

2021 ANNUAL REPORT

United Way of Racine County
UnitedWayRacine.org

United
Way



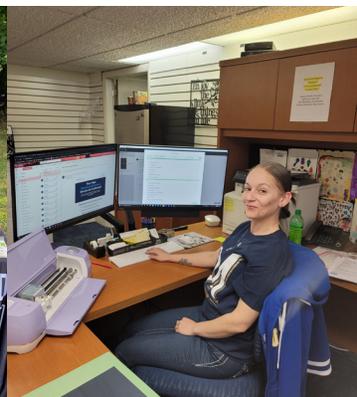
United Way
of Racine County



**United Way of Racine County
fights for the health, education
and financial stability of every
person in our community.**

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PRESIDENT'S REPORT

United Way of Racine County has been making impressive change in our community for 99 years, and I'm proud to say that our impact in 2021 was some of the strongest I've seen in our organization's history.



In January, we became the recipients of a transformational gift from philanthropist MacKenzie Scott. This gift gave us the resources to expand our work in areas we knew our community would benefit from. In February, we announced that the funds would be allocated into three main areas — an increase in equity-focused work through the Equity Innovation Fund, an increase in support for local nonprofits through the Training and Technology Fund and an increase in funding for our community schools. In May, the Training and Technology Fund officially opened for applications and by the end of 2021, we expended more than \$310,000 in grants to 19 local nonprofits. As we continue to introduce new components of this work in 2022, I am excited to see the continued impact it will have for our community.

We also had a lot of exciting developments in our community school work, in partnership with Racine Unified School District, this year. Over the summer, we offered 6,440 hours of extended learning for our students at Knapp and Julian Thomas Community Schools. In the fall, we officially welcomed Mitchell K-8 as our third community school. As a K-8, Mitchell's transformation will allow us to bring the community school model to middle school students for the first time in Racine County. The year culminated with our community school winter clothing giveaway — a partnership between United Way and the City of Racine designed to ensure that all community school students have the opportunity for safe travel and outdoor play during the winter. Just before the winter break, we distributed winter clothing gear to 658 community school students across our three community schools.

All of the amazing work I just listed is still only a portion of what we accomplished together in 2021. Throughout the year, we also introduced more opportunities for community engagement through our new impact tour series, responded to the shifting concerns of the pandemic by providing virtual tax services through our Volunteer Income Tax Assistance (VITA) program and more. I am always proud of the impact United Way makes for our community, but 2021 was truly the perfect example of what it means to Live United.

Ali Haigh
President and CEO

OUR CREDO

We fight for the health, education and financial stability of every person in our community.

OUR VISION

United Way envisions a community where individuals and families achieve their potential through education, income stability and healthy lives.

OUR MISSION

Mobilizing the caring power of Racine County to improve lives and transform our community.

OUR VALUES

- Commitment to community success
- Leadership
- Inclusiveness
- Integrity and accountability
- Innovation



HEALTH

SingleCare

The SingleCare prescription savings card provides discounts on prescription medications. It is free to anyone regardless of insurance, requires no registration, is available in English and Spanish, covers all FDA-approved medications and has no use limit.

BeLEAF Survivors

- Sexual Assault Services (SAS)
- Stop Child Abuse & Neglect (SCAN)

Children's Wisconsin

- Children's Wisconsin – Child and Family Counseling Services
- Children's Wisconsin School-Based Mental Health Program

Focus on Community Inc.

