

MARSHFIELD AREA UNITED WAY 2008 ANNUAL REPORT

**LIVE UNITED IS:
A MOVEMENT.
THINK OF WE BEFORE ME
A WAY OF LIFE.**

**REACH OUT A HAND TO ONE,
INFLUENCE THE CONDITION OF ALL**

A CALL TO ACTION.

**OPEN YOUR HEART, LEND YOUR
MUSCLE, USE YOUR VOICE**

AN AFFIRMATION.

**WE CREATE RIPPLES THAT TOUCH
EVERYTHING AROUND US, FARTHER
REACHING THAN WE REALIZE.**



**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™**

United
Way



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**Indicates last year of board
term.*

Reaching out a hand of hope to help those struggling in our community



Paula Jero
Executive Director



Keith Strey
Board President

has remained constant through our 62 year history. The needs United Way responds to has remained through eight executive directors, and in good economies and recessions. Also unchanged is our donors, for without your commitment to support United Way and our community, none of the work that United Way accomplishes would be possible. It may have been more challenging

“Just because everything is different, doesn’t mean anything has changed.” This summarized 2008 for United Way. Our changes included a new Executive Director, a new tagline: **LIVE UNITED** and an economy that thoroughly challenged our local businesses and campaign.

Yet in many ways nothing changed. The need for United Way and the support it provides our local organizations and individuals in need

to give to United Way in 2008, as many of us saw our investments and retirement accounts lose value and some of us had wage freezes or reductions.

In spite of all of the challenges, 424 individuals gave at the Leadership level of \$500 or more and 2008 saw 54 first-time Leadership Givers. Overall, there were more than 5,000 donors and 178 companies who supported our 2008 campaign. Thank you! In spite of challenges, members of our community recognized the importance of giving to Marshfield Area United Way, and for that we are grateful.

It is often tempting to believe that we don’t individually make a difference to an organization such as United Way. If I don’t give - someone else will. If I don’t volunteer -someone else will. We were thrilled to welcome United Way’s new tagline **LIVE UNITED**. It speaks to the importance of **each** of us doing our part to care for our neighbors and our community.

Thank you to our donors, board members, volunteers and Partner Programs—together we are reaching out the hand of hope and help to individuals and providing services that are meeting the needs of our community.

United Way creates positive change well beyond campaign season



Andy & Kris Keogh
2008 Drive Chairs

We were honored to co-chair the United Way campaign and work alongside Marshfield area companies, organizations and caring individuals. This community can be proud of its generous spirit.

Your contributions create real results that extend throughout the year—well beyond the special events and presentations. You can see the results

every day, in the faces of your friends, family and neighbors who received help from a United Way funded program when they need the help the most.

United Way Partner Programs make sure young people with children can finish school by offering childcare. Programs give those evicted from their homes because they couldn’t afford to pay rent or mortgage a place to stay, a bed and warm meals; provide food and clothing to families short on both; provide financial counseling for those who can not see their way out of debt. Plus so many more.

On behalf of all those who you’ve helped, Thank you—each of you—for living united.

2008 Partner Programs

Marshfield Area United Way identifies community needs and funds programs that achieve focused results to advance the common good. We are proud to partner with these local programs:

American Red Cross provides emergency services for immediate basic needs. Red Cross also provides emergency communication for service members and their families.

Big Brothers Big Sisters matches at-risk children with caring and supportive adults. These volunteers act as a role model, provide academic support, share in learning moments and safe activities.

Boy Scouts – Samoset Council prepares at-risk or special needs boys to make ethical and moral choices over their lifetime. Activities focus on character building, fitness, citizenship and leadership.

Camp Courage is a two week day camp for youth with disabilities.

Catholic Charities – Financial Counseling provides bankruptcy services, budgeting, consumer rights education, credit and housing counseling and debt management.

Child Care Resource & Referral of Central Wisconsin provides resources and training for area child care providers to increase availability of infant to 2-year-old child care slots.

Children's Service Society of Wisconsin's Child and Family Counseling provides therapy for children and teens, family therapy and group therapy to adult domestic violence perpetrators.

Chippewa Valley Council Boy Scouts prepares at-risk or special needs boys in the Neillsville area to make ethical and moral choices. Activities focus on character building, fitness, citizenship and leadership.

Share the Care assists in organizing a family and community based care team for individuals and families coping with serious illness and end of life issues.

The Family Center works with area middle and high schools, college and technical schools to provide and enhance existing sexual assault prevention education and support.

Family Resource Center, a program of Children's Service Society, helps reduce child maltreatment by strengthening parenting skills with classes, helpline and interactive programs.

