



# 2010 Annual Report **Marshfield Area United Way**



Perception is powerful, it shapes our opinions and actions. Many view Marshfield area's quality of life the same as a standard post card scene, but that's not the true picture of needs in the community.

The need isn't always obvious. We have neighbors who no longer have jobs or are facing illness. Our family members are striving to make ends meet on part-time work and send their children to bed hungry. For all these residents and thousands more, United Way programs literally change and save lives because of you. Never was it more necessary for all of us to give advocate and volunteer.

Thanks to you and the volunteers, community programs and generous contributors, United Way creates hope and provides solutions so that individuals and families can become self-sufficient and in turn all of us can enjoy a safer, strong community—and we can all be proud of that post card picture.

**358  
Individuals  
Taxes  
Prepared  
For Free**

February - April, 358 individuals who earned less than \$56,000 used **free tax preparation** from trained volunteers organized by AARP, the City of Marshfield Parks & Recreation Department. This is the first year United Way joined this partnership, scheduling appointments to allow volunteers serve a wider population than just residents older than 65.

**Dare to Dream Raffle**  
Grand Prize winner Pattie Kelnhofer of Marshfield was awarded \$41,602.50. Second place (\$4,000) winner was Rob Kubatski of Marshfield and Len Zawislanski of Stratford won third place (\$1,000).



United Way Executive Director Paula Jero compares the winning ticket with Pattie Kelnhofer.

**85  
Volunteers**

85 volunteers tackled 6 projects in **National Youth Service Day**. Marshfield area youth participated in the largest national volunteer event to clean up parks and help out nonprofit organizations.

Marshfield area residents donated 18,932 pounds of food for the **Stamp Out Hunger Food Drive** in May. United Way, the Marshfield Post Office, and the National Association of Letter Carriers partnered to collect and distribute food to local food pantries.

Thirty six volunteers from a cross-section of the community participated in the **Impact Process** and recommended funding for 33 local programs (listed on the back page).

Each volunteer invests 22 hours receiving training and reviewing applications, meeting with each organization, asking questions and evaluating efficiency.

"The most important factors to consider are the community's needs and how well prepared an organization is to meet the need. The greatest challenge this year was dealing with our continued economic issues which have increased the demand for basic services, which put pressure on all programs," said Lori Belongia, Community Impact Chair.

**\$63,328  
Saved**

Hundreds of residents saved \$63,328 on prescriptions with **FamilyWize discounts** in 2010. Income and health challenges

increase when necessary prescriptions are unaffordable.

FamilyWize is a free resource that allows residents to receive the lowest price possible on medication by presenting the FamilyWize card at the pharmacy check out.

In 2009, United Way started promoting the Plant a Row initiative as a way to supplement food pantries supply of fresh produce from garden harvests. In the second year of Plant a Row, Soup Or Socks saw a 25 percent increase over 2009 donations.

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**United Way office moves downtown**

A recommendation from United Way's 2008 strategic plan was to move to a central location to become a more visible part of the community.

After two years of looking, the United Way office moved to 156 S. Central Avenue. It's an affordable location that doubled our space and has created walk in traffic the staff has never seen before.

## 2010 Board of Directors

**President**  
**Lori Gropp\***  
Automated Products

**Vice President**  
**Tim Herr**  
Younkers

**Treasurer**  
**Jeff Graves**  
Staab Construction Corporation

**Marsha Barwick**  
Marshfield Clinic

**Debbie Bauer**  
Marshfield Area Chamber of Commerce & Industry

**Lori Belongia**  
Marshfield Public Library

**Al Chaney**  
Marshfield Clinic

**Jerry Cleveland**  
Ministry Home Care

**Donna Follen**  
M&I Bank

**Tom Hill\***  
Laborers Local 268

**Sharon Kostroski\***  
Ministry Saint Joseph's Hospital

**Joe Mazza**  
Marshfield Clinic Research Foundation

**Jeff Meece**  
UW-Marshfield/Wood County

**Kathy Meidl**  
Heritage Bank of Marshfield

**Mike Murrell**  
Dental Clinic of Marshfield

**Cindy Puent\***  
Community Representative

**Cathy Schalow**  
School District of Marshfield

**Phil Trierweiler**  
Roehl Transport

*\* Indicates retiring board member*

## Community works towards common good despite challenging times



**Lori Gropp**  
2010 Board President

***"We make a living by what we get, but we make a life by what we give."*** ~Winston Churchill

As President of Marshfield Area United Way, I continue to be truly amazed by what the people of the Marshfield area have given; not only monetarily but also of their time and

talents. It is because of all this generosity that United Way and its' Partner Programs are able to reach out and help so many people. I want to personally thank each of you for your concern about the community and the generosity that you have shown.

***"The difference between a helping hand and an outstretched palm is a twist of the wrist."***

~Laurence Leamer, King of the Night

2010 was another economically challenging year for many people. Unfortunately, some people who in the past were able to give to United Way, were now using Partner Program services. Fortunately, through the efforts of many individuals and local businesses we were able to continue to help individuals and families in many different ways.