- Substance Abuse Prevention Program

NAMI Racine County

- NAMI Racine County

Racine Family YMCA

- Supervised Visitation & Safe Exchange

Racine Friendship Clubhouse

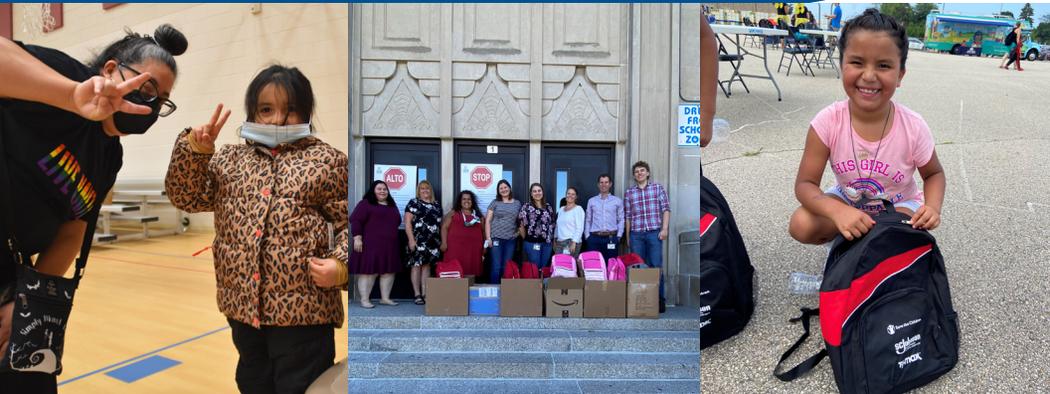
- Work-Order-Day

United Way of Racine County fights for the health of every person in our community.





United Way of Racine County fights for the education of every person in our community.



EDUCATION

Imagination Library

This program provides every participating child under age five with a free book through the mail each month.

LIFT (Link and Inspire For Tomorrow)

This strategy connects resources with neighborhoods by creating community schools like Knapp, Julian Thomas and Mitchell.

Schools of Hope

This tutoring program was refocused after the pandemic and supports student academic, social and emotional learning through a variety of volunteer opportunities.

The Arc of Racine County

- Special Education (IEP) Advocacy Program

Big Brothers Big Sisters of Racine and Kenosha Counties

- Community Based One to One Mentoring

Focus on Community Inc.

- Families and Schools Together (FAST)
- Opportunities Club

Girl Scouts of Wisconsin Southeast (GSWISE)

- Racine Girl Scout Leadership Experience (GSLE)

John XXIII Educational Center, A Ministry of St. Patrick Parish

- High School Program
- Middle School Program

Racine Family YMCA

- School Achievers
- Teen Achievers
- Young Achievers

SAFE Haven of Racine

- Girls Inc. Elementary School Programs
- Girls Inc. Middle School Programs

Three Harbors Council, BSA

- Scout Reach

UW-Madison Division of Extension

- The Early Learning and School Readiness Project

Youth for Christ

- Parent Life



FINANCIAL STABILITY

VITA (Volunteer Income Tax Assistance)

VITA is a national program staffed by local volunteers to provide free preparation and electronic filing of tax returns for low- to moderate-income Racine County residents. In 2021, VITA offered completely virtual tax services.

Focus on Community Inc.

- Advancing Family Assets

Housing Resources Inc

- Financial Empowerment Center
- Homebuyer Education & Counseling

Racine County

- Racine Family YMCA Focus on Fathers Initiative

Racine Family YMCA

- First Choice Pre-Apprenticeship Program

Racine Literacy Council

- Adult Tutoring and Education Programs

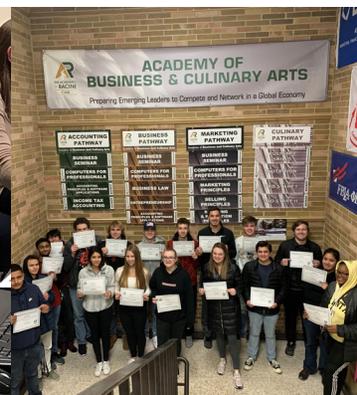
Racine Vocational Ministry

- RVM Jobs Program

YWCA Southeast Wisconsin

- Adult Education (GED and 5.09 HSED) Program

United Way of Racine County fights for the financial stability of every person in our community.





ESSENTIAL SERVICES

IMPACT 2-1-1
 IMPACT 2-1-1 is a 24-hour resource hotline for people in need of connections to essential services and resources.

Volunteer Center of Racine County

Volunteer Center of Racine County operates the Get Connected website that connects community members with volunteer projects.

The Arc of Racine County
 • Arc 100%ers Adult Mentoring Program

Catherine Marian Housing, Inc.

• Bethany Apartments

The Cerebral Palsy Agency of Racine County

• Camp Kinder

Health Care Network, Inc.

• Health Care Network

Homeless Assistance Leadership Organization (HALO), Inc.

