

# 2020 ANNUAL REPORT



**NOW MORE  
THAN EVER  
WE NEED  
EACH OTHER**



## “SINCERE APPRECIATION” FROM 2020 BOARD PRESIDENT



**By Pam Mallek, 2020 Board President**

While our communities endured a global pandemic and the loss of a major employer that had been a mainstay in the city of Wisconsin Rapids, 2020 was also the year our communities further exemplified the LIVE UNITED theme. As the United Way of South Wood and Adams Counties Board of Directors President, I witnessed appeals for supplies and donations and calls for innovative ways to safely raise funds. Each were met with wholehearted enthusiasm which personally deepened my perspective of what it means to LIVE UNITED. I end my term with sincere appreciation for the efforts and contributions of all who supported the UWSWAC in 2020... Tari Jahns, UWSWAC CEO, knows how to meet challenges head on! Her problem-solving skills, critical thinking and creativity, coupled with her dedication to the Agenda for Change, exemplifies the leadership needed to achieve results regardless of circumstance. Tari, thank you for your unwavering commitment. I admire your boundless energy!

The UWSWAC staff works diligently to support the organization and community. Stefanie, Amy, Jodi, Lynn, and Taylor: Your interaction with Partner Programs, Coalitions, and the community is invaluable and does not go unnoticed. Thank you!

Jason Deitz, 2020 Campaign Chair, was ready and willing to conduct an unconventional campaign this year!

Appearing in virtual presentations was a great way to reach out to everyone in our area. Jason, thank you for sharing our “Now More Than Ever” message. With your flexibility and confidence, the campaign was in good hands!

The Board of Directors didn’t allow the restrictions of a pandemic to impede their ability to work effectively and do the job they were entrusted to do. While 2020 was anything but business as usual, the directors’ commitment to the community remained steadfast. Fellow board members, I enjoyed working with you whether it was virtual or six feet apart! Thank you for your collaboration and dedication to our mission.

To the businesses and community members who ran campaigns, submitted pledges, participated in fundraising events or provided service to others, please accept my heartfelt thanks. While your past support was never taken for granted, during these uncertain times your generosity is particularly heartwarming...and vital! Thank you all for investing in our community. I encourage you to visit [uwsvac.org](http://uwsvac.org) to learn more about the positive impact your contributions have made on our families, friends, and neighbors.

Wishing you all the best in 2021!

## AGENDA FOR CHANGE MADE A DIFFERENCE



**By Jason Deitz, 2020 Campaign Chair - WoodTrust Bank**

“Now, more than ever!”

That was the refrain during our uniquely successful 2020 United Way of South Wood and Adams Counties campaign. I write to thank all of you for your passion, commitment, time, energy, and generosity during historically difficult times.

In any other year, we would have enjoyed brat frys, special fundraising events, gathered at McDonalds Day, met in person or gathered at your place of work. Of course, 2020 was anything but normal in that regard. Our campaign events were virtual, our smiles were through a screen, and the passion normally felt each fall was a little more distant than usual.

However, the historic challenges faced during the pandemic only multiplied the needs of our friends, neighbors and disadvantaged people in our communities. United Way was needed “now, more than ever” to help ensure children receive a good education, members of our community have opportunities for gainful employment and financial independence, and that children and adults, alike, have access to food and shelter during times of hardship.

The Agenda for Change, created by our friends and neighbors and acted on every day by talented staff and volunteers, helped to make a difference. We are pleased to report that our Agenda for Change made a difference and is making a difference today and every day. Your contributions of time and money made this possible.

It was a privilege to serve as your Campaign Chair. There are many wonderful people who have held this role in the past and many more who will hold it in the future. To be included in such an esteemed group is an honor.

As we look forward to the next campaign, I am flattered to say that I’ve been asked to lead the effort once again in 2021. Perhaps 2020 was simply a dress rehearsal for the amazing performance we will deliver, as one United Way team, in the year ahead.

Thank you for your donations; thank you for your volunteerism; and thank you for your advocacy for the work of the United Way and its valuable service to our communities. “Now, more than ever.”

## CEO “PROUD TO BE PART OF THIS GREAT ORGANIZATION”



**By Tari Jahns, CEO**

Though 2020 was a year that most would be happy to leave behind, United Way of South Wood & Adams Counties continued to experience the generosity of this community and the desire to care for one another even at a distance. There was overwhelming support for our local COVID-19 Response Fund. Nearly \$50,000 from individuals, businesses and foundations was raised and allocated to support local programs that continued to offer services to those with the greatest need throughout the Safer at Home order and COVID-19 pandemic. Being able to invest these funds locally and help to enhance the great work being done is a testament to the amazing people who help our community thrive.

