

2007 Annual Report

Our mission is to increase our community's capacity to care for one another.

Community Needs:

Community & Basic Needs

- Housing
- Medical Services
- Dental Care for Low Income & Special Needs
- Financial Management
- Transportation
- Food & Clothing
- Literacy
- Information & Referral
- Employment
- Volunteer Opportunities & Community Service

Families & Seniors

- Care Service Options for Children & Adults
- Information & Referral
- Family & Senior Counseling
- Dental Care for Low Income & Special Needs
- Family Involvement
- Food
- Life Skills
- Employment
- Transportation
- Abuse Prevention
- Special Needs
- Social & Recreational Development



Youth Initiatives

- Safe Activities for Children Birth to 11
- Safe Activities for Children 12 & Older
- Life Skills & Self-Esteem
- Before & After-School Programs
- Youth Counseling
- Tutoring
- Child Abuse & Neglect
- Volunteer Opportunities & Community Service

Identifying Community Needs

United Way brings together community leaders, volunteers, experts in the field and local programs to create a plan and begin **focused work to address needs**. They look deeper to the core issues so the community can work towards **solutions, awareness and prevention**. Throughout the year, successes and barriers are identified, and changes are implemented to build upon the most successful practices. What results is less duplication and stronger services.

Improving Lives Through Results

Last year, community programs accomplished a goal set for the Marshfield area four years ago. In a 2003 Needs Assessment, Life skills and self-esteem were identified as underlying causes of risky behavior and poor decisions some area youth were making.



Working together, the United Way Partner Programs have developed and enhanced programming that matched youth with mentors and role models and offered after-school activities. As the months and years progressed, parents reported family relationships improved and schools saw better grades and school performance. The results were more than just numbers served, programs were reaching at-risk populations and targeting specific unsafe behaviors. **In 2007, the Youth Initiatives Vision Council recommended moving Life Skills & Self Esteem from an Emerging Need to a core service.**

"I'm amazed at the impact. It may look simple on the surface, but what you need is committed people who are concerned about their children, families and their community," said Pauline Frome of Spencer Kids Group.

Partnering Builds Stronger Communities

United Way works with businesses large and small in all sectors of the community throughout the year. **Staff and volunteers raise awareness about available programs, work together for solutions and raise money to address the Marshfield area's most critical needs.**

Marshfield Area United Way's service area encompasses the entire area surrounding Marshfield. To give area residents the best level of service we partner with neighboring United Ways. We collaborate in combined campaigns in Neillsville, Spencer and Stratford to ensure families and individuals have access to needed programs. Together, we can make lasting changes in the lives of our family, friends and neighbors who live and work in the Marshfield area.

Community accomplishes great things together



Marsha Barwick
2007 Board President

Helen Keller said, “The most beautiful things in the world cannot be seen or even touched. They must be felt with the heart.” In fact, it was her heart that allowed her to accomplish great things, despite her challenges and limitations.

Each day, we are blessed to feel the presence of others who are faced with different types of challenges and limitations. Our blessings are realized when we are able to recognize our potential to make someone else’s life better; improve our own existence by helping someone else in need; and appreciate that we have been given the resources to do for others what they are unable to do for themselves.

Each of you has chosen to make a commitment to the Marshfield Area United Way, and in doing so, have opened yourself to receive these same blessings. By giving a little of yourself, you have helped the 39 programs supported by United Way provide 10,180 instances of service in 2007.

Through your generosity, families have been fed, children have been cared for, and youth have been given a second chance. You may never see every opportunity that was created through your support, but you can feel good about the difference you’ve made through your involvement with United Way.

In 2007, we were able to enhance our relationships with neighbors in need through business campaigns in Spencer, Stratford and Clark County. We were able to initiate programs to meet the greatest of needs as identified by volunteers through our Community Impact Process. Providers of those with mental health needs will have a mobile responder network; area residents in need have more options for dental care and youth programs have begun to increase offerings for youth 12-years-old and older.