• Emergency Shelter Program

Racine County Food Bank

• Emergency Food Distribution

SAFE Haven of Racine

• SAFE Haven of Racine Youth Shelter and Outreach Program

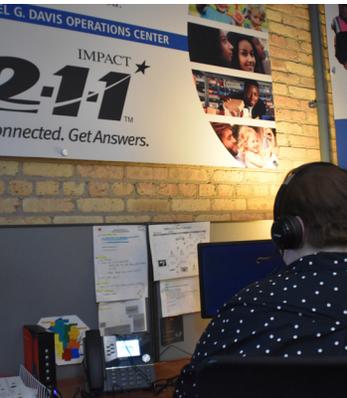
Transitional Living Center Inc.

• Transitional Living Center

Women's Resource Center of Racine, Inc.

• Women's Resource Center Empowerment Program

United Way of Racine County supports essential services for our community.





Impact tours showcase the shared work of United Way and our partners.

SPREADING THE WORD ON IMPACT

In 2021, we introduced our new impact tour series to the Racine County community. Taking place on a monthly basis, impact tours are 30-minute lunch-and-learns designed to highlight the shared impact of United Way and our funded partners in Racine County.

Impact tours educate attendees on the resources and programming available to the Racine County community. The tours cover everything about a program from daily program activities to overall impact, with a United Way staff member guiding the conversation. At the end of each tour, attendees are given the opportunity to ask questions and are encouraged to get involved with the program.

In 2021, United Way highlighted programming by the Racine County Food Bank, Health Care Network, Inc., Julian Thomas Community School, NAMI Racine County, United Way's Volunteer Income Tax Assistance (VITA) program and John XXIII Educational Center, a ministry of St. Patrick Parish. The series is ongoing and will continue into 2022.

To view recordings of previous impact tours and to register for upcoming tours, visit: UnitedWayRacine.org/Impact-Tours

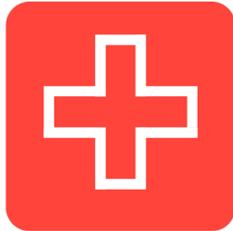


OUR IMPACT IN 2021



5,804

SingleCare clients saved on their prescriptions.



\$591,986

in prescription savings through SingleCare.



\$43,072

In pandemic relief given through the COVID Relief Fund.



6,440

hours of summer extended learning offered for community school students.



3,200

reusable water bottles and 9 filling stations provided to community school students.



21

volunteers supported extended learning for community school students.



68,725

books delivered to Imagination library children.



6,542

children received free books through Imagination Library.



658

community school students received winter clothing.



\$863,635

in tax refunds to Racine County VITA clients.



556

volunteer hours by IRS-certified VITA volunteers.



\$89,600

in tax preparation fees saved for clients with VITA.



750,000+

Pounds of food distributed by the Racine County Food Bank.



94%+

2-1-1 callers who reported needs met after calling 2-1-1.



7,483

Racine County residents called 2-1-1.



In 2021, United Way of Racine County became the recipient of a transformational gift.

A YEAR OF INNOVATION

In order to best meet the needs of our community, it is essential that United Way of Racine County continues to create innovative solutions that strengthen our community. So when we became the recipient of a transformational gift from Philanthropist MacKenzie Scott in 2021, we took this opportunity to produce new work that we knew our community would benefit from. After a data-driven allocation process to identify the largest areas of need for our community, the gift was divided into three areas – additional funding for our community schools work, increased support for local nonprofits through the Training and Technology Fund and an increase in equity-focused work through the Equity Innovation Fund.

We know that the success and growth of Racine County is directly connected to the success of our nonprofit partners. Many of these partners, however, are limited in their ability to purchase and maintain technology and provide training opportunities for their staff and board. Through the Training and Technology Fund, which opened for applications in May 2021, local nonprofits can apply for grants that facilitate the acquisition of new technology or provide access to staff and/or board training opportunities. By the end of 2021, the fund expended over \$310,000 in grants to a total of 19 local nonprofits. Grants will continue to be available in 2022 until the fund is completely expended.

In early 2021, we began looking at ways this gift could be used to continue to grow our impactful community school work. In partnership with Racine Unified School District, we have brought our Link and Inspire for Tomorrow (LIFT) strategy to three Racine Unified schools – transforming them into community schools. A community school is a hub for the entire neighborhood and a home base for partner organizations, programs and resources tailored to the unique needs of the community it serves. After welcoming Mitchell as our first K-8 community school in fall 2021, funding from this gift allowed us to hire a community school coordinator at Mitchell, ensuring that this new partnership has the resources and guidance it needs to be successful. We also identified key strategies related to student needs in reading proficiency and social-emotional development that will be piloted at all three community schools beginning in January 2022.

