

**United  
Way**



**United Way Jefferson &  
North Walworth Counties**

***2024-2025***

**ANNUAL  
REPORT**



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# MESSAGE TO THE COMMUNITY



**ELIZABETH ELLIS**  
**CHIEF EXECUTIVE OFFICER**

In today's world, almost every photo we take has the option of a filter. With a simple swipe, we can brighten colors, sharpen details, or soften the edges. Filters don't change the reality of the picture – they help us see it in a different light.

This year at United Way of Jefferson & North Walworth County, I've thought a lot about filters. Not the ones on our phones,

but the lens through which we view our community. When we choose the right filter, we see not only the challenges – poverty, hunger, isolation – but also the vibrant strengths, resilience, and potential all around us.

Our work is about adjusting that focus so everyone sees the full picture. For some, that means highlighting opportunity where it's been overlooked. For others, it's sharpening the view of needs that are too often blurred out of public sight. And for all of us, it means removing the "filters" of misunderstanding or indifference so we can look at our neighbors with compassion and clarity.

This year, through your support, we've helped more children access learning opportunities, connected more families to basic needs, supported mental health initiatives, and strengthened our community's ability to adapt and respond in times of change. Those results aren't just numbers on a page – they're the real, unfiltered impact of what happens when a community comes together.

So as you read this annual report, I invite you to think about the filter you use when you look at our community. What do you choose to bring into focus? What beauty and strength can you highlight? And how can you help make the clearest, truest picture possible for everyone?

Thank you for being part of this work – and for choosing to see our community in a light that inspires action.

**With heartfelt gratitude,**  
*Elizabeth Ellis-Bols*  
**Chief Executive Officer**

# IMPACT AT A GLANCE

**over 37,246**

PEOPLE SERVED

**\$736,024.88**

INVESTED IN THE COMMUNITY

**\$50,000**

SUPPORTING OUR PARTNERS

READING UNDER THE LIGHTS  
READY KIDS FOR SCHOOL

YOUTH OPPORTUNITIES

HEALTHY COMMUNITY

HOLIDAY HELPERS  
PARENT PERKS  
RIDE UNITED

**WHAT  
WE  
DO**

COMMUNITY RESILIENCY

FINANCIAL SECURITY

EVICION PREVENTION



# IMPACT AT A GLANCE



**FOR EVERY \$1 YOU INVEST, UNITED WAY OF JEFFERSON AND N. WALWORTH COUNTIES ADDS AN ADDITIONAL \$3.80 INTO THE COMMUNITY!**



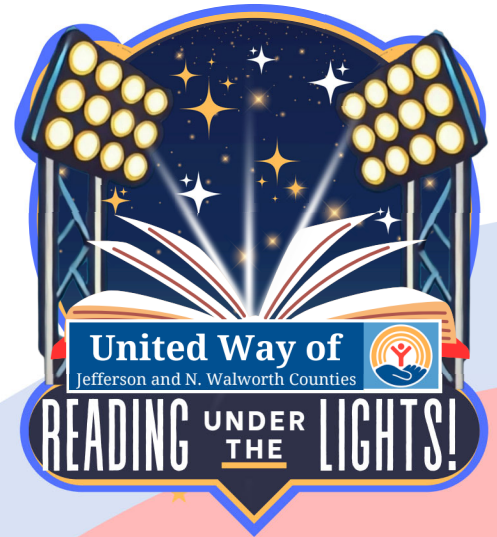
# UNITED IS THE WAY WE BUILD A STRONGER COMMUNITY

## READING UNDER THE LIGHTS

A magical evening where kids and families come together under the stadium lights to celebrate literacy! Every child receives free books, and families enjoy story time with guest readers, community partners, and fun activities.

### Why It's Important:

Reading at home is one of the most important ways to build early literacy skills, and this event makes reading exciting and accessible for all.



## PARENT PERKS

A bi-yearly event where we support local families by providing free baby and child essential items, along with helpful community resources for parents and caregivers.

### Why It's Important:

The early years are critical for a child's development, but essential items like diapers, wipes, and clothing can be costly. Parent Perks helps ease that burden for families, ensuring every child has a healthy, supported start.



## HOLIDAY HELPERS

Spreading holiday cheer by ensuring local children and families have gifts to unwrap and essentials to enjoy during the holiday season.

### Why It's Important:

The holidays can be especially stressful for families facing financial hardship. Holiday Helpers ensures that every child experiences the joy of the season and that parents can focus on creating memories — not worrying about unmet needs.



# UNITED IS THE WAY WE BUILD A STRONGER COMMUNITY

## 211 – GET CONNECTED. GET HELP.

**Free. Confidential. 24/7.**

211 connects individuals and families to critical health, housing, food, and other local resources with just one call.