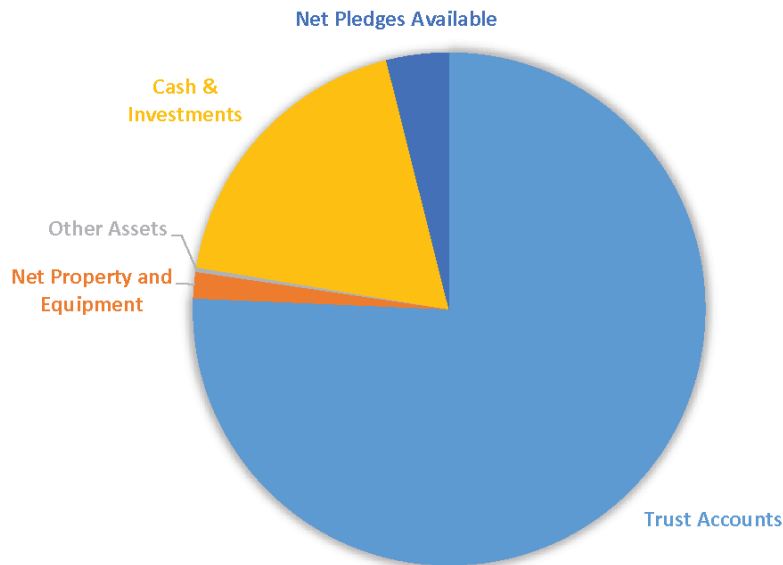
Our United Way team did not miss a beat in 2020. The ability to be adaptable was key; from working remotely and converting our communication style to be mostly online was remarkable. Our local 211 Resource Specialists have handled a record number of calls connecting people with the services and resources they need during this challenging pandemic, including mask distribution and information regarding COVID-19 testing. There were some struggles with our fall campaign in the wake of the pandemic and layoffs but adjustments were made and overall we came through in a position to keep all of our program funding allocations in place for 2021.

A special thank you to our Board of Directors who are all working hard for United Way while trying to navigate the changes brought by the pandemic at their own organizations. My heartfelt thanks to each for your leadership and commitment.

I am proud to be part of this great organization and a team that has worked tirelessly in the last year to make our community a better place.

# 2020 FINANCIAL HIGHLIGHTS

## 2020 ASSETS



### ASSETS

	2020*	2019
Cash & Investments	1,072,378	1,035,092
Net Pledges Receivable	228,385	288,040
Other Assets	16,186	22,176
Trust Accounts	4,398,183	4,206,196
Net Property & Equipment	96,493	91,172
Total Assets	5,811,625	5,642,676

### LIABILITIES & NET ASSETS

Allocations Payable	--	--
Other Current Liabilities	65,494	26,340
Total Liabilities	65,494	26,340

### NET ASSETS

Unrestricted	3,299,387	3,169,592
Temporarily Restricted	2,446,744	2,446,744
Total Net Assets	5,746,131	5,616,336
Total Liabilities & Net Assets	5,811,625	5,642,676

[\*2020 unaudited]

## 2020 BOARD OF DIRECTORS

**President Pam Mallek**  
 Mid-State Technical College  
**Vice President Emily Weiler**  
 Paper City Savings Association  
**Secretary Terry Whitmore**  
 Nekoosa Public Schools  
**Treasurer Lynn Knight**  
 Nekoosa Public Schools  
**Dale Bikowski**  
 Sentry  
**Craig Broeren**  
 Wisconsin Rapids Public Schools  
**Mathew Colemer**  
 StrongBridge Wealth Advisors –  
 Ameriprise Financial  
**Jason Deitz**  
 WoodTrust Bank  
**Jessica Fox**  
 Aspirus  
**Brian Hanson**  
 Community Member  
**Phil Hartley**  
 Bank-A-Count  
**Cynthia Henke**  
 Mead Witter Foundation  
**Justin Huebner**  
 Solarus  
**Tom Hunn**  
 Lycon  
**Shelly Mondeik**  
 Mid-State Technical College  
**Rona Rossier-Abel**  
 Domtar  
**Shalina Schumer**  
 WestRock  
**Chris Spranger**  
 Spranger Business Solutions  
**Doug Wenzlaff**  
 Solarus  
**Keith Wilkes**  
 NextHome Partners  
**Lisa Wolf**  
 ERCO Worldwide

