



United Way  
of Marathon County

# Leading the Way

A Publication of the United Way of Marathon County

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September 2009

## Don't Just Wear the Shirt -- Live It!

Last year we launched the Give. Advocate. Volunteer. LIVE UNITED movement, encouraging people to get involved with United Way in new and exciting ways. The white t-shirt has become an icon, and we are seeing an increase in volunteerism and enthusiasm among our donors.

As more and more people are identifying with the LIVE UNITED idea, we are hearing some wonderful examples of individuals in our community who are doing so much to help others.

This summer we partnered with M & I Bank to sponsor the "Pass It On" event. People from our community were invited to pick up special LIVE UNITED tote bags, fill them with items that would be useful to someone they knew, and then deliver the totes. The person who received the tote was asked to do the same.

Many of the totes have been passed two or more times and the variety of reasons that people gave for how they chose the recipients were truly heartwarming. Some examples that were posted to our website:

"I filled the tote with diapers, wipes, baby bath supplies, and baby sleepers and

gave them to a young woman who will be a single mom in the fall."

"A lady I knew had just lost her job due to the business closing so I purchased a gas card and the assistant manager at the station matched by purchase."

"I delivered fresh vegetables from my garden, with the promise of regular deliveries for the summer, to an elderly woman who lives alone and can't manage her own garden any more."

"I put together a care package for a coworker to send to her son in Afghanistan. He is a marine, was deployed a few months ago, and has been extremely homesick. I thought by

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## A Message from the President



United Way is committed to improving lives and responding to our community's changing needs. As we moved to implement the Road Map for Change we had to make some tough choices that resulted in phasing out funding to programs that no longer aligned with the new strategic direction. This resulted in ten organizations having less funding in 2010 for some of their programs, and no opportunity to apply until 2011.

The United Way Board of Directors recognized that in these fiscally challenging times there was a need to make a smoother transition for these community partners. The Board voted on August 27 to offer additional short term grants to those organizations who chose to apply to provide a different revised program that clearly meets the guidelines in the Road Map for Change. These will be one-time grants for 2010.

The Board fully stands behind the Road Map's direction. This short-term transition grant process reaches out to our partners to keep the community working together on the issues.

By this time next year, the Impact Teams will have completed their planning and released additional information about the 2011 funding cycle. All organizations in our community will be invited to apply for funding as long as they have programs that can make an impact in the defined direction.

United Way remains committed to the priorities identified through thousands of community volunteer hours. Thank you for your support. Feel free to contact United Way for more information.

Carrie Madson  
United Way Board President

## Don't Just Wear The Shirt... continued from page 1

providing his Mom with a pre-prepared package, it would take the burden off of her for a month, and bring some joy into her son's life."

"We filled tote with items for grilling out and dessert and delivered it to our new neighbors and finally introduced ourselves to them."

This event has encouraged people to reach out to others in ways they may not have considered before. Rather than making an anonymous gift to a clothing or food drive, you reached out to help one another. You don't just wear the shirt, you Live It. That's truly what it means to LIVE UNITED.

## Looking for information??

Check out the 2009-2010 Give & Get Help Guide, recently released by United Way's 2-1-1. Download a copy from our website, [www.unitedwaymc.org](http://www.unitedwaymc.org), click on the 2-1-1 icon.



## 23rd Annual United Way Community Parade to be September 19



2008 Best of Show Award--Marathon Electric

In 1986 a group of dedicated United Way volunteers, looking for a way to kick-off the fall campaign, created what has become a community tradition, the annual United Way Parade.

Since that time, we've seen the parade grow, the route has changed, and teenagers who once marched with their high school bands are now bringing their children to watch. What hasn't changed are the smiles on the faces of everyone along the parade route.

Don't miss this year's event on September 19. The parade begins at 10:30 at the corner of First and Fulton Streets, travels south to Jefferson, and then east to 4th Street. The reviewing stand will be in the 400 Block.

## Campaign Kickoff Breakfast



Almost 300 people attended the Kick-Off Breakfast on August 5 at Stoney Creek Inn and Conference Center.