### **Why It's Important:**

In times of uncertainty or crisis, knowing where to turn can be overwhelming. 211 simplifies the process by providing easy, trusted access to life-changing resources — helping people find stability and support when they need it most.



**Get Connected. Get Help.™**

## RIDE UNITED

Breaking down transportation barriers so everyone can access essential services.

We provide rides to Medical Appointments and Food Pantries

### **Why It's Important:**

A lack of transportation can stand between a person and their health and food resources. Ride United ensures that reliable, affordable transportation is never a barrier to accessing critical resources.



## THESE 4 WALLS

A local initiative providing eviction prevention, rental assistance, and energy assistance funding to help families stay in their homes.

### **Why It's Important:**

Stable housing is the foundation for a healthy, thriving family. When families face eviction or struggle to keep up with rent and utilities, it puts everything at risk. These 4 Walls helps prevent homelessness and keeps families safe, stable, and together.





# BUILDING A STRONGER COMMUNITY TOGETHER

One Gift Helps  
Many Causes



## UNITED WAY

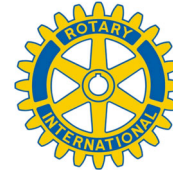
Jefferson and North  
Walworth Counties



HAUS OF PEACE  
where hope begins



JEFFERSON  
COUNTY  
WISCONSIN



LIBERTY THROUGH LITERACY FOUNDATION

United is the Way we create lasting change in Jefferson and North Walworth Counties. While many people recognize the programs United Way supports, few realize the full impact we have across our community. It's not just about funding programs – it's about uniting people, resources, and hope to build a stronger, healthier community for all.

Thanks to our generous supporters, we are able to live UNITED and make a meaningful difference every day.



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WHITEWATER, WI 53190



PO BOX 27  
WHITEWATER, WI 53190



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920.563.8880



# 10 THINGS TO KNOW ABOUT UNITED WAY

## 01 LOCAL

United Way of Jefferson and N. Walworth Counties is a local, independent, nonprofit organization governed by a local volunteer board of directors. In exchange for nominal dues, United Way Worldwide provides training, community research information, local resources and ongoing consultation services to local United Way offices.

## 02 HOW ARE UNITED WAY INVESTMENTS DETERMINED?

Investment decisions are made by volunteers from the community. As part of a competitive grant process, community volunteers meet to review submitted proposals aimed at achieving the community impact goals and addressing the areas of focus (see #7). Proposals showing the greatest ability to meet the goals are awarded funding.

## 03 DOES MY GIFT MAKE A DIFFERENCE?

When you invest in United Way, you join thousands of local supporters who have raised their hands, opened their hearts, dug in, shared resources, and supported programs for a thriving region. From \$1 to \$1 million every gift matters. Investments in United Way's Community Fund (see #8) support critical programs to improve basic needs, education, financial stability and health in order for more people and families to thrive.

## 04 80 YEARS

Since 1943, United Way of Jefferson and N. Walworth Counties has served the community. Countless volunteers and donors have made it possible to impact individuals living in Jefferson and N. Walworth Counties.

## 05 RIDE UNITED

Ride United provides FREE transportation to and from the Jefferson County Food Pantries and Medical Clinics. The service is coordinated through Brown Cab and is fully funded by the United Way of Jefferson and N. Walworth Counties.

## 06 DIAL 2-1-1

United Way 2-1-1 is your link to community resources. When you dial 2-1-1, you will be connected to a trained specialist who is available 24/7/365 with access to a comprehensive database of services in Jefferson and N. Walworth Counties. This three digit hotline number can connect you with information and resources including information related to emergency food and shelter, rent and utility assistance, elderly or child care services, consumer help, volunteer opportunities, crisis intervention, healthcare, and more. A call to United Way 2-1-1 is free, confidential and available 24/7.

## 07 AREAS OF FOCUS

Our focus areas allow United Way to respond to the most urgent needs in the community. These areas of focus are: basic needs, financial stability, health and education.

## 08 COMMUNITY FUND

The United Way Community Fund is a grant opportunity for area nonprofits to help address emerging or emergency community needs. Grant requests made for the Community Fund are heard by the a group of volunteer community members and the United Way Board of Directors (also consisting of volunteers) for final approval.

## 09 LEGACY GIVING

You have the power to advance the common good well into the future. Including United Way in your will or estate plan can continue your impact for years to come. Our team can help you make sure your plans reflect your specific intentions. We will follow your decisions to create a legacy plan that passes on your assets and your values.

