



United Way of Greater Milwaukee
2012 COMMUNITY IMPACT REPORT



Dear Friends,

At United Way of Greater Milwaukee, we are committed to producing significant and measurable results in the areas of Education, Income and Health, because these are the building blocks for a good quality of life.

By convening diverse teams of community members to take collaborative action, we can move the needle on the critical issues facing Greater Milwaukee.

As you peruse this report, you will see how we are making a difference in each of our focus areas and improving the lives of nearly 400,000 people in our community including:

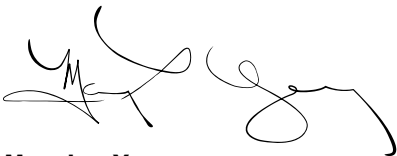
- Olivia, who thrived in an early childhood education program and entered kindergarten ready to succeed.
- Judie, who improved her earning potential by completing her GED and is now pursuing higher education.
- Sue, who was able to live healthier with access to fresh, affordable and locally-grown food.
- And Adriana, who acquired the critical skills she needed to raise a healthy baby.

As we pause to reflect on and celebrate all that we've accomplished as a community, we know that there is more work to do.

We believe we all have an obligation for the care and well-being of the Greater Milwaukee community. By pooling our individual contributions and working in concert with our many agency program partners, we can make a difference.

Thank you for your continued support of United Way and for Living United.

Sincerely,



Mary Lou Young
President & CEO
United Way of Greater Milwaukee



Stephen Roell
Chairman of the Board
United Way of Greater Milwaukee
President & CEO, Johnson Controls, Inc.



GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED®

ADVANCING the COMMON GOOD

United Way's mission is to change lives and improve our community by mobilizing people and resources to drive strategic impact in **Education**, **Income** and **Health**.

We all win when a child succeeds in school, when a neighborhood turns around, when families have good health and workers have solid jobs. These building blocks work together to create a good quality of life.



Helping Children & Youth Achieve Their Potential

Fact: Only 70% of Milwaukee County youth graduate high school on time.

Goal: Increase the number of youth who are on track to graduate high school on time.

Result: 93% of students surveyed in United Way-funded youth development programs indicated that they had a better chance of moving on to the next grade level or graduating high school on time.

Learn more about our Education, Income and Health strategies at UnitedWayMilwaukee.org

Promoting Financial Stability & Independence



Fact: 54% of adults in Southeastern Wisconsin have missed or cut back on meals, because they didn't have enough money to purchase food.

Goal: Reduce the barriers to financial independence by supporting and promoting the use of emergency food and housing programs.

Result: 72% of participants surveyed indicated that by coming to a United Way-funded food pantry, they were able to use money towards other areas of their budget such as rent and utilities.

Fact: Among the 53 largest cities in the United States, Milwaukee has the 7th worst rate for infant mortality.

Goal: Increase access to high quality, affordable prenatal care and pregnancy support services.

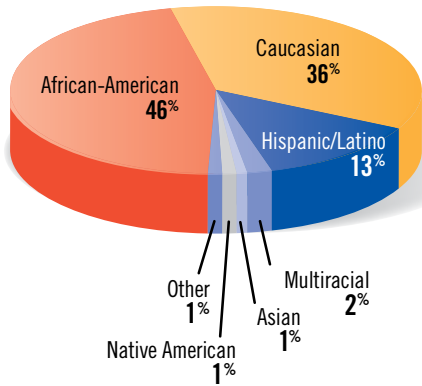
Result: 95% of participants surveyed said they learned about proper nutrition and diet for themselves and their baby after attending United Way-funded programming.

