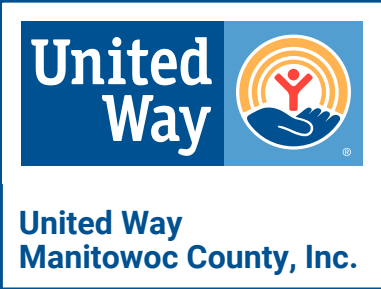




2022 ANNUAL REPORT



BASIC NEEDS

United Way's programs and community-based coalitions work hard to meet basic needs year round.



1,030

calls, texts and chats were made to 211 by Manitowoc County residents in 2022.

TOP 10 NEEDS IN 2022 BY CALL VOLUME



463 Calls

Housing/Shelter



232 Calls

Utilities



204 Calls

Health Care & COVID-19



166 Calls

Mental Health & Addictions



82 Calls

Food



81 Calls

Government & Legal



71 Calls

Transportation Assistance



46 Calls

Employment & Income



37 Calls

Clothing & Household



13 Calls

Disaster



United Way Manitowoc County partners with **SingleCare**, a prescription savings service, annually to help people stay healthy and have money for their basics.

In 2022, Manitowoc County residents saved **\$53,012** on prescription medications for themselves and/or their pets. To date, SingleCare has saved Manitowoc County residents a total of **\$823,225** since 2008.



United Way's **MyFreeTaxes.com** offers a 100% free way to file your state and federal taxes for those who make \$70,000 or less.

The average refund for Manitowoc County residents in 2022 was **\$2,161**, helping to improve access to tax returns.

Stuff the Bus

On July 22, United Way Manitowoc County partnered with Brandt Buses for our 1st Annual Stuff the Bus event.

Stuff the Bus collects basic needs supplies for Manitowoc County schools' community closets (i.e., toiletries, clothing, gift cards, non-perishable snacks, cold weather items, etc.).



Through the work of volunteers, donations were then sorted and delivered to:

- Jackson Elementary School
- Lincoln High School
- Madison Elementary School
- Reedsville Elementary School
- Two Rivers School District
- Valders High School
- Valders Middle School
- Washington Middle School

BASIC NEEDS

Ride United

United Way Manitowoc County saw early impact during Ride United's pilot phase in June 2022. During the pilot, Ride United provided 244 rides thanks to a \$4,000 grant from United Way Worldwide improving access to employment (154 rides), food (35 rides), health services(35 rides), education (10 rides), and legal services (2 rides).

2022 Impact
Number of Rides Provided
 Ride United is a free transportation program improving equitable access to transportation, a critical component of poverty alleviation.

- 154 EMPLOYMENT**
- 10 EDUCATION**
- 2 LEGAL SERVICES**
- 35 FOOD RESOURCES**
- 35 HEALTH SERVICES**

United Way Manitowoc County, Inc.

RIDE UNITED

“I like that it’s a direct ride versus riding for a while. Ride United is breaking down barriers that have long been in place.”
 -Amber D., Grow It Forward

“Ride United fills a gap for patients & helps address social determinants of health.”
 -Jessica H., Holy Family Memorial Froedtert

“LTC did not have a transportation solution for students prior to Ride United.”
 -Courtney E., Lakeshore Technical College

Summer 2022 Point in Time Homelessness Count

The Point in Time Homelessness Count (conducted twice annually) is an overnight street count and known location count of people experiencing homelessness. Teams of volunteers are assigned to areas in the county, looking for anyone unsheltered and providing referrals to supportive services. Volunteers also provide kits with personal hygiene items and food/beverage gift cards. Results help establish future homelessness reduction programs, funding, and other supports.

2022 Point in Time Homelessness Count
 July 27 and 28 across Manitowoc County
 Two shifts: 11:00pm-1:00am & 4:00am-6:00am

GET INVOLVED TODAY!

VOLUNTEER
 Sign up to volunteer at unitedwaymanitowoccounty.org or simply scan the QR code with your device camera.

ATTEND
 Attend a volunteer training to prepare for the Count on July 26, 11:30am-12:30pm.
 Attend the wrap-up breakfast.

DONATE
 Donate vouchers or gift cards.

BUSINESS OPPORTUNITIES
 Learn how your business can help by calling United Way's office at 920.862.8888.

What is the Point in Time Count?
 The PIT Count is an overnight street and known location count of people experiencing homelessness. PIT Counts, done twice annually, create a snapshot of what homelessness looks like in a neighborhood, city, or state. Results help establish future homelessness reduction programs, funding, and other supports.

What does it look like?
 Teams of volunteers are assigned to areas. Teams tour their area looking for anyone unsheltered.

8
 were unsheltered or staying somewhere not made for human habitation

65
 were in emergency shelters

Hunger Coalition Thanksgiving Community Meal

The Hunger Coalition of Manitowoc County held their second annual Thanksgiving Community Meal in partnership with Roncalli High School on November 24.