Driven by extensive research on Racine County’s many opportunity gaps and other equity-focused funds throughout the country, we also worked throughout 2021 to build an impactful framework for the Equity Innovation Fund. The ultimate goal was to design a fund that encourages a variety of entities within the community to bring their innovative ideas to the table to reduce disparities, improve outcomes and empower members of historically marginalized populations. The fund officially opened for applications in January 2022.



OUR GENEROUS CONTRIBUTORS

Abbott Laboratories	CliftonLarsonAllen	John XXIII Educational	Racine County Economic	The Johnson	Village of Caledonia
AbbVie Foundation	CNH Industrial	Center, A ministry of	Development Corp.	Foundation at	Village of Mount
Employee	Community State Bank	St. Patrick Parish	Racine County Food	Wingspread	Pleasant
Engagement Fund	CRB Insurance	Johnson Keland	Bank	The Journal Times	Village of Waterford
Action Law Offices, SC	Cree/IDEAL Industries	Management, Inc.	Racine Family YMCA	Thermo Fisher Scientific	Volunteer Center of
Advocate Aurora Health	CSL Plasma Services	JP Morgan Chase & Co.	Racine Friendship	Three Harbors Council,	Racine County
Allstate Insurance	David Insurance Agency,	Kane Communications	Clubhouse	BSA	Walker Forge, Inc.
Company	Inc.	Group	Racine Literacy Council	Thrivent Financial	Wal-Mart Store #2668
Amazon	E.C. Styberg Engineering	Knapp Manufacturing	Racine Unified School	TJW Investments, Inc.	Wal-Mart Store #3488
Amazon Smile	Eaton Corporation	Knight-Barry Title, Inc.	District	Town Bank	Wayman African
Foundation	Econoprint	L&S Electric, Inc.	Racine Vocational	Transitional Living	Methodist Episcopal
American Family Your	Electronic Systems of	Landmark Credit Union	Ministry, Inc.	Center Inc.	Church
Cause	Wisconsin	Landmark Title of	Redfearn Distributing,	Travelers	Western Union
American Transmission	Exelon Corporation	Racine	Inc.	Truist	Wisconsin Screen
Company LLC	Federal Heath	Lavelle Industries, Inc.	Regal Union Grove	UKOGF	Process, Inc.
Associated Bank	FedEx	Malicki's Piggly Wiggly	Facility	UMB Financial Corp	Women's Resource
AT&T	Fidelity Charitable	Manpower Group	Remax Newport Realty	Unico Technologies	Center of Racine, Inc.
Badger Meter	Fischer USA, Inc.	Marci's on Main	ReStoreMore Inc.	Group	Youth For Christ
Baird	Flying Elephant	Maresh-Meredith &	Rockwell Automation	Union Pacific	YWCA Southeast
Baxter & Woodman	Focus on Community	Acklam Funeral Home	Ruud Family Foundation	United Food &	Wisconsin
BeLEAF Survivors	Inc.	McDonald's Restaurant	Sacred Journeys SC, Inc.	Commercial Workers	
Best Buy	Gateway Technical	Moda Inc. dba Rocky	Outreach	Local 1473	
Big Brothers Big	College	Rococo	SAFE Haven of Racine	United Mechanical	
Sisters of Racine and	GE Foundation	Morgan Stanley/Dean	Sebastian's	United Parcel Service	
Kenosha Counties	Girl Scouts of Wisconsin	Witter Financial	Skogen's Festival Foods	United Way of Racine	
BMO Harris Bank	Southeast (GSWISE)	NAMI Racine County	State of Wisconsin	County	
Brookings	Goodwill Industries of	Nestlé USA	TAG	University of Wisconsin -	
Buffalo Wild Wings	Southeast Wisconsin	Nielsen Madsen &	Target #0152	Parkside	
Burlington Area School	Gordon J. Maier &	Barber, S.C.	The Arc of Racine	US Bank	
District	Company, LLP	O&H Danish Bakery	County	UW Credit Union	
Carthage College	Great Northern	O'Reilly Auto Parts			
Caterpillar	Corporation	Putzmeister America,			
Catherine Marian	Health Care Network,	Inc.			
Housing, Inc.	Inc.	Racine Area			
Catholic Charities	Herb Kohl Philanthropies	Manufacturers and			
Central Racine County	Higher Expectations	Commerce (RAMAC)			
Health Department	Homeless Assistance	Racine/Kenosha			
Cerebral Palsy Agency	Leadership	Community Action			
of Racine County/	Organization (HALO),	Agency			
RADD	Inc.	Racine Community			
Children's Wisconsin	ITW National	Foundation, Inc.			
City of Racine		Racine County			