Improving People's Health & Safety

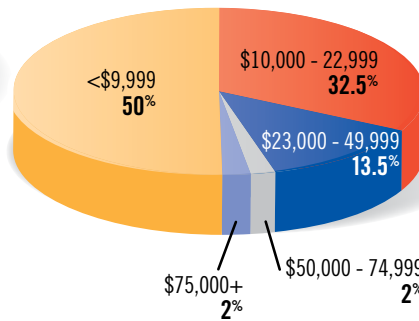


Your Donation Reaches

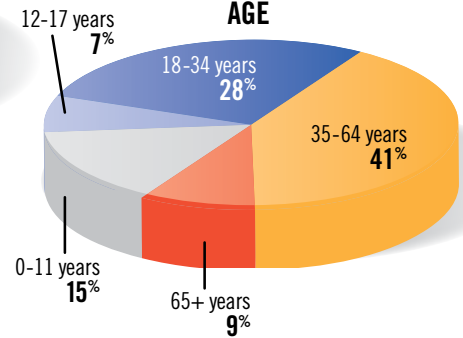
ETHNICITY



INCOME



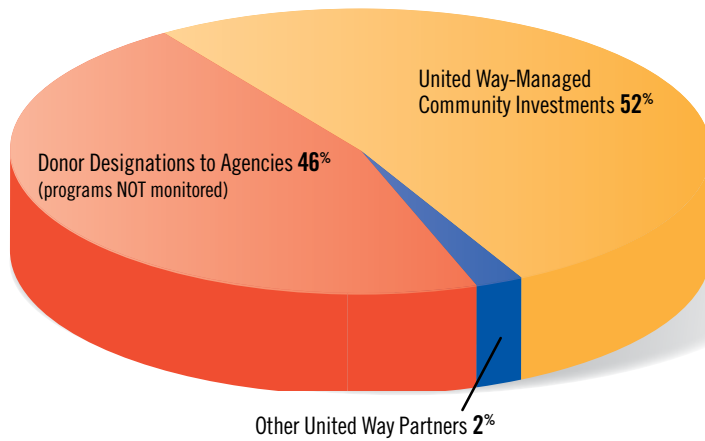
AGE



Projected 2012-2013 Community Investments

United Way will invest more than \$43 million in our community during the 2012-2013 funding cycle.

INVESTMENT BREAKOUT



Donor Designations to Agencies	\$19,734,998
Other United Way Partners	\$1,016,450
United Way-Managed Community Investments	
Agency Allocations	\$20,511,588
Community Problem Solving	\$1,317,712
Urgent Need & Opportunity Funds	\$735,000
TOTAL PROJECTED COMMUNITY INVESTMENTS	\$43,315,748

Trustworthy & Effective

At United Way of Greater Milwaukee, we only invest in programs that produce results at agencies that manage their money wisely.

We have been recognized nationally and locally for our high rate of efficiency, and consistently receive a four-star rating by Charity Navigator – its highest ranking.

We ensure that the most donor dollars are at work in our community, solving problems and helping people, with 90 cents of every dollar raised invested into the programs/organizations we support.

In addition, thousands of volunteers give generously of their time and talents to United Way each year, allowing us to minimize costs and keep administrative and fundraising expenses low.



THE JOURNEY

OF YOUR UNITED WAY DONATION



1

Choosing to take action.

The journey of a donation begins with one person (like you) deciding to make a difference. With dollars to give or time to volunteer, you want to change things for the better and choose to help through United Way.

2

Pooling our resources.

Your donation to United Way is combined with donations from 68,000 other individuals, including your co-workers, neighbors and friends. Those 68,000 donations are then combined with corporate support from local businesses, enabling everyone to make the greatest difference possible in our community.

3

Making the biggest difference.

When you direct your gift to United Way or any of its strategic issue areas – **Education, Income and Health** – your donation is invested in 160+ local programs at over 80 health and human service agencies.

Funding decisions are based on annual program results. To ensure ongoing results and efficiency, United Way monitors funded programs throughout the year.

4

Building a better community.

Destination: a healthy, strong community. We all win when children succeed in school, when families are financially stable, and when people have good health. Together, we can change what we see in our community. But it all starts with you. Thank you for choosing to be part of the solution through United Way.



Helping Children & Youth Achieve Their Potential

In Milwaukee County, the graduation rate hovers around 70%, and that has significant consequences for all of us. Education is the cornerstone of individual and community success. To have strong and productive communities, to develop a skilled workforce, to compete in the global economy and to curb criminal behavior, we need to get children off to the right start.

It is not enough to intervene in 12th grade. Children who later drop out of high school frequently start school behind, and most never catch up. Children living in poverty come to school at least two years behind their peers in pre-reading skills.

United Way of Greater Milwaukee is working to help change that, and to boost every child's chance for success in school, work and life by investing in programs that produce results.



Children learn to read in the early school years, but after third grade they are reading to learn. Those who started behind are often even farther behind by middle school.