Nearly **270** free meals were served via dine-in or to-go. With the help of roughly 60 volunteers, all the fixings were cooked, plated and served. Grow It Forward and The Salvation Army of Manitowoc County donated some of the food items, with others being generously sponsored by Skana Aluminum Company, Perkins, Meijer, Pine River Dairy, Lakeside Foods, Whispering Orchards, and Just Orthodontics. Seehafer Broadcasting provided in-kind marketing for the event.

The Hunger Coalition is a collaborative under United Way Manitowoc County's Basic Needs initiative and is joined by Salvation Army of Manitowoc County, Grow It Forward, UW-Madison Extension FoodWise, Manitowoc Public School District and First Presbyterian Church.



EARLY CHILDHOOD

Project Growth Partner Up! Grant Webinar

United Way hosted an informational webinar on Project Growth's Partner Up! Grant with key speaker Colleen Steinbruecher, Executive Director of Family Connections.

The Partner Up! grant program provided \$10 million in funding to support partnerships between businesses that purchase slots at existing regulated childcare providers. The funding was awarded based on community childcare needs throughout Wisconsin. Funding from the program can be used to increase staff compensation, pay expenses, reserve childcare slots for local business employees, improve the quality of a childcare program, and more.



Childcare and Workforce Survey



In Fall/Winter 2022, United Way - along with three other local organizations - compiled a Childcare and Workforce Survey to gather public input on the needs for childcare in Manitowoc County and its impact on our area workforce.

The survey was conducted by Leede Research and launched in November to help identify key issues and provide better support and services in the community.

YOUTH DEVELOPMENT

Compassion Resilience Facilitator Training

United Way Manitowoc County's School Consortium provided a two-part **Compassion Resilience Facilitator Training** in May. This virtual training from Rogers Behavioral Health was made available for free to all Manitowoc County school districts via funds we received from a Green Bay Packers Foundation grant.

Compassion fatigue is a normal response when we care about people in distress. The Compassion Resilience Facilitator Training empowers adults working with youth to manage the daily stresses and create a healthy environment for all.

Compassion Resilience Facilitator Training

FREE!

PART 1	PART 2
Tuesday, May 17 9am-4pm	Wednesday, May 18 9am-4pm
United Way Manitowoc County 21 E. Blvd., Manitowoc	United Way Manitowoc County 21 E. Blvd., Manitowoc

Compassion Resilience Facilitator Training is being provided by United Way Manitowoc County's School Consortium. This virtual training from Rogers Behavioral Health is a train-the-trainer format that is available to all Manitowoc County school districts.

Put your team together today! Teams should include at a minimum one administrator and 2-3 people who will facilitate with staff. There is no limit on team size.

Compassion fatigue is a normal response when we care about people in distress. Help yourself and your colleagues by learning the necessary skills to facilitate groups that build resilience. As leaders, empower your staff to manage the daily stresses of the teaching and helping professions.

The training consists of two 6-hour days and is FREE of cost. It is highly interactive and requires active participation.

REGISTER:
[Click Here](#)

Learn more about the Compassion Resilience Toolkit
[Click Here](#)



United Way
Manitowoc County, Inc.



VOLUNTEER ENGAGEMENT



Froedtert & MEDICAL COLLEGE of WISCONSIN

Holy Family Memorial
Sponsored by the Franciscan Sisters of Christian Charity



CSB
CLEVELAND STATE BANK

Volunteers from Holy Family Memorial Froedtert assembled 240 hygiene kits that were then distributed through area nonprofits to those experiencing homelessness and difficult times. The kits are also given out during the biannual Point in Time Homelessness Counts.

Volunteers from Cleveland State Bank assembled 400 financial literacy kits that were then distributed to schools, youth-serving nonprofits, and libraries throughout the county. The kits were sponsored by the West Foundation.



HUI
CENTERED AROUND YOU

HUI Manufacturing installed a Born Learning Trail at Waack Park in Kiel. The trail includes additional hands-on activities designed and built by their team.

COMMUNITY FIRST
CREDIT UNION
We'll Find A Way!



Community First Credit Union assembled 100 mental wellness kits to support mental health care and relieve stress. The kits were then provided to early childhood teachers.

UNIVERSITY of WISCONSIN-GREEN BAY

University of Wisconsin Green Bay - Manitowoc Campus volunteers packed 200 snack packs and delivered them to Monroe Elementary School for students to bring home over the weekend.

VOLUNTEER ENGAGEMENT

VOLUNTEER CENTER
of
MANITOWOC
COUNTY

Day of Action

Event Sponsor

WAF WISCONSIN
ALUMINUM
FOUNDRY

TRUSTED SINCE 1909

Literacy Kit Assembly

Volunteers from Meijer assembled 400 Literacy Kits during United Way's Day of Action in June. The kits consist of the book "Growing Vegetable Soup" by Lois Ehlert, an activity to help children learn vegetable names with a letter matching board, and a seed planting/growing activity.