We responded to the call of those needs that rose above and beyond the annual Impact Process through special grants:

- **Adult Day Care & Support Group**
Companion Day Services
- **Affordable/Emergency Housing, Resource Management & Advocacy**
Saint Vincent DePaul Outreach
- **After-School Program & Social Activities**
Stratford High School—Homework Club
- **Basic Needs Assistance & Awareness**
United Church of Christ—Clark County
Christmas Angel Project
- **Enhancing Youth Life Skills**
Big Brothers Big Sisters
- **Non-Profit Training & Community Outreach Learning**
UW-Marshfield/Wood County Continuing Education
- **Youth Safe Activities**
Spencer Kids Group
Boy Scouts of Samoset Council
- **Social Recreation & Development**
Marshfield Senior Community Center
- **Supervised Visitation**
Personal Development Center
- **Transportation Assistance**
Interfaith Volunteer Caregivers

We continued to grow our network of resources, friends and supporters to again grow our campaign to more than \$1 million. This is a huge accomplishment and one that could not have been achieved without our dedicated staff, faithful volunteers, generous supporters and our committed program superstars. This is a time to be truly thankful for what you have all given.

Helen Keller also said, “Many persons have a wrong idea of what constitutes true happiness. It is not attained through self-gratification but through fidelity to a worthy purpose.” I hope that you have found your true happiness in your belief in United Way. May you continue to feel what your gift does for others in our community every day.

Marsha L. Barwick



Thank you to the companies that match give a corporate match with employee giving:

100 percent
Central City Credit Union
Felker Brothers
Land O’Lakes
Nelson-Jameson, Inc.
Wal-Mart SuperCenter
Weinbrenner Shoe Company

50 percent
Figi’s, Inc.
Staab Construction Corporation

Marshfield Utilities matches employee contribution up to \$100

2007 Board of Directors

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Everyone contributes to community's success



John Baur
2007 Drive Chair

passionate program leadership, generous donors and dedicated United Way staff making investments of time and money and expending much energy. Each and every one of you contributes to the overall success of our community campaign and allowed us to succeed in spreading the mission of Marshfield Area United Way.

This team of amazing individuals and businesses proved that when we work together, we are quite exceptional and can produce favorable outcomes—serving our community.

United Way brings value to a community by strengthening it through preventative measures to give youth a good start,

help families achieve and maintain financial stability and allow older adults remain independent.

When you give to United Way, you can trust your money is going to the people who need it the most. You may not know who you're helping, but it's such a neat feeling to know you've made an impact in another person's life.

Your contributions of time and money truly make a difference in the daily work of programs—building a strong community for years to come.

Thank you for your generosity and great spirit of volunteerism.

John Baur and
Kathy Rhyner
2007 Drive Chairs



Kathy Rhyner
2007 Drive Chair

It was truly our honor and privilege to be your co-chairs of the campaign. We had a team of deeply caring volunteers,

Improving lives through funding local programs

2007 Partner Programs Community & Basic Needs

American Red Cross – Wood County Chapter
Catholic Charities (Financial Counseling)
Healthy Smiles of Wood County
Literacy Council
Marshfield Area Volunteer Center
Ministry Dental Center
North Central Community Action Program
Soup Or Socks
United Way's 2-1-1

Need: Maggie was struggling to pay her rent and other bills and was on the verge of eviction.

Results: Maggie couldn't balance on this financial tightrope any longer. She found solid footing with a United Way funded program where she learned how to budget. Money is still tight, but with these new skills Maggie doesn't feel anxiety as she opens bills.

Families & Seniors

Companion Day Services
Child Care Resource & Referral
Children's Service Society (Counseling)
Circle of Life Community Coalition – Share the Care
Families & Schools Together
Family Resource Center
Home Delivered Meals
Kiddie Kaboose
Marshfield Area & Clark County Personal Development Center
Marshfield Area Respite Care Center

Need: Matt's mom saw he was having a hard time coping with her divorce.