These generous donors give \$10,000 or more each year.

Gus and Sandy Antonneau
 Tim and Rebecca Bailey
 Betty Breneman
 Agnieszka and Mark Dahms
 Dave and Jane Durment
 John and Lyn Erskine
 Jay and Nancy Gueldner
 Linda Hoover
 H. Fisk Johnson

Craig Leipold and Helen Johnson-
 Leipold
 Dorothy MacVicar
 Patrick and Betsie O'Brien
 Kara and Scott Reske
 Judy Rowland
 Ted Sokoly and Nancy Toll
 Walter Haven Trust
 Fred and Sandra Young

CHAIRMAN'S CLUB

United Way acknowledges the significant contributions of the employees of the following organizations, where each company's total giving is \$50,000 or more annually.

Andis Company
 Ascension Wisconsin
 Educators Credit Union
 InSinkErator
 Johnson Financial Group

Johnson Outdoors, Inc.
 Modine Manufacturing Company
 The Morgridge Family Foundation
 SC Johnson
 Twin Disc, Inc.
 We Energies



\$1.3 million

corporate gifts in 2021.



4,243

individual donors in 2021.



\$1.6 million

individual gifts in 2021.



406

leadership donors in 2021.



\$398

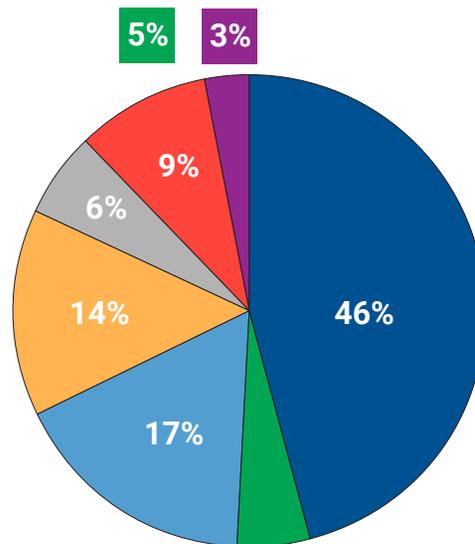
average individual gift in 2021.



\$2,534

average leadership gift in 2021.

United Way of Racine County has a long tradition of adhering to high standards of accountability and transparency. Its 990 tax form and annual audit are available at UnitedWayRacine.org/Financials.

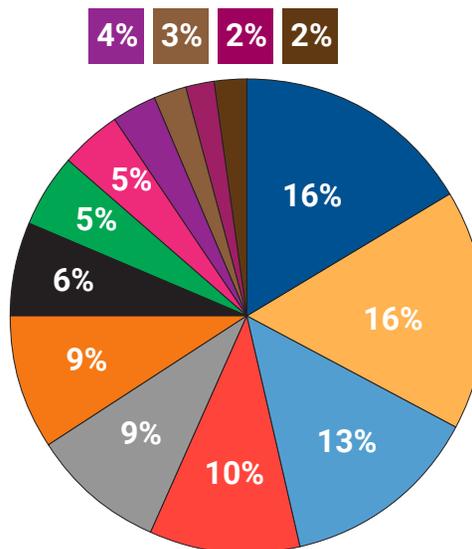


Revenue
\$10,772,880

- MacKenzie Scott Special Gift
- Individuals
- Corporate Gifts
- Fiscal Sponsorships
- Grants
- Investment Income
- Initiative Support/Sponsorships

We are a fiscally responsible partner for specific community initiatives.

