

2021 UNITED WAY Highlights

General Information

- United Way fights for the education, health and financial stability of everyone in our community. When you give to United Way, your gift is invested in local programs that are building a stronger community for all of us.
- United Way is an efficient way to invest in our community, leveraging more than \$3 million grants, in-kind donations and volunteer hours, in addition to our giving campaign.
- In 2021, United Way funded almost \$2 million in community programs that focus on education, health and financial stability at 41 local organizations.
- United Way knows what the current needs are because we conduct a community needs assessment called the LIFE Report.
- United Way of Marathon County was established in 92 years ago and is locally governed by a volunteer board of directors.



United Way's 211

- United Way's 211 is a free, confidential information and referral service that helps people access information on health and human service resources 24 hours a day, 7 days a week.
- United Way's 211 publishes the Give and Get Help Guide - a free resource that connects people to services and volunteer opportunities.
- In 2021, 211 answered over 5,000 inquiries for assistance and made 11,881 referrals so that individuals received the assistance that they needed.



Volunteer Opportunities

- Over 100 local non-profits are seeking volunteers. Select your perfect fit from hundreds of available opportunities at <http://unitedwaymc.galaxydigital.com/>
- Make A Difference Day (the fourth Saturday in October) is the nation's largest single day of service. Locally, United Way coordinates a Rake-A-Thon. Last year 130 yards were raked and many receiving help have NO other way to get their yard raked.
- United Way Volunteer Connection trains disaster volunteers to help manage the crowds of volunteers that will materialize after a local, large scale disaster. Consider joining this Ready to Respond team.
- United Way RSVP volunteers perform many different volunteer jobs—from stuffing envelopes, tutoring, to driving people to doctor's appointments.



Education

- United Way of Marathon County invests in early childhood programs that help children be school ready because kids who are lagging in kindergarten often fail to catch up to their peers.
- For every \$1 invested in early childhood programs, there is a \$7 return on investment or savings in future program and social service costs.
- United Way's Ready to Read Program began in 2004 and has distributed over 196,000 books to date.
- United Way provided 162 children with access to quality affordable child care through the Good Start Grant.
- The average dropout can expect to earn \$10,386 less per year than a high school graduate—that's why United Way focuses on programs that help keep kids in school.



Financial Stability

- The Marathon County Hunger Coalition distributed 2.1 million pounds of food in 2021.
- United Way partners with SingleCare to provide a prescription drug discount card to individuals without prescription insurance, saving local residents nearly \$40,000 last year.

Health

- There were 4,472 individuals that received mental health services.
- There were 914 individuals that received substance abuse treatment services.
- Over 1700 seniors received in-home support services.



Focus on Leadership Groups

- United Way of Marathon County has four Leadership Groups – Summit League, Emerging Leaders, Women United, and Retire United.
- Summit League is a leadership giving group of about 900 individuals or couples. Collectively they contribute more than 40% of all campaign revenue.
- United Way Women United's signature fundraiser, Power of the Purse, is held each year to help low-income women with children become financially stable.
- United Way Women United's signature project is Rebecca's Closet. This program provides infant and children's clothing to families in need. In 2021, 8,644 items of clothes were distributed to families in need.
- The Emerging Leader's Career Closet helps people prepare for a job interview with appropriate clothing and accessories. Since the Boots to Work Program began in 2016, 678 pairs of boots have been given out to help someone start a new job.
- United Way Emerging Leaders have constructed 4 Born Learning Trails in area parks. Check them out and turn a walk in the park into a fun learning activity with your child.

