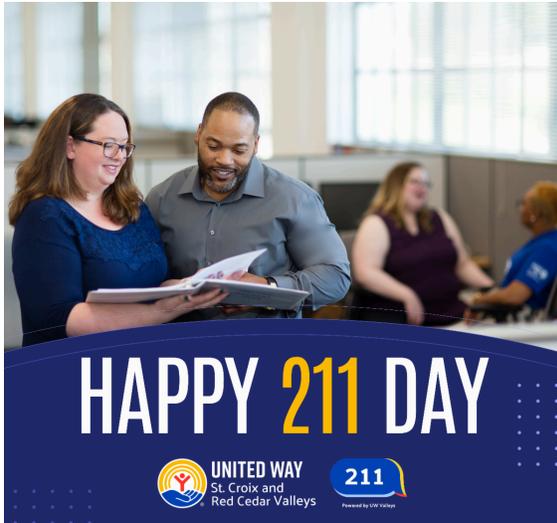
On February 10, 2026, Steve will be concluding his time with UW Valleys. We extend our heartfelt thanks to him for his dedication and commitment to supporting ALICE families in the Western Wisconsin Region. His work has made a meaningful impact, and we wish him all the best in his next chapter.

## Local Nonprofits Receive \$472,000 in Funding to Strengthen Communities

UW Valleys awarded \$180,000 in Community Impact Grants to 30 local nonprofits supporting ALICE families in Burnett, Dunn, Pepin, Pierce, Polk, and St. Croix counties. Learn more about the grants [here](#).

In addition, 8 local nonprofits received \$292,000 in Otto Bremer Trust Community Responsive Fund Grant. Learn more about the recipients [here](#).





## Celebrating 211: Connecting Our Community

Every February 11, we recognize National 211 Day, a reminder that help is always available for those who don't know where to turn. Supported by United Ways and local partner organizations, 211 is staffed by trained specialists who confidentially assess each caller's needs and connect them to the right programs and services. Neighbors can reach 211 by dialing 211, texting their ZIP code, visiting the website, or using the local app. Services are free, confidential, and available 24 hours a day, every day of the year.

**Last year alone, UW Valleys 211 responded to 2,644 community contacts and made 6,268 referrals,** helping connect people across our region to critical supports.

National 211 Day is an opportunity to raise awareness and remind our neighbors that they are never alone. By sharing 211, you help ensure everyone knows where to turn when they need support.

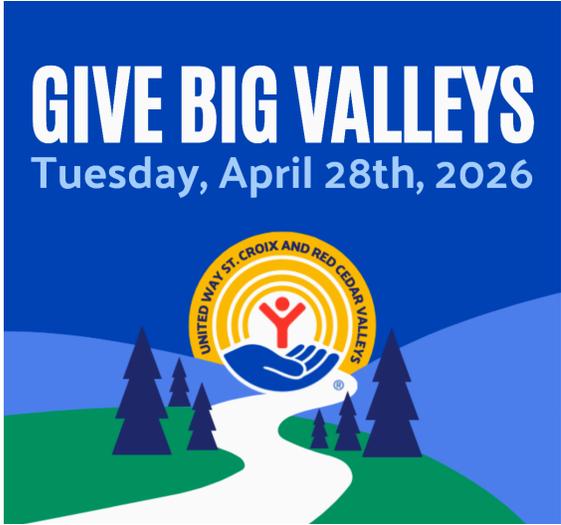
[Explore the Toolkit](#)

## Nonprofits—Get Ready! Early Bird Registration Is Almost Here for Give Big Valleys!

We're excited to announce a new opportunity for 2026—Give Big Valleys will offer Early Bird Registration! Take advantage of the new special early bird pricing from Monday, **February 9 at 9AM through Friday, February 13 at 12PM.** Register during this window and pay just \$75 (regular registration is \$100). Mark your calendar and don't miss out on this opportunity!

[Learn more about Give Big!](#)

[Sponsorship Opportunities](#)





## By the Numbers: 2025 at a Glance

Thanks to the generosity of our community, we were able to turn contributions into meaningful local impact during our one-time 15-month fiscal year. Here's a snapshot of what we accomplished together:

- \$1,071,735 raised
- \$988,288 invested locally
- \$285,500 in Community Grants
- \$292,000 from Otto Bremer Trust
- \$83,547 added to reserves
- 1 in 13 neighbors served

*The 2025 Annual Impact Report will be available soon. Stay tuned!*

[Annual Impact Reports](#)

### Mark Your Calendars

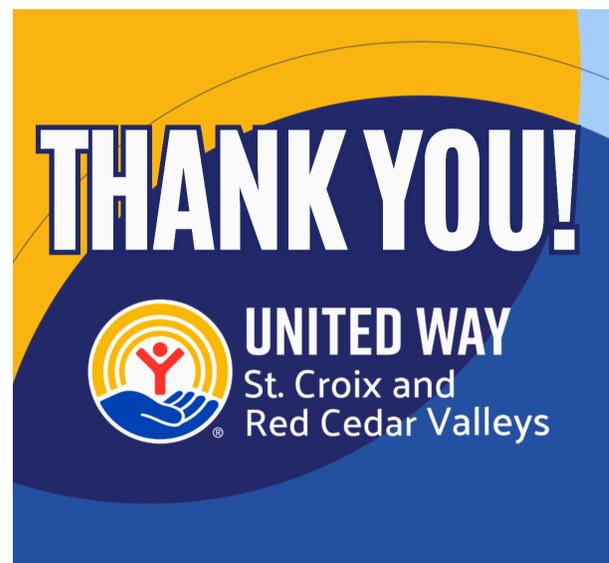
- National 211 Day - February 11, 2026
- ROUND UP at MarketPlace Foods, Menomonie - February 1 to March 31, 2026
- Give Big Valleys - April 28, 2026
- Day of Caring - October 1, 2026

[View Events](#)

### Round Up to Support the 2026 Winter Wear Open House

Starting February 1, round up your purchase at **Marketplace Foods** in Menomonie to support the Winter Wear Open House. Hosted annually each fall by Marketplace Foods with support from United Way St. Croix & Red Cedar Valleys, the event provides free coats, hats, gloves, and boots to community members in need.

*Special Thanks to [MarketPlace Foods!](#)*



**ROUND UP FOR WARMTH**  
FEB 1 - MAR 31 | 207 PINE AVE E, MENOMONIE, WI 54751



**MarketPlace**<sup>FOODS</sup>



### Thank You for Your Support

Your generosity makes everything possible. Together, we're strengthening our communities, supporting neighbors, and creating lasting impact.

### UW Valleys Mission

*United Way St. Croix and Red Cedar Valleys fights for the health, education, and financial stability of every person in Western Wisconsin. Serving Burnett, Dunn, Pepin, Pierce, Polk, and St. Croix counties, we unite people and resources to tackle our region's most pressing challenges.*

[UW Valleys Impact](#)

[Donate](#)

[Learn about ALICE](#)