Attendees had the opportunity to network with other campaign volunteers, learn more about the Road Map for Change, and hear first-hand how United Way has made a difference in the lives of people right here in Marathon County.

A special presentation “Practical Success Strategies for Challenging Times” was presented by keynote speaker Paul Wesselmann. Paul’s presentation, which provided practical ideas, also motivated and inspired those in attendance. One attendee commented, “this was the best motivational presentation I’ve heard in a very long time.”

Paul’s presentation was made possible by the generous sponsorship of Footlocker.com/Eastbay and Greenheck Fan Corp. Thanks to both organizations for helping us bring his message to our volunteers.

Additional support for the Kick-off Breakfast was provided by Stoney Creek Inn & Conference Center and The Rose Garden.

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## Kudos

Throughout the year United Way is fortunate to receive in-kind donations and discounts from many area firms. At this time of the year, many of those contributions help us provide the materials needed to run a successful campaign.

Our thanks to:

- **T.D. Fischer** for the LIVE UNITED indoor/outdoor banners.
- **WSAW-Channel 7** for the production of our campaign video and airtime for public service announcements.
- **WAOW-Channel 9** for production and airtime for the public service announcements.
- **Wausau Daily Herald** for display ads and website banner ads.
- **Sun Printing, Rotographics, EO Johnson Office Technologies, Hadley Office Products** and **Merrill Photo News** for a variety of printed materials.
- **Kinziegreen Marketing Group** for work on our website.

## Mark Your Calendar

September 19	Community Parade 10:30 a.m. Downtown Wausau
	Community Day Activities following the Parade 400 Block
October 24	Make a Difference Day
November 10	Summit League Reception 5:30 - 7:30 p.m. Leigh Yawkey Woodson Art Museum
January 6, 2010	LIFE Report Release 7:30 a.m. Northcentral Technical College
January 13, 2010	Thank You Luncheon 11:30 a.m. - 1:00 p.m. The Rose Garden

## Community Day Activities to Follow Parade



The Boys & Girls Club will be coordinating a family-focused afternoon of free activities following the parade in the 400 Block.

About a dozen local organizations will be offering activities ranging from face painting to tie dye t-shirts. Plan to stay downtown after the parade to enjoy the day. If the weather is inclement, activities will be moved to the Boys & Girls Club.



United Way  
of Marathon County

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## Emerging Leaders' Society Taking Shape

As babyboomers retire and Generation X, and more recently Generation Y, replace them, our workplaces and our community are changing.

These young leaders are very eager to roll up their sleeves to help others. What they don't want is to simply write a check or make a payroll pledge. They are ready to give back to make their community stronger.

United Ways across the country recognize this change and are actively engaging young people to create change in themselves and in the community through volunteer opportunities and more. Recently, United Way of Marathon County formed the Emerging Leaders' Society to bring together people who are interested in volunteering, networking, and connecting to community projects. Over the next few months, the Council will be defining their goals and projects for the future. Watch for more information and their inaugural event before the end of the year.

If you, or someone you know, would like more information, contact Toni Dunwoody at [tdunwoody@unitedwaymc.org](mailto:tdunwoody@unitedwaymc.org).

Mission: Spark and sustain a movement to engage emerging leaders to positively impact Marathon County.

### Co-Chairs:

Jessica Glenetski                      The Samuels Group  
Sheila Rovang                              Aspirus, Inc.

### Council Members:

Meg Bonacorsi                              WAOW  
Kristen Connolly                              WAOW  
Tammy Dallman                              Aspirus, Inc.  
Sarah Dombrowski                              Wausau Region  
Chamber of Commerce

Brad Gast                                      Greenheck Fan  
Anjanette Goetz                              Eastbay  
Lauren Jones                                  Eastbay  
Shane Kole                                      Wynn O Jones & Assoc  
Alison Morrow                                  Aflac  
Andy Napgezsek                                  Aspirus, Inc.  
Tim Parks    River Valley Bank  
Andrea Olloff                                      Independent Consultant  
Terri Smith                                      Ruder Ware, L.L.S.C.  
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