***"It is the greatest of all mistakes to do nothing because you can only do little - do what you can."***

~Sydney Smith

Thank you to the more than 170 volunteers who help carry out our mission to increase our community's capacity to care for one another.

Each one of these volunteers, no matter the

size of their contribution, is vital to helping United Way achieve its mission to create opportunities for a good life for all by focusing on community and basic needs, the needs of families and seniors, and the support of youth initiatives.

If you haven't volunteered, I invite you to join us and help to make a difference in our community. There are many opportunities in various areas for volunteers to help; I am confident that most people could find an area of interest or expertise to lend their time and talents.

***"Instead of counting your days, make your days count."*** ~Author Unknown

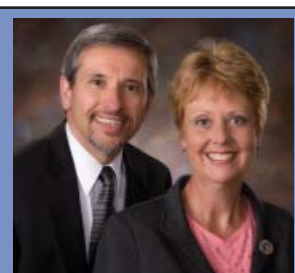
I have truly enjoyed and been honored to work with the dedicated staff and United Way Board members the past 6 years. Together, we have truly demonstrated what it means to **LIVE UNITED™**, and have made the Marshfield area a better place for many people.

***"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."*** ~Vince Lombardi

As we look to the future, we know there will always be challenges, but challenges are always easier when you have a team working with you. Marshfield Area United Way has a strong team of people working together toward the same goal. We are well positioned and optimistic about the future. We are very fortunate to be part of such a caring and giving community of people.

Thanks again to each of you for making United Way and the Marshfield area the great place it is!!

## Marshfield area's 'charitable heart' beats strong for neighbors in need



**Tom & Laura Drendel**  
2010 Drive Chairs

This past year as United Way Drive Chairs has reinforced what a marvelous community we live in. In addition to the outstanding medical, education, recreation, business and retail services the Marshfield area provides,

we have our greatest resource – the people.

Bob Hope once said, "If you haven't got any charity in your heart, you have the worst kind of heart trouble." We aren't doctors, but we can verify that the hearts of Marshfield area residents are in GREAT shape.

In a time of economic uncertainty, our community gave unselfishly to help their neighbors, with many businesses exceeding their previous campaign totals. Because of these donations and the dedicated volunteers who provide leadership in their workplaces, the programs supported by the United Way will be funded completely!

Our experiences this past year have opened our eyes to some of the hidden suffering our neighbors are living with and to the extraordinary commitment of the people providing the needed services.

United Way funded programs are effective and vital to the overall health of our area. Our most sincere "thank you" - the heart of our community is most certainly large and strong. Thank you!

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

## Continued from Page 1: Improving the quality of life in the Marshfield area

### 475 Backpacks Distributed

August's **backpack drive** collected and distributed a record amount of school supplies. Students of Auburndale, Marshfield, Granton, Greenwood, Loyal, Spencer and Stratford received 475 backpacks.

Families were eligible based on free or reduced lunch program standards or were identified as experiencing financial hardships.

We were able experience first hand the joy and delight from each child as they picked out their backpack.

Thank you to all the individuals, organizations and businesses that participated or made contributions. The drive is a collaborative effort of United Way, the Volunteer Center and the Marshfield Clinic Center for Community Outreach—Youth Net program.



Preparing to hit the ball at Day of Action's Blindman Volleyball tournament.

The second annual **Day of Action** helped create awareness for education, income and health and got people moving with a volleyball tournament at Bakerville Sports Bar & Grill.

In conjunction with **Wisconsin's Money Smart Week** in October, we ran an online series of quick and easy ways to save money, how to create and stick to a budget as well as resources to become financially stable.

### 62 Lawns Raked

**Make a Difference Day** is the Volunteer Center's largest event with 350 volunteers. They helped lessen the burden of fall lawn care for 62 residents who are physically unable to clean up leaves.



Felker Brothers Corporation's annual Chili Contest.

The Touching Lives Campaigns, or TLC Companies, are local businesses selected to highlight their extraordinary efforts and generosity.

**2010 TLC COMPANIES:** Bakerville Sports Bar & Grill, Central City Credit Union, Felker Brothers Corporation, MidState Technical College and Ministry Home Care.

These businesses know the importance of giving back to the community with the United Way campaign. More than just dollars and cents raised—it's the collective action of individuals, businesses and an entire community to unite together for a common cause.

**Leadership Link**, a new project initiated by Leadership Marshfield has nine organizations seeking volunteers in 2010. This online resource allows individuals to connect and learn more about volunteer opportunities on boards and committees.

### Campaign for the Common Good

The 2010 campaign focused on the challenges and perspective of Marshfield area's quality of life and uniting together to help every resident have the opportunities for a good life.

Kick off set the tone when attendees were given a scenario, similar to real-life situations of a budget stretched to its limit, and challenged to balance it with the help of local services. They faced difficult choices as obstacles arose.

Drive Chairs Tom & Laura Drendel lead the campaign by sharing their passion to help others and the power every gift has to make a difference in creating lasting positive change.

More than ever residents are forced into tough situations where they need to reach out and ask for help. Compared to the prior year, residents seeking help for basic needs have increased 40 percent.