Families and Schools Together (FAST) works with elementary schools and at-risk families to empower parents to be their child's advocate.

Girl Scouts of the Northwestern Great Lakes provides supervised activities for at-risk girls to Discover skills, interests and values; Connect with others; and Take Action by identifying and solving problems, and acting as advocates.

Home Delivered Meals improves the health and well-being of homebound individuals in the Marshfield community through the delivery of hot, nutritious meals.

Kiddie Kaboose teaches parenting skills and provides child care for teenage parents who are pursuing educational and/or career goals.

Lifelong Learning Opportunities offers learning opportunities for people with special needs, ages 16 and older. The program's goal is to increase self-sufficiency, improve life skills, enhance communication and provide safe activities.

Literacy Council of Wood County tutors adults in reading, writing and basic English communication to improve every day skills for adults and English as a Second Language learners.

Lutheran Social Services - Birth Parent Counseling empowers birth parents to make well-informed decisions to support their health and well being as well as their child's.

Marshfield Area Respite Care Center provides caregiver support through a week-day respite program for adults living with Alzheimer's, Parkinson's and dementia.

Marshfield Area Volunteer Center advocates and promotes volunteerism by connecting residents to volunteer opportunities with nonprofits that have project needs.

Mary's Place: The Genesis Room provides homeless individuals with a clean, warm and secure place to sleep while they look for new employment.

Ministry Dental-Pittsville Program - Ministry Dental Center provides emergency services, dental treatments and prevention services.

North Central Community Action Program helps low-income people who are at or below poverty by assessing needs and then addressing barriers through referrals, financial assistance and advocating when necessary.

Pathway Partners is a school-based mentoring program designed to provide students with one-on-one guidance with vocational plans and career exploration opportunities.

Personal Development Center Domestic Violence and Assault Outreach for Marshfield area and Clark County provides legal advocacy and support to victims of dating and domestic violence, elder abuse, sexual abuse and stalking.

Youth Domestic Violence Program provides support, outreach and advocacy to youth from five to 18-years-old who have experienced or witnessed violence or have been physically, emotionally or sexually abused.

Soup or Socks is a volunteer organization dedicated to providing food, clothing and personal care items at no charge for people in need.

Spencer Kids Group provides Spencer area children an after school and summer recreation program which provides supervision, homework help and other activities.

United Way's 2-1-1 provides a free, confidential information and referral about community resources and programs. Available 24 hours a day, 7 days a week.

Healthy Smiles for Wood County: Volunteer dentists and portable equipment visit targeted schools to screen the children's teeth. Dental hygienists place dental sealants and provide fluoride treatments.

Youth Net is a comprehensive after school program that focuses on academic support, personal and social development and health and fitness.

Corporate matches propel our community forward

Thank you to the following companies that choose to match their employee contributions. This generosity increases the impact of each gift.

100 percent

Central City Credit Union
 Felker Brothers
 Land O'Lakes
 M&I Bank
 Trierweiler Construction & Supply
 Wal-Mart SuperCenter
 Weinbrenner Shoe Company

50 percent

Figi's Inc.
 Staab Construction Corporation

 Marshfield Utilites matches employee contributions up to \$100

Statement of Financial Position

For the 12 Month Period ending December 31, 2008

ASSETS

Cash	\$ 213,076
Certificates of Deposit	571,680
Endowment Fund	5,887
Other Receivables	6,688
Pledges Receivable — Current Year	537,761
Pledges Receivable — Prior Year	59,202
Allowances for Uncollectible Pledges	(55,500)
Prepaid Expenses	566
Equipment — Net	3,477
Total Assets	\$1,342,837

LIABILITIES

Accounts Payable	\$ 673
Allocations and Grants Payable	14,599
Accrued Expenses	5,932
Due to Other United Ways	38,275
Total Liabilities	\$ 59,479

NET ASSETS

Undesignated Funds	\$ 144,317
Designated Funds	255,952
Fixed Assets	3,477
Temporarily Restricted	879,612
Total Net Assets	\$1,283,358

Total Liabilities and Net Assets **\$1,342,837**

*Hawkins, Ash, Baptie & Company, LLP audited Marshfield Area United Way.
 The 2008 audit report is available upon request.*

Special Event Program Grants

Thank you to the following foundations for initiative program funding:

National Youth Service Day

Festival Foods
 Leadership Marshfield
 Marshfield Savings Bank
 Ministry Health Care
 Pick N Save
 Thrivent Financial for Lutherans