Red Arrow Park/Beach Cleanup



Door Hanger Distribution

Volunteers from Ascend Services' Linked Program engaged on our Day of Action by distributing door hangers featuring our 211 Helpline and SingleCare discount prescription service.

FUNDRAISING

2022 Campaign Goal: \$400,000

Amount Raised: \$350,677 (as of 12/12/23)



Holy Family Memorial

Sponsored by the Franciscan Sisters of Christian Charity

FROEDTERT HOLY FAMILY MEMORIAL 2022 TOP WORKPLACE FUNDRAISER

Froedtert Holy Family Memorial successfully raised \$36,131 during their 2022 United Way Manitowoc County Workplace Campaign Fundraiser. Their efforts included employee giving, a corporate match donation, special events, and a United Way Company Day of Caring project.

ADDITIONAL TOP CAMPAIGN DONORS

Workplace/Companies

- Lakeside Foods - \$27,680
- Manitowoc Cranes - \$14,058
- Sargento Foods - \$14,982
- UnitedOne Credit Union - \$9,174

Individuals (\$1,000-\$10,000)

- Mrs. Mary Jeanne Censky
- Tom & Mary Chermak Charitable Fund
- Atty. Jack Cashman & Dr. Mary Govier
- Michael & Sharon Laughrin
- Mr. & Mrs. Geoffrey & Carla Liban
- Dr. & Mrs. Joseph & Rhonda Trader
- Dr. & Mrs. Peter & Jeannette Writt

In-Kind (valued at \$130,000+)

- Linda Bender
- CVS Pharmacy
- CyberTechs Consulting
- Dunkin' Donuts
- Fork & Knife Restaurant
- Four Seasons Restaurant
- Fricke Printing Service
- Golden Flame Restaurant
- Lakeshore Business Interiors
- Patrick Neuenfeldt
- Park Regency (Allie Family Partnership)
- Seehafer Broadcasting
- Starbucks Coffee Company
- Wendy's

DONOR MATCH MONTH

December 2022 was Donor Match Month at United Way Manitowoc County. We raised \$11,515! Thank you to all who participated.

- Tom & Mary Chermak Charitable Fund
- Diane Christiansen
- Joseph & Janet Debilzen
- Amy & Scot Eisenschink
- Tonia Gibeault
- Justin Herman
- Richard & Patricia Hoffman
- Larry & Cindy Huhn
- Francis Kerscher Foundation
- Rod & Cheryl Kjelstrup
- Alan Komoroske
- Peggy Krey
- Michael Laughrin
- Eldfrid Liland
- William Napiecinski
- Douglas Quick
- Renee Siikarla
- Mary & Philip Stangel
- Dennis & Mary Swetlik
- Bruce R. Turnbull
- Patrick & Jean Willis
- Bonnie Wilson
- Braun Building Center
- Diversion Motors LLC
- Jagemann Plating
- KI
- Manitowoc Ice - Pentair
- Novak's Service Center
- Schaus Mechanical, Inc.

FUNDRAISING



CURDCRAWL



United Way
Manitowoc County, Inc.

Cheesy Curd Sponsor:



Squeak'n Curd Sponsors:



Major In-Kind Sponsor:



In-Kind Sponsor:



Raffle Basket Sponsors:

- Netflix & Chill (John & Linda Bender)
- The Breakfast Club (Pete & Diane Christiansen)

CURD CRAWL FUNDRAISER

United Way Manitowoc County hosted our 2nd Annual Curd Crawl Fundraiser in October, successfully raising \$3,970. Courthouse Pub is once again our Curd Crawl Champion!

Thank you to all of our participating establishments:

- BRIX
- Broken Plate Catering at The Wharf
- Courthouse Pub
- The Fat Seagull
- Moore's Irish Pub
- Pizza Garden
- Wrap It Up



\$55 raised through a fundraiser with Panera.



\$126 raised through a fundraiser with Hartman's Bakery.

2022 BOARD OF DIRECTORS

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UnitedOne Credit Union

JONATHAN BURNS, TREASURER

Director of Engineering Operations
CCI Systems

MICHAEL YEH, LEGAL COUNSEL

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Michael Best & Friedrich LLP

ASHLEY BENDER, SECRETARY

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United Way Manitowoc County

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University of Wisconsin - Oshkosh

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CliftonLarsonAllen

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Executive Assistant to the President
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CCI Systems

JUSTIN HERMAN

Senior Assurance Associate
CliftonLarsonAllen

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2022 STAFF

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Executive Director

LAURA DRIDA

Marketing &
Communications
Manager

NATASHA KHAN

Operations Coordinator

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Financials

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