

UNITED in PURPOSE for ALICE

ALICE, an acronym which stands for Asset Limited, Income Constrained, Employed, is a way of defining our families, neighbors, and colleagues who work hard, earn above the federal poverty level, but not enough to afford the basics where they live. ALICE households and households in poverty are forced to make tough choices, such as deciding between quality child care or paying the rent – choices that have long-term consequences not only for their families, but for all. In 2023, the most recent ALICE report was released. Here is some of the data reported and how your support of United Way is working to ensure everyone as the opportunity to thrive.



IN 2021, WOOD COUNTY HOUSEHOLDS BELOW THE ALICE THRESHOLD ROSE BY 29% TO 12,862 FROM 10,007 IN 2019.

FOOD ASSISTANCE NEEDS WERE MET FOR 906 COMMUNITY MEMBERS THROUGH A UNITED WAY PROGRAM IN 2022.

IN 2022, 493 CHILDREN WERE PROVIDED FOOD PACKS THROUGH UNITED WAY'S NOW PROGRAM.

Food Insecurity
27% of families below the Alice threshold reported that often or sometimes their children were not eating enough because they couldn't afford enough food.

IN 2022, UNITED WAY PROGRAMS PROVIDED 2640 HOT MEALS TO ELDERLY/DISABLE RESIDENTS IN OUR COMMUNITY.

100% OF CAREGIVERS WITH LOVED ONES ATTENDING A UNITED WAY RESPITE PROGRAM FELT CONFIDENT THEIR LOVED ONES HAVE THEIR NUTRITIONAL, SOCIAL AND PHYSICAL NEEDS MET.

Vulnerable Adults
47% of senior households live below the ALICE threshold in Wisconsin.

IN 2022, 1050 INDIVIDUALS AND FAMILIES WERE ABLE TO PREVENT BECOMING HOMELESS WITH THE HELP OF A UNITED WAY PROGRAM.

100% OF YOUTH IN A UNITED WAY AFTER SCHOOL PROGRAM WERE ABLE TO MAINTAIN OR IMPROVE THEIR GRADES.

IN 2022, 686 BACKPACKS FILLED WITH SUPPLIES WERE PROVIDED TO PREPARE CHILDREN FOR THE UPCOMING SCHOOL YEAR.

Learning Loss
In 2022, 9-year-old students (Midwest) declined seven points in reading and nine points in mathematics the largest average score decline in reading since 1990, and the first-ever score decline in mathematics.

IN 2022, 88% OF CHILDREN IN COUNSELING THROUGH A UNITED WAY PROGRAM MADE PROGRESS TOWARD THEIR GOALS.

IN 2022, 5600 INDIVIDUAL COUNSELING SESSIONS WERE PROVIDED TO CHILDREN IN OUR AREA THROUGH A UNITED WAY PROGRAM.

Wellbeing
From 2020 to 2022, feelings of nervousness, anxiousness, or feeling on edge more than doubled for ALICE households.

- ### Our Programs
- United Way's 211
 - AARP Tax Preparation Assistance
 - Community Baby Shower
 - Make A Difference Day
 - Nutrition On Weekends
 - Reach Out and Read
 - Right 2 Play 4 All
 - Singlecare
 - Supplies 4 Success
 - United For Community Wellness
 - United We Can
 - Volunteer Reception Center
 - Volunteer Marshfield
 - We Belong Books Little Free Library

Our Service Area

Marshfield Area United Way

- ### Our Partners
- Big Brothers Big Sisters of Central Wisconsin
 - BSA Samoset Council
 - Childcaring, Inc.
 - Children's Wisconsin Family Counseling
 - Children's Wisconsin Family Resource Center
 - Chippewa Valley Boy Scouts
 - Home Delivered Meals & Scholarships
 - Marshfield Area Respite Care Center
 - Marshfield School Based Mental Health Consortium
 - Memory Lane Farm, Inc.
 - North Central Community Action Program
 - Pathway Partners
 - Personal Development Center
 - Soup or Socks
 - Spencer Kids Group
 - UWSP at Marshfield Full STEAM Ahead

GIVE Sweepstakes & WIN

GIVE...AND BE ENTERED TO WIN 1 OF 4 \$1,000 CASH PRIZES!

100 CHANCES!

You can double your chances to win by increasing last years gift by as little as \$1 in 2023 and double your odds to win! Any Marshfield Area United Way donor who gave \$52 or more in 2022 and increases 2023's gift by as little as \$1 is automatically entered into the sweepstakes for 100 chances to win!

50 CHANCES!

Donate a \$1 a week or \$52 dollars a year to Marshfield Area United Way in 2023 and you will be automatically entered into the sweepstakes for 50 chances to win!

Thank You to our Sponsors!