## UNITED WAY OF SOUTH WOOD & ADAMS COUNTIES STAFF

**Tari Jahns**  
 CEO  
**Stefanie Drexler**  
 Office Operations Director  
**Amy Fluno**  
 2-1-1 Director  
**Jodi Friday**  
 Community Impact Director  
**Lynn McGrath**  
 2-1-1 Resource Specialist  
**Taylor Pemble**  
 Marketing & Communications &  
 Volunteer Center Director

# 2020

## Partner Programs Coalitions & Initiatives

KEY:

AC = Adams County

SWC = South Wood County

### EDUCATION

**Early Years - Goal: Children are ready to learn by start of school.**

- bornlearning® academy (SWC)
- Dolly Parton's Imagination Library (SWC)
- Provider Recruitment/Retention: Childcaring, Inc. – Partner Program (SWC)

**Youth Success - Goal: Youth have access to mentors, role models and enrichments outside of the school day in a safe environment which enhances: personal growth, character development and academic achievement.**

- Great Book Giveaway (AC & SWC)
- Learning for Life Reading Mentor Program (SWC)
- Stuff the School Bus (AC & SWC)
- Before, After, and Summer School Programs: Boys & Girls Club of the Wisconsin Rapids Area - Partner Program (SWC)
- Community Learning Center – After School Programs: Adams-Friendship Area School District - Partner Program (AC)
- Leadership Experience: Girl Scouts of the Northwestern Great Lakes - Partner Program (AC & SWC)
- Scouting Program: Samoset Council Boy Scouts of America – Partner Program (AC & SWC)
- Swim Lesson Partnership: South Wood County YMCA - Partner Program (AC)

### INCOME

**Financial Stability - Goal: Community members learn skills to become financially independent.**

- Asset Limited, Income Constrained, Employed (ALICE) Report (AC & SWC)
- EnTouch Wireless (AC & SWC)
- MyFreeTaxes (AC & SWC)
- Scholarship Aid for Families: Childcaring, Inc. - Partner Program (SWC)
- Finance & Investment Challenge Bowl (SWC)

**Your United Way donation will support all of these programs in 2021.  
For more information visit [uwsac.org](http://uwsac.org)**

### HEALTH

**Supportive Community Health Services Goal: Improving quality of life for a specific population with an identified need.**

- Dementia Help Guide (SWC)
- FamilyWise Prescription Discount Card (AC & SWC)
- Help Guide (AC & SWC)
- Volunteer Center (AC & SWC)
- Adams County Transportation Today: Faith in Action – Partner Program (AC)
- Aspirus Dental Clinic – Partner Program (SWC)
- Association for All Handicapped Citizens – Partner Program (SWC)
- Career Closet of Wisconsin Rapids, Inc. - Partner Program (SWC)
- Faith in Action Adams County – Partner Program (AC)
- Financial Assistance Program: South Wood County YMCA – Partner Program (SWC)
- Nekoosa Senior Citizens Club – Partner Program (SWC)
- Park Place Adult Day Services – Partner Program (SWC)
- Rudolph Senior Citizens- Partner Program (SWC)

### SAFETY NET SERVICES

**Emergency Shelter - Goal: Community members have access to shelter.**

- 2-1-1 (AC & SWC)
- Emergency Rental Assistance: Central Wisconsin Community Action Council – Partner Program (AC)
- Emergency Housing Assistance Program: North Central Community Action Program – Partner Program (SWC)
- Shelter Services: The Family Center – Partner Program (SWC)

**Food - Goal: Community members have access to food.**

- 2-1-1 (AC & SWC)
- Backpack for Kids: Nekoosa School District – Partner Program (SWC)
- Food Pantry: Central Wisconsin Community Action Council – Partner Program (AC)
- Rapids Family Backpacks: FOCUS – Partner Program (SWC)
- SWEPS Food Pantry: FOCUS – Partner Program (SWC)
- The Neighborhood Table: FOCUS – Partner Program (SWC)