Results: She signed him up with a United Way program and he was paired with a male role model, Rudy. Matt and Rudy spent time together going to dinner, fishing and horseback riding. These activities kept Matt out of trouble and built his self esteem.

United Way programs connect people to resources

United Way programs are improving lives by connecting people with information and volunteer opportunities every day. In 2007, 1,933 people utilized Marshfield Area Volunteer Center and United Way's 2-1-1 to give and get help. Below is a snapshot of results in 2007.



- 314 backpacks and supplies were collected and delivered to students in need from: Auburndale, Marshfield, Neillsville, Pittsville, Spencer and Stratford.
- 325 volunteers came together in a day of service to help 52 of their neighbors with fall yard clean up.
- 100 youth volunteered their Saturday morning to help improve the community with five projects.
- 73 people were connected to volunteer opportunities in our community.



- 1,121 Marshfield area residents dialed 2-1-1 for information or referrals.
- 429 callers were connected to financial assistance services.
- 223 people received information about health and medical programs.
- 115 callers received referrals to basic needs programs.
- 2-1-1's Web site received 69,563 visits.

Youth Initiatives

Big Brothers Big Sisters
Boy Scouts – Samoset Council
Camp Courage
Children's Service Society (Sexual Assault Victim Services)
Girl Scouts of Woodland Council
Lutheran Social Services (Birth Parent Counseling)
Pathway Partners
Personal Development Center (Youth Program)
Spencer Kids Group
Youth Net

Marshfield Area United Way

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Thank you for your gifts of equipment, time, space and service:

Associated Bank	Marshfield Area
John Baur	Respite Care Center
Erik Borreson	Marshfield Area
Burt Trophy & Awards	Alternative School
Melissa Darr	Marshfield Bus Service
Figi's, Inc.	Marshfield News-Herald
Festival Foods	M&I Bank
Fraternal Order of the Eagles	Mary Kay Mills
Green Bay Packers	Shirley Mondloch
Hawkins, Ash, Baptie & Company	NRG Media
Mindy Gribble	P&M Monogramming
Peter Kelly	Parks & Recreation
Mark Kingston	Department
Tina Kollmansberger	Kathy Rhyner
Randy Krebsbach	Stratford Sign Company
Marshfield Area Chamber of Commerce & Industry	Solarus
	WDLB Radio
	WAOW-TV 9
	WSAW-TV 7
	Barb Wyman

Thanks to generous community support, no donor dollars were used to print this publication.

Thank you to the following foundations for granting Marshfield Area United Way program dollars:
Gannett Foundation
Thrivent Financial for Lutherans

For a list of our 2007 Marsh Society Givers and individuals and businesses honored at our Thank You Celebration, please visit marshfieldareaunitedway.org

Statement of Financial Position

For the 12 Month Period ending December 31, 2007

ASSETS

Cash	\$ 120,823
Certificates of Deposit	635,000
Endowment Fund	7,551
Other Receivables	6,752
Pledges Receivable — Current Year	570,003
Pledges Receivable — Prior Year	82,287
Allowances for Uncollectible Pledges	(53,000)
Prepaid Expenses	2,875
Equipment — Net	<u>5,374</u>
Total Assets	\$1,377,665

LIABILITIES

Accounts Payable	\$ 1,553
Allocations and Grants Payable	31,724
Accrued Expenses	7,441
Due to Other United Ways	<u>40,539</u>
Total Liabilities	\$ 81,257

NET ASSETS

Undesignated Funds	\$ 103,714
Designated Funds	242,116
Fixed Assets	5,374
Temporarily Restricted	<u>945,204</u>
Total Net Assets	\$1,296,408

Total Liabilities and Net Assets

\$1,377,665

Hawkins, Ash, Baptie & Company, LLP audited Marshfield Area United Way. The 2007 audit report is available upon request.

Invest in our community's future. Remember Marshfield Area United Way in your will or trust.