

Advancing the Common Good:

Marshfield Area United Way creates opportunities for a better life for your family, employees and neighbors by funding local programs that get proven results.

United Way assesses the community's need each year to stay current with the issues that matter most to residents. 30 volunteers review funding applications and allocate donations to programs that show they are operating efficiently and getting results in targeting community needs.

Positive change only happens if we all join together to make a real difference in the education, income and health in our community. We appreciate your participation and ask that you continue to support United Way this year.

United Way's 2-1-1 is your 24/7 connection to community information and resources ranging from child care, elderly services, financial help and more. Dial 2-1-1 or visit getconnected211.org.

Volunteer Center is focused on promoting volunteerism and effectively connecting volunteers with opportunities to serve. Call 715-384-9992 or visit marshfieldareaunitedway.org and click Volunteer to view current opportunities or register to receive updates.

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**You Can Make a Difference:
The time is now to give for a brighter tomorrow.**

Creating opportunities for a better life for everyone

How we benefit your employees:

[EDUCATION] Fill a Backpack, Fulfill a Need provides school supplies to K to 8th grade students of families in need in the Marshfield area.

- In 2010, more than 500 backpacks and school supplies distributed to individuals and schools.

[INCOME] Free Tax Preparation is available to residents earning \$58,000 or less.

- More than 358 residents received free tax preparation from AARP volunteers in 2010.

[HEALTH] FamilyWise Prescription Discount Card provides the lowest price available on prescription medication. No strings, no tracking, no limitations.

- Residents saved \$63,595.19 on prescriptions in 2010.

Community Snapshot

Foreclosures double to 42 in 2010.

Unemployment is down to 8.6% in 2010 compared to 9.3% in 2009.

32% School District of Marshfield Students qualify for Free & Reduced Lunch in 2010, increase of 3% from 2009.

United Way Numbers Served:

2009 Total: 11,467 people served

2010 Total: 11,630 people served



Our Services Encompass:

- **Auburndale — 512 people served.**
215 students, teachers and parents received information from The Family Center on sexual assault prevention and support.
- **Loyal — 66 people served.**
51 backpacks distributed to children in need through Fill a Backpack, Fulfill a Dream backpack and school supply drive.
- **Marshfield — 7,445 people served.**
1,034 residents received food, clothing, and personal care items from Soups Or Socks.
- **Neillsville — 253 people served.**
53 at-risk or special needs boys participated in safe activities from Chippewa Valley Boy Scouts while learning character building and leadership skills.
- **Pittsville — 550 people served.**
39 people called 2-1-1 to find confidential information and referrals about community programs.
- **Spencer — 824 people served.**
26 residents received help from American Red Cross to cope and recover after a natural disaster.
- **Stratford — 1,758 people served.**
66 residents received housing and utility assistance from North Central Community Action Program to stay in their homes.

Support programs that help your business and community thrive.

Your company's participation in this campaign contributes to giving residents stability in uncertain times. Money raised by the community stays in the community, funding programs that give people the opportunity for a better life.

By partnering with United Way, you can create long-lasting changes that improves the lives of your family, friends, and neighbors. Despite the economy, you and your employees still have the ability to give back.

How we benefit your company:

1. Customers like Social Consciousness

Your potential customers want to do business with a company that contributes to improving the quality of life in their community.

2. Low-Cost Team Building

Special events and an atmosphere of corporate caring improves employee morale and builds relationships.

3. Helps your bottom line

Your corporate contribution is 100 percent tax deductible.

Top 5 steps to a successful campaign:

1. **Select an enthusiastic employee** to coordinate your campaign and create a dynamic committee.
2. **Visibly show your support** through your donation, company match or incentives, etc.
3. **Distribute pledge forms** to every employee at a quick meeting with a United Way speaker.
4. **Keep the United Way message** in your company all year long through easy, quick, free materials.
5. **Thank your employees** for their support — every contribution creates change.

2010's Top 30 Employee and Corporate Campaigns

Associated Bank
Central City Credit Union
City of Marshfield
Dental Clinic of Marshfield
Felker Brothers
Festival Foods
Figi's, Inc.
Forward Financial Bank
Hawkins, Ash, Baptie & Co
Heritage Bank-Marshfield
Infogroup
Innovative Machine Specialists
Land O'Lakes
M&I Marshall & Illsley Bank
Marshfield Clinic
Marshfield DoorSystems
Marshfield Utilities
Ministry Home Care
Nelson-Jameson, Inc.
Quality Ingredients
Roehl Transportation
Saint Joseph's Hospital
School District of Marshfield
Staab Construction Corporation
Stratford Campaign
UW-Marshfield/Wood County
V&H, Inc./Heavy Trucks
Wal-Mart Super Center
Weinbrenner Shoe Company

221 organizations and businesses gave to the 2010 campaign. It takes the collective action of individuals, businesses and an entire community to make advancements in improving lives. Thank you for your support.