# UNITED WAY OF SOUTH WOOD & ADAMS COUNTIES HIGHLIGHTS FROM 2020

United  
Way



United Way of South  
Wood & Adams Counties



## EDUCATION

\$168,600 Invested  
In Local Programs



## FINANCIAL STABILITY

\$69,200 Invested  
In Local Programs



## HEALTH

\$127,750 Invested  
In Local Programs



## SAFETY NET SERVICES

\$157,525 Invested  
In Local Programs



## 7,877 BOOKS

Were Mailed To 656 Children In  
South Wood County Through Women United  
And Dolly Parton Imagination Library

# \$573,503\*

## 2020 Total Campaign Value

\*at time of print

Financial Stability Coalition hosted the  
Finance & Investment Challenge Bowl.  
**OVER 80 HIGH SCHOOL STUDENTS**  
competed and 20 local professionals  
volunteered at the event



familywize®

IN 2020 RESIDENTS SAVED \$49,061

## COVID-19 RESPONSE FUND

# \$47,311

was raised and 24 grants made  
in the community

# \$54,674

New Dollars Were Raised In Our  
\$1,000 SWEEPSTAKES!

THANK YOU TO  
OUR SPONSORS:



**GUNDERSEN**  
MOUNDVIEW  
HOSPITAL AND CLINICS



**Get Connected. Get Help.™**

Our local 2-1-1 Contact Center Answered

# 6,686 CALLS

The Top Needs of 2020:

1. Healthcare (COVID-19)
2. Housing & Shelter
3. Employment & Income

# 2,210 CALLS

were questions related to COVID-19  
answered by our local 2-1-1 Contact Center

# 53,379 CALLS

were questions related to COVID-19  
answered statewide by a 2-1-1 Contact Center

# 142 CALLS

Wisconsin Addiction Recovery Helpline  
were answered by our local 2-1-1 Contact Center

# 34

New volunteers  
registered on  
our website



# OPPORTUNITIES TO ENGAGE WITH US IN 2021!

**VISIT OUR WEBSITE TO LEARN MORE ABOUT THESE EVENTS!**

## **SPONSOR A CHILD IN IMAGINATION LIBRARY**

*Visit [uwsvac.org](http://uwsvac.org) and click on "Women United"*

Imagination Library is a book gifting program that mails free books to children from birth until the age of 5 in south Wood County. You can sponsor a child for only \$30 per year!

## **POWER OF THE PURSE**

*Monday, March 8 & Tuesday, March 9, 2021*

This year's event will be held virtually! Early access preview starts Thursday, March 4th. Online purse auction closes Tuesday, March 9th at 7:30pm. Visit [uwsvac.org](http://uwsvac.org) for more info!

## **GREAT BOOK GIVEAWAY**

*June 7 - 11, 2021*

We will be giving away FREE children's books during the 11th annual Great Book Giveaway. Volunteers will read books to children at several locations. Afterward each child can select a book to keep.

## **UNITED WE CAN**

*July 14th, 2021, 10am - 4pm Construction;  
6:35pm Judging and Activities*

Local organizations will sponsor and construct sculptures made of non-perishable food items. The sculptures will be on display during the Rafter's game at 6:35pm. Afterward, all food items are distributed to area food programs. Community donations accepted.

## **CAMPAIGN VOLUNTEER TRAINING**

*Coming August 2021*

During our training you will have the opportunity to learn about programs, coalitions and initiatives that we support to change the lives of those who struggle in our community. This experience will help you run an even more successful workplace campaign.

## **STUFF THE SCHOOL BUS**

*August 5, 2021, 11:30am - 1:00pm  
at Veteran's Memorial Park During  
Lunch By The River*

Donate school supplies that will be distributed to students in need.

## **2021 UNITED WAY CAMPAIGN**

*September 1, 2021 - October 31, 2021*

Make a gift by donating through your company's workplace campaign or give as an individual. You could win \$1,000!

## **DAY OF CARING**

*October 23, 2021, 8:00am at the  
Grand Rapids Lion's Club*

We will be raking yards for our local elderly and disabled neighbors, and collecting personal essential items for Acorn Apartments.

**United Way of South  
Wood & Adams Counties**



351 Oak Street, Wisconsin Rapids, WI 54494

715-421-0390 | [uwsvac.org](http://uwsvac.org)



**VISIT OUR WEBSITE**  
**uwsvac.org**

**TO LEARN MORE ABOUT OUR:**  
LEADERSHIP GIVERS  
LOYAL CONTRIBUTORS  
EMPLOYEE & COMPANY CONTRIBUTIONS  
UNITED FOREVER GUILD  
2020 CAMPAIGN AWARDS  
SMALL BUSINESS CIRCLE 365

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