Lifescape Wealth
Ameriprise Private Wealth Advisory Practice



For complete rules and more info, visit marshfieldareaunderway.org and click on Sweepstakes! Pledge forms and paper entries must be received by Marshfield Area United Way by 4:30 p.m. Central Time on December 15, 2023. Four winners will be announced on or before January 31, 2024. GIVE & WIN Sweepstakes entrant must be legal residents of Wisconsin, at least 18 years of age, and possess a valid driver's license. PLEDGE WILL NOT IMPROVE CHANCE OF WINNING. NO GIFT NECESSARY TO ENTER.

LEADERSHIP GIVING

What is Leadership Giving?

For those who can give more, leadership giving is a way to be a role model for others. You demonstrate your belief that the health and welfare of residents in your community are worthy of a significant personal investment, thank you!

Your Invitation to the Marsh Society

The "Marsh Society" is Marshfield Area United Way's leadership giving program designed to recognize and honor community members who display exceptional commitment in helping others. Each year, Marshfield Area United Way acknowledges and celebrates the contributions of these leadership givers

RECOGNITION LEVELS

ALEXIS DE TOCQUEVILLE	\$10,000+
DIAMOND	\$2,500 - \$9,999
PLATINUM	\$1,500 - \$2,499
GOLD	\$1,000 - \$1,499
SILVER	\$750 - \$999
BRONZE	\$500 - \$749

DIAMOND

Denis Derbez Bustamante
Joe Dolezal
Laura Drendel
Brian Ewert & Kathleen Rulka
Priscilla Ferch
Terry & Allea Frankland
Derek & Dakonya Freis
Carl Hamann
Diane Haupt
Bill & Sue Heiting
Dr. Matthew & Susan Jansen Koch Charitable Trust
Jerry & MaryAnn Lippert
Dr. Joseph & Ginny Mazza
Dr. James A. Meyer
Sue Meyer
William & Mary James Mork
Adam & Betsy Nelson
John & Susan Nelson
Alan & Amy Nystrom
Randy & Vicky Peterson
Troy & Christy Rens
Richard & Tamie Roehl
Michael & Elizabeth Sautebin
Cheryl Schwantes
Bill & Claudia Sennholz
Judith Strack (Bequest)
Tom & Bonnie Umhoefer

PLATINUM

Charlie & Joanne Ampe
Anthony Asleson
Mat, Sara, Ella, & Porter Bartkowiak
Lori Belongia
Dr. David & Mary Bjarnason
Paul & Laura Bruce
Tim & Julie Brussow
*Dan & Cindy Burns
Tom Buttke
Dr. John & Kathy Campbell
Martin & Sarah Chy
Daniel & Sharon Copet
Steve & Rochelle Drexler
Ed & Deb Englehart
Floyd & Pat Hamus
Jeff & Michelle Hamus
Julie Hastreiter
Dr. John & Stephanie Hayes
Rick & Sue Heinzen
Sharon Helwig
Andy & Kris Keogh
Allie & Diane Knoll
Jeffrey & Mary Kolstad
Kevin & Kelly Korth
Kevin & Kathy Leick
Andy & Jill Martin
Allan & Rhonda Michalski
Don & Penny Nikolai
Dr. Asha Okorie
Dr. Ted & Kathy Praxel
Brad & Shanon Remmen
Dan Roehl
Ron & Robin Safford
Cindy Scheckman
Larry Scheur
Mike & Anne Schmidt
Brian & Leah Schmoll
Dr. Donald Schreiber & Linda Nelson Schreiber
Michael & Tammy Simon
Aaron & Donna Staab
Dr. Vince & Gail Thomalla
John & Lisa Thornton
Mark & Rosemarie Weber
Scott & Heather Wucherpfennig
Anonymous (3)

GOLD

Jim & Dorothy Adler
Bob & Sherri Bauer
Ken & Brenda Baur
William L. Becker
Mary Besler
Joyce & Ken Billings
Dr. Jamie & Lisa Boero
Dale Bohm
Dr. Lawrence & Janet Clouse
Roxanne Cordova
Chad & Valerie Curtis
Teresa Derfus
Steve & Danielle Dieringer
Marcus Ewert
Nicholas Faber
Dan & Marilyn Follen
David A. Genteman
Jeff & Julie Graves
Lynn Haefler
James Halverson
Ashley Heiman
Aaron & Valerie Homolka
Teresa Hoo
Craig & Paula Jero
Charles Dean Johnson
Dennis Karlen
Shawn Kitchner
David A. Genteman
Jeff & Julie Graves
Lynn Haefler
James Halverson
Ashley Heiman
Aaron & Valerie Homolka
Teresa Hook
Craig & Paula Jero
Charles Dean Johnson
Dennis Karlen
Shawn Kitchner
Richard & Sarah Kopitzke
Steven & Connie Koran
Edward & Eileen Krall
David & Becky Krause
Randy & Amy Krogman
Lorrie Krokstrom
Dr. Barbara C. Lee
Mrs. Douglas & Martha Lee
Rob & Leslie Mader
Mark Mallinger
Todd & Michelle Maurer
Dave & Tammy Meissner
Bonnie L. Meyer
Josh & Jessica Miller
Mark T. Nelson & Bridget
Brien Daniel Newman
Michelle Onsager
Dr. Dick & Marge Peters
Dr. Douglas Reding & Janet Crossley
Joe & Dottie Regenold
Marty & Laurie Reinhart
William & Beth Rosandick
Aaron & Michelle Russell
Dr. Evan & Karna Sandok
Scott & Amanda Sasse
Chris & Jolene Sternweis
Don & Donna Streiff
Marliss Trudeau
Dr. John & Susan Twiggs
Andrew & Jenny Urquhart
Kevin Vanorum