Expenses
\$6,280,257



- Equity Innovation Fund
- Fundraising and Administration
- Fiscal Sponsorships
- Designations to Agencies
- United Way Initiatives
- State and Federal Grant-Funded Initiatives
- Essential Services Investments
- Health Investments
- Financial Stability Investments
- Education Investments
- Training and Technology Fund
- Uncollected Pledges
- COVID Relief Fund

CAMPAIGN CABINET

Kimberly Kane
Chair

Members

Bryan Albrecht
Pat Bohon
Nicholas Borth
Morgan Burns Nielsen

Jonathan Delagrave
Jason Greenwood
Lisa Just
Andrea Kiemen-Rognsvoog
Laura Million
Carmen Tenuta

COMMUNITY INVESTMENT COMMITTEE

Peggy James
Chair

Members

Dave Durment
Joe Heck
Pairin Hongsoongnern
Kevin McCabe

Ken Moehle
Rod Parsons
DeAnn Possehl
Stephanie Sklba
Lori Strangberg

COMMUNITY INVESTMENT FINANCIAL TEAM

Elizabeth Erickson
Alberto Huerta
Karen Kroes
Rod Parsons
Cory Sebastian

WOMEN UNITED EXECUTIVE COMMITTEE

Gina Sorenson
Chair

Frances Kis
Vice-Chair

Members
Amanda Bulgrin
Francesca Bumpurs
Laura Matter

VOLUNTEER ADVISORY TEAMS

HEALTH

Jackie Hartley
Chair

Members

Kara Beck
Jessie Bohl
Vickie Elliker
Teresa Johnson

EDUCATION

DeAnn Possehl
Chair

Members

Alyssa Arzikovic
Hector Diaz
Carrie Wilks

FINANCIAL STABILITY

Members

Lakesha Davis
Carolynn Friesch
Debbie McGrain
Yolanda Saffold
David A. Wolfe

ESSENTIAL SERVICES

Joe Heck

Co-Chair
Pairin Hongsoongnern
Co-Chair

Members

Shelby J. Everett
Peggy James
Aliya Pitts
Alysia Ruiz

LIFT

Ken Moehle
Chair

Members

Maham Ali
Jesse Booker
Kevin Carnes
Melissa Damaschke
Rebecca Estrada
Leigh Ann Martínez
Priscilla Marquez
Zyaire Strowder





UNITED WAY STAFF

Alexa Haigh (she/her)
President and CEO

Jessica Safransky Schacht (she/her)
Chief Operating Officer

Anandhi Krishnan (she/her)
VP of Finance and Administration

Julie Anderson (she/her)
Executive Assistant

Jen Bastron (she/her)
Marketing and Communications Director

Stephanie Buchanan (she/her)
Investor Relations Manager

Chelsie Deaton (she/her)
Investor Relations Manager

Tracie Feest (she/her)
Data and Compliance Manager

MaryBeth Kallio (she/her)
Community Investment Director

Leigh Ann Martínez (she/her)
Community Schools Director

Ruthie McGinnis (she/her)
Walking School Bus Coordinator

Kira Muñoz (she/her)
Mitchell Community School Coordinator

Lori Riffer (she/her)
Initiatives Manager

Zyaire Strowder (she/her)
Knapp Community School Coordinator

Katie Tuttle (she/her)
Julian Thomas Community School
Coordinator

UNITED WAY BOARD OF DIRECTORS

Ralph Malicki
Chair

Brian Agen
Vice-Chair and Vice-Chair, Human
Resources

Stephen McLaughlin
Immediate Past Chair

Peggy James
Vice-Chair, Community Investment

Jim Ladwig
Vice-Chair, Nominating Committee

Kelly Mould
Treasurer and Vice-Chair, Finance

Keith Cruise
Vice-Chair, At-Large

Eric Gallien
Vice-Chair, At-Large

Alexa Haigh
Secretary

Members

Bryan Albrecht
Chris Antonneau
Darryl Babu
Nicholas Borth
Hector Diaz
Dave Durment
Jason Greenwood
Jim Holland
Linda Hoover
Kimberly Kane
Stacey Malacara
Kristin McManmon
Laura Million
Matt Montemurro
Pastor Ernest Ni'A
Cory Sebastian
Todd Terry
Mark Villalpando

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of Racine County

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