## 10 COMMUNITY INVOLVEMENT

United Way's community involvement shines through programs like Holiday Helpers, Babies in Bloom, and Shoes for School, which collectively support local families and children in need. These initiatives, along with others, reflect United Way's commitment to fostering a stronger, more compassionate community by addressing critical needs and enhancing quality of life.



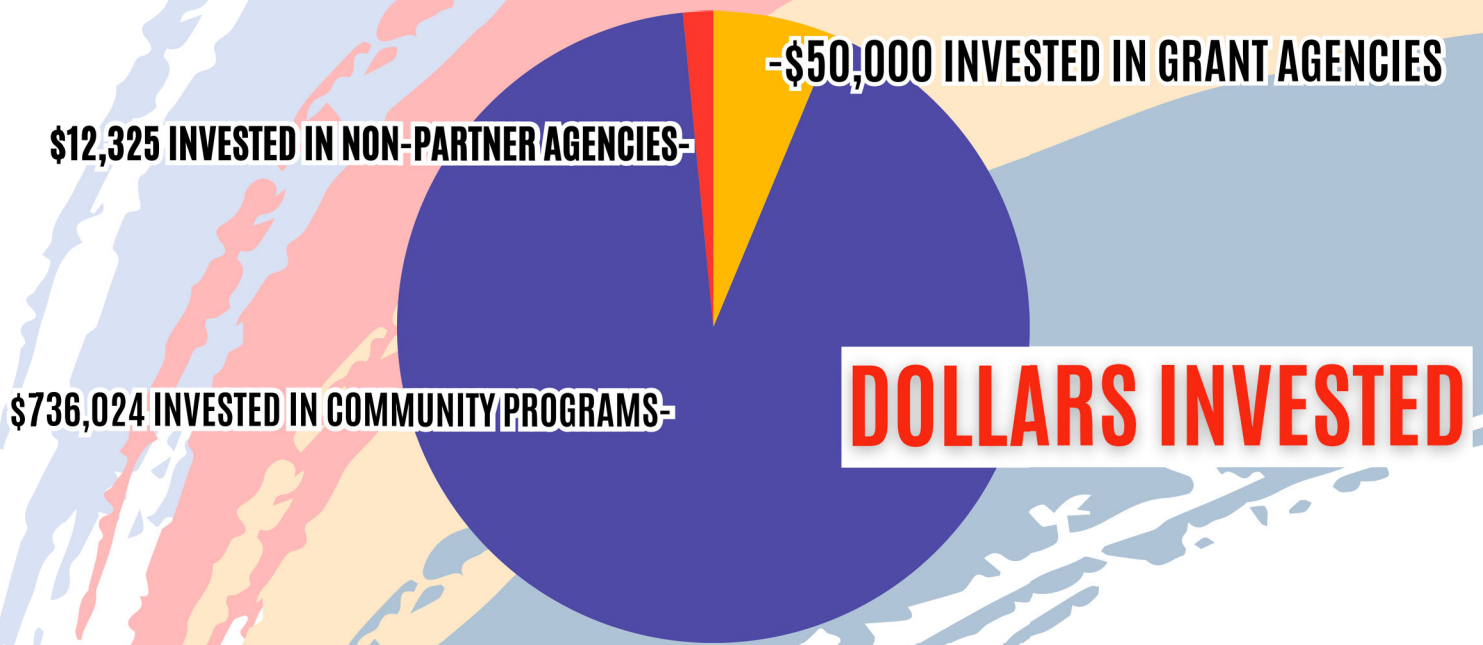
# UNITED WAY

# DOLLARS IN ACTION

## THE IMPACT OF UNITED WAY INITIATIVES

- 1,405 FREE RIDES TO AREA FOOD PANTRIES
- 150 FIRST AID KITS TO FAMILIES
- 367 CHILDREN SERVED FOR HOLIDAY HELPERS
- 22,000 BABY AND CHILDREN ITEMS GIVEN TO FAMILIES
- 232 CHILDREN RECIEVED FREE BOOKS
- 1714 NEEDS MEET WITH 211

IN ADDITION TO \$40,017 INVESTED IN BINGO COMMUNITY PARTNERS



NEED MORE INFORMATION ABOUT  
UNITED WAY OF JEFFERSON AND N. WALWORTH COUNTIES?

**UWJNWC.COM**

**920.563.8880**

*scan to give*



United Way Jefferson &  
North Walworth Counties



# A Look Ahead



## AUGUST

### 5TH- WUSD ORIENTATION



**-9TH**

11TH - CAMPAIGN KICKOFF BREAKFAST!