GOLD (CONTINUED)

Brynne Wahlstrom
Dr. James & Sherrie Weber
Sharon Wilson
Kenneth Wry
Nancy Young
Katherine Zaleski
Kimberly Ziembo
Thomas & Lori Zimmerman
Anonymous (8)

Silver
Drs. Iddi & Kara Adam
Jonathan & Brooke Altman
Sarah Arnoldy
Steve Barg
Edward Belongia & Michelle Comeaux
Joan K. Berlin
Brett & Jacea Deml
Matthew & Aimie Eckelberg
Mike & Donna Follen
Christopher & Suzanne Golden
Mike & Vickie Greenwald
Robert & Linda Lang
Tamara Laska
Ben & Susan Lee
Christopher & Tina Mueller
Dale & Judy Nelson
Maureen C. Schmidt
Dr. George Sparks
Mary Strigel
Jeff & Loretta Veers
Craig Warosh
Ashley Winch
Kelly Zirbel
Anonymous (1)

BRONZE

Ed Accola
Janel Alfredson
Dave Anderson
Shannon P. Annala
Ben & Karissa Austin
John Baldus
Grace Bauer
John Baur & Karmen Gorman
Heather Binder
Thomas Bitner & Carole Radeztsky
Rita Blenker
Dean Bohman
Kurt & Ann Bosen
Scott & Diane Bosen
Eric & Krystal Bowman
Ed & Lois Carlson
Tim & Kelly Cassidy
Melisa Cherney
Theodore & Jill Dasler
Bill & Peggy Davis
Sue Decker
Dr. Edward Denny & Laura Nelke
Dennis & Roberta DeVetter
Dave & Sheri Dick
Angie Domine
Alex & Ashley Draeger
Scott Durham
LeRoy & Sandy Egstad
Kevin Fischer
Sara Foemmel
David & Victoria Foemmel
Dustin & Becky Follen
im Gavigan
Kevin & Donna Gilbertson
Benjamin Giles
Craig & Sara Griesbach

Marjorie Hansen

Kayla Hanson
Tim Heeg
Kelvin & Marilyn Heiman
Kim & Cheryl Heiman
Patricia Herman
Dr. Mark & Vicki Hinson
Dr. Brian & Tanya Hoerneman
Melissa Hoffman
Matt Iwanski
Jon & Lynn Kelnhofer
Janet Knauf
Jeff Koehn
Holli Kohler
Ben Konrardy
Anthony & Rachel Krentz
Kurt Kruger
Gail Landwehr
Ed & Cindy Lee
Dr. Richard & Marika Leer
Brian J. Lehman
Alex Lendved
Jennifer Limb
Jane Loll
Nicole Lossman
Dan & Danielle Luther
Tara Maki
Joe & Barb Martell
Keith Merkel & Kristine A. Melaas-Merkel
Juliana Mesa
Marc & Janel Meverden
Lily Michalski
Bill & Amber Mitten
Kent & Cindy Mueller
Laverne Neve
David P. Nyman
Stacey Oelrich
Jeffrey & Kelly Ongna
John Richmond
Michael Rindy
Beverly Roehl
Rob & Joann Roehl
Gary Schade
Gordon & Cathy Schalwohl
Brian Scheuer
Nathan Schreiber
Dana Schultz
Marilyn Seidl-Kramer
Murray Smith
William J. Soper
Rikki Starich Harry
Michael & Mary Stevens
Ed Stumpner
David Sutton
Dr. Mark & Mary Jane Swanson Dr.
Stuart Tipping
Todd R. Toppe
Gerri Toyama
Tom & Julie Turchi
Devon Yorgel
Scott Wagner
Alisa Walz-Flannigan
Janet Wellner
Doug & Susan Wendlandt
Andrea Wentzel
Kurt & Jessica Wernberg
Ron & Teri Wilczek
Andrew Wilkins
Linda Woloschek-Greenberg
Dr. William & Carolyn Yanke Faith A.
Zarnke
Holly Zopfi
Anonymous (6)

MARSHFIELD AREA UNITED WAY



UNITED in PURPOSE

"Everyone, Everywhere has the Opportunity to Thrive"