Make A Difference Day & Volunteer of the Year

Gannett Foundation

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

Karen Baker
 Burt Trophy & Awards
 Festival Foods
 Fraternal Order of the Eagles
 GoodSearch.com
 Green Bay Packers
 Hawkins, Ash, Baptie & Company
 Jay Holbrook and VidCom
 Andy & Kris Keogh
 Marshfield Area Chamber of Commerce & Industry
 Marshfield Area Respite Care Center
 Marshfield Area Alternative School
 Marshfield Bus Service
 Marshfield Community Television
 Marshfield News-Herald
 M&I Bank
 NRG Media
 P&M Monogramming
 Parks & Recreation Department
 Solarus
 WDLB/WOSQ Radio
 WAOW-TV 9
 WSAW-TV 7

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

United Way: Improve upon the past, shape the future and make today better for all of us

CHANGE: NEW GOALS, FOCUS & STRATEGIES

In 2008, United Way welcomed a new tagline and purpose to advance the common good and a renewed focus on local community needs to drive action and results rather than focus on a fundraising goal.

Nationally, United Way of America set bold 10 year goals, and in the Marshfield area, we began the process to define our goals to **create opportunity for a better life for everyone** through program funding; initiatives focusing on education, income and health; and community partnerships beyond traditional campaign.



MARCH - JUNE COMMUNITY IMPACT FUNDING

42 volunteers invested 22 hours each to review applications and financials to decide funding for local programs that demonstrate results for Community & Basic Needs, Families & Seniors and Youth Initiatives.

38 programs funded (See middle panel for list);
Two new programs: **Family Center, Inc.**- Sexual assault education and prevention.

Family Resource Center of Children's Service Society- Helps parents, grandparents and caregivers develop positive skills to reduce child neglect and abuse.

APRIL VOLUNTEER RECOGNITION & ROLL OUT OF LIVE UNITED

To celebrate National Volunteer Week, the **Volunteer Center** organized a recognition event for our area volunteers. Youth, Adult and Volunteer groups were honored for their commitment to community organizations. During this event we launched our new tagline and gave out the **LIVE UNITED** Shirt to the volunteers to celebrate their generous spirit.

LIVE UNITED – (verb) An awareness that even the smallest every day actions can influence the person next to you. Focus on creating positive ripples by taking action to: Give. Advocate. Volunteer.

APRIL NATIONAL YOUTH SERVICE DAY

Also in April, 106 youth were recruited to give back in a day of service through six service projects to make the community a better place.

MAY STAMP OUT HUNGER - NALC FOOD DRIVE

United Way partnered with the the National Association of Letter Carriers and Marshfield Post Office to recruit volunteers and promote the largest one-day national food drive. 17,500 pounds of food were collected for Marshfield area food pantries.

AUGUST VOLUNTEER CENTER'S FILL A BACKPACK, FULFILL A NEED

Generous businesses and individuals donated 314 backpacks and supplies. Then, parents and students of Auburndale, Marshfield, Neillsville, Spencer and Stratford who receive free or reduced lunch visited United Way to pick out a new backpack and supplies for the school year.

AUGUST - DECEMBER COMMUNITY ASSESSMENT SURVEY

Distributed online, by mail and through campaigns, this survey asked for the top three issues residents face. 701 surveys were completed with the top results as: Elderly Services, Domestic Violence and Hunger. The Community Impact Committee used these results in 2009 as they reviewed program applications.

OCTOBER MAKE A DIFFERENCE DAY

The Volunteer Center organized 298 volunteers to rake 58 yards of elderly or disabled residents who could not rake themselves.

NOVEMBER TARGET'S SHARE A TREE

United Way distributed three fully decorated Christmas trees to needy organizations and individuals donated annually by Target.

CHALLENGE: INCREASING NEEDS IN UNCERTAIN TIMES

Every year is marked with a challenge. This year was the economic down turn, an uncertain time for our nation, community, family and neighbors. In 2008, 483 residents called **United Way's 2-1-1** looking for debt management, financial assistance and other basic needs services.

The campaign's focus was on raising as much money to help residents in need, and our generous community continued to reach out to support each other. However, as the community slipped further into the recession, donations decreased. United Way utilized grant funds budgeted for 2009 new projects or supplemental funds to ensure 2009 Partner Programs would be funded in this tenuous time.

HOPE: CREATING OPPORTUNITIES FOR EVERYONE

The lesson learned in 2008 was that of hope. Your gift to United Way is a gift of hope for all: the people you are helping, but also one for yourself. Your gifts of money, time and efforts help create a better community.

Thank You for being a part of this journey. We hope you continue to join us in the years ahead.



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