**12TH - BOARD MEETING**

#### BINGO:

6TH @ SPRING CREEK  
12TH @ MACCOYS  
20TH @ MCGRATH'S  
26TH @ MACCOYS

## SEPTEMBER

**CAMPAIGN KICKOFFS  
-ONGOING**

**9TH - BOARD MEETING**

**15TH - PADDY SHACK**

#### BINGO:

3RD @ MCGRATH'S  
9TH @ MACCOYS  
17TH @ MCGRATH'S  
23RD @ MACCOYS (2ND ANNIVERSARY!)

## OCTOBER

**REGISTRATION  
KICKOFF**



**14TH - BOARD MEETING**

**4TH - WHITEWATER RALLY**



#### BINGO:

1ST @ MCGRATH'S  
7TH @ MACCOYS  
15TH @ MCGRATH'S  
21ST @ MACCOYS

## NOVEMBER



**REGISTRATION  
CLOSES!**

**11TH - BOARD MEETING**

#### BINGO:

5TH @ MCGRATH'S  
11TH @ MACCOYS  
19TH @ MCGRATH'S  
25TH @ MACCOYS

## DECEMBER

**CAMPAIGNS END**

**HOLIDAY HELPERS PICK UP - 14TH**



**OFFICE CLOSED  
22-26**

#### BINGO:

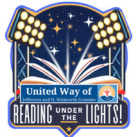
3RD @ MCGRATH'S  
9TH @ MACCOYS  
17TH @ MCGRATH'S  
23RD @ MACCOYS

## JANUARY



**REGISTRATION OPENS**

**REGISTRATION OPENS**



#### BINGO:

7TH @ MCGRATH'S  
13TH @ MACCOYS  
21ST @ MCGRATH'S  
27TH @ MACCOYS

**GRANT APPLICATIONS  
OPEN  
13TH - BOARD MEETING**

## FEBRUARY



**-ONGOING-**



**GRANT APPLICATIONS CLOSE - 28TH**

#### BINGO:

4TH @ MCGRATH'S  
10TH @ MACCOYS  
18TH @ MCGRATH'S  
24TH @ MACCOYS

**10TH - BOARD MEETING**

## MARCH



**-ONGOING-**



**10TH - BOARD MEETING**

**GREAT RIVERS CONFERENCE 17-20**

#### BINGO:

4TH @ MCGRATH'S  
10TH @ MACCOYS  
18TH @ MCGRATH'S  
24TH @ MACCOYS

**OFFICE CLOSED  
23-27**

## APRIL

**GRANT INTERVIEWS  
WEEK OF 7TH AND 14TH**



**-ONGOING**

#### BINGO:

1ST @ MCGRATH'S  
7TH @ MACCOYS  
15TH @ MCGRATH'S  
21ST @ MACCOYS

**14TH - BOARD MEETING**

## MAY



**REGISTRATION CLOSES**

#### BINGO:

6TH @ MCGRATH'S  
12TH @ MACCOYS  
20TH @ MCGRATH'S  
26TH @ MACCOYS

**12TH - BOARD RETREAT**

## JUNE

**JUNE 12TH! -**



#### BINGO:

3RD @ MCGRATH'S  
9TH @ MACCOYS  
17TH @ MCGRATH'S  
23RD @ MACCOYS

**9TH - BOARD MEETING**

## JULY

**BINGO AT THE FAIR  
10-12**



**UWWI SUMMER MEETUP 9-11**

#### BINGO:

1ST @ MCGRATH'S  
7TH @ MACCOYS  
15TH @ MCGRATH'S  
21ST @ MACCOYS

**NO BOARD MEETING**



# Get Involved: Support United Way and Make a Difference!

As we kick off our 2024 United Way Campaign, there are numerous ways you can get involved and help build a stronger community together! Here's how you can participate:

- **Make a Donation:** Every dollar counts! Your contribution can support vital programs that provide food, housing, education, and more to those in need. Consider a one-time gift or setting up a recurring donation.
- **Organize a Fundraising Event:** Get creative! Host a bake sale, bingo night, or a community gathering to raise funds and awareness for United Way's mission.
- **Spread the Word:** Share our mission with friends, family, and colleagues. The more people know about United Way, the bigger difference we can make together!
- **Corporate Partnerships:** If you're part of a business, consider starting a workplace giving campaign. Matching gifts can double the impact of your employees' contributions!

Together, we can build a stronger, more resilient community. For more information on how to get involved, visit our website or reach out to us directly. Thank you for your continued support!  
Let's make a difference, together!

**DONATE  
NOW**





*Thank you*

For your continued support!

***STAY CONNECTED!***

[WWW.UWJNWC.COM](http://WWW.UWJNWC.COM)



[WWW.FACEBOOK.COM/UWJNWC](http://WWW.FACEBOOK.COM/UWJNWC)

With gratitude and thanks to

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**our Platinum Sponsor**

**United  
Way**



United Way Jefferson &  
North Walworth Counties