This made it even more important for residents to give what they could afford. Individuals and businesses answered this call generously with contributions totaling \$889,263.

This will be enough to fully fund local Partner Programs serving residents who live and work in Arpin, Auburndale, Chili, Granton, Greenwood, Loyal, Marshfield, Neillsville, Pittsville, Spencer and Stratford.

## Statement of Financial Position

December 31, 2010

### ASSETS

Cash	\$ 242,481
Certificates of Deposit	591,920
Endowment Fund	8,067
Other Receivables	6,435
Pledges Receivable — Current Year	460,050
Pledges Receivable — Prior Year	48,957
Allowances for Uncollectible Pledges	(42,000)
Equipment — Net	2,462

**Total Assets** **\$1,318,372**

### LIABILITIES

Allocations and Grants Payable	\$ 5,849
Accrued Expenses	4,037
Due to Other United Ways	27,949
<b>Total Liabilities</b>	<b>\$ 37,845</b>

### NET ASSETS

Undesignated Funds	\$ 183,821
Designated Funds	251,734
Temporarily Restricted	844,972
<b>Total Net Assets</b>	<b>\$1,280,527</b>

**Total Liabilities and Net Assets** **\$1,318,372**

Hawkins, Ash, Baptie & Company, LLP audited Marshfield Area United Way.  
The 2010 audit report is available upon request.

# Marshfield Area United Way

156 South Central Avenue  
PO Box 771  
Marshfield, WI 54449

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
MARSHFIELD, WI 54449  
PERMIT NO. 75

## Return Service Requested

Phone: 715-384-9992 Fax: 715-384-0043  
Email: [unitedway@tznet.com](mailto:unitedway@tznet.com)  
[www.marshfieldareaunitedway.org](http://www.marshfieldareaunitedway.org)

### Thank you to the following generous businesses and individuals for their 2010 In-Kind Contributions

Karen Baker	Marshfield News-Herald
Bakerville Sports Bar & Grill	Merlin's Custom Cabinets & Construction
Bauernfeind Business Technologies	Midwest Communications
Burt Trophy & Awards	NRG Media
Forward Financial Bank	Opportunity Development Center
Gannett Foundation	WSAW
Green Bay Packers	WAOW
Hawkins, Ash, Baptie & Company	Premier Printing
Jay Holbrook & VidCom	Seehafer Broadcasting
Heinzen Printing	Shoppes at Wood Ridge
Paula Jero	Solarus
Craig Jero	John Spiros
Dave Kalloway-WIFC	Thrivent Financial
Hugh Macken	Top Form
Marshfield Bus Service	Central Wisconsin Broadcasting
Marshfield Community Television	Wisconsin Homes

### Use online opportunities to stay connected

As part of our goal to reduce print resources, United Way has increased our online presence. We're using more online and social media outlets to connect with the community, inform about events and start conversations.

Be the first to learn about events and activities, watch the campaign video, download resources, learn how you can save money and ways you can make a difference by volunteering.

#### Subscribe to our E-Newsletters:

Email [unitedway.stacey@tznet.com](mailto:unitedway.stacey@tznet.com)  
Visit [www.marshfieldareaunitedway.org](http://www.marshfieldareaunitedway.org)



[www.facebook.com/MarshfieldAreaUnitedWay](http://www.facebook.com/MarshfieldAreaUnitedWay)



[www.twitter.com/MAUW01](http://www.twitter.com/MAUW01)

## 2010 Partner Programs

United Way's focus is on the building blocks of a good life: education, income and health. Local volunteers decide funding levels of local programs that help youth succeed, help individuals and families become financially stable and support aging and other vulnerable populations.

American Red Cross  
Auburndale Elementary Study Club  
Big Brothers Big Sisters of Wood County  
Boy Scouts – Samoset Council  
Catholic Charities – Financial Counseling  
Children's Service Society  
- Child & Family Counseling  
- Family Resource Center  
Chippewa Valley Boy Scouts  
Families & Schools Together  
The Family Center  
Girl Scouts of the Northwestern Great Lakes  
Home Delivered Meals  
Kiddie Kaboose  
Lifelong Learning Opportunities  
Literacy Council  
Lutheran Social Services – Birth Parent Counseling  
Marshfield Area Respite Care Center  
Mary's Place Boarding House  
North Central Community Action Program  
Pathway Partners  
Personal Development Center  
- Domestic Violence & Assault Outreach:  
Marshfield Area & Clark County  
- Supervised Visitation & Exchange  
- Youth Program  
Soup Or Socks  
Spencer Kids Group  
Youth Net



Bonnie lost her job, her house and car in a matter of a month. She also lost her confidence and hope.

But, she was referred to Soup Or Socks, which helped offset food costs in her new budget--allowing her to fix her car and look for work.

Bonnie never gave to United Way through her workplace campaign, because she never thought it would effect her.

Now, she volunteers so she can give back to the community that supported her--and she plans to give when she can.

Your contributions to United Way enables Soup Or Socks to help Bonnie and others in need.

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