The Foundation for Future Learning

Olivia took part in the Ready to Read Program at St. Joseph Academy and developed into a focused, independent and well-behaved child, eager to start kindergarten.

“We have been amazed at how much she has advanced in her beginning reading skills,” says Olivia’s mom, Marla.

The Ready to Read Program enhances preschool and kindergarten students’ literacy skills by utilizing large group, small group and family-focused methods to help children succeed academically.

“Her exposure to letters, numbers, reading, writing, art and developing positive relationships with other classmates gives her a huge advantage going into kindergarten,” Marla says.

Plus, children who are ready for kindergarten are more likely to be proficient readers by the end of third grade – a strong predictor of whether or not a child will graduate from high school.

Our Work in Education

United Way of Greater Milwaukee works to ensure that our children graduate prepared for work, postsecondary education and life. Our model focuses on supportive communities, effective schools and strong families. Tackling the education challenge requires reframing education on a cradle to career continuum. In 2011-2012, United Way provided funding to 46 programs, serving nearly 70,000 youth and adults in the following issue areas:

Early Childhood Education: aims to increase the number of children who enter school ready to succeed. The focus is on birth-to-three services and parental education.

Support for Children and Families: supports success within the family unit and children who display improved cognitive, social and/or physical skills. The focus is on crisis respite care, after-school programming and family enrichment.

Youth Development (early and middle childhood): focuses on increasing the number of children who read proficiently by third grade, are on track to be promoted to the next grade level and have goals for their future.

Youth Development (older youth): strives to increase the number of older youth who are on track to be promoted to the next grade level, have goals for their futures, graduate high school on time, and are prepared for success in college, work and life.



Improving education requires that all of us – public, private and nonprofit sectors – work together in new ways. That’s why United Way of Greater Milwaukee is happy to be part of Milwaukee Succeeds – a community-wide initiative to ensure there is a strong education pipeline from cradle to career – or birth to post-high school – for all children whether they attend area public, private or charter schools.

While United Way of Greater Milwaukee will participate in many areas of the education pipeline, we will convene the school readiness community team, which will focus on pre-reading/early literacy strategies, as well as emphasize the importance of childhood immunizations.



Become a Reader, Tutor or Mentor

We all win when young people succeed in school. And we all can play a role in helping them find that success. Research proves that caring volunteers, working with students of all ages, have the power to boost academic achievement and put young people on track for a bright future.

That’s why United Way of Greater Milwaukee is joining United Ways across the country to recruit one million volunteer readers, tutors and mentors in the next three years. Here in Milwaukee our goal is to recruit 3,000 new readers, tutors and mentors.

It takes 12 years to create a student who graduates, or drops out. The difference between the two could be you.

Sign up at UnitedWayMilwaukee.org/ReaderTutorMentor

Education At A Glance

Fact

Impact of United Way

Only 70% of Milwaukee County youth graduate high school on time.

93% of students who participated in United Way-funded youth development programs felt they were on track to graduate high school on time.

Academic achievement disparities are often attributed to socioeconomic factors. Many low-income students do not develop the cognitive, emotional and linguistic skills that they need to be successful in school, putting them at a disadvantage that follows them throughout the school experience.

Children who participated in United Way-funded programs demonstrated significant improvement in developmental skills and behavior:

- 88% showed improvement in communication skills
- 89% showed improvement in social/emotional skills
- 90% showed improvement in cognitive skills
- 85% showed improvement in literacy skills
- 92% maintained appropriate behavior or improved behavior

Nearly 3% of middle school students and 2% of elementary school students in Milwaukee did not progress to the next grade level as compared to 0.6 % in the rest of the state (most recent Department of Public Instruction figures available).

In 2010-2011, United Way allocated just over \$5 million to youth development programs. Of the students who participated in those programs, 94% were on track to progress to the next grade level.

Community Partnerships: Education

United Way staff members keep their fingers on the pulse of our community with their involvement in a variety of local partnerships.

Comprehensive Math & Science Plan Community Action Advisory Committee

First Stage Theatre in Education Committee

Metropolitan Milwaukee Association of Commerce Education Committee

Milwaukee Succeeds



United Way recruits the people and organizations that bring the passion, expertise and resources needed to get things done.

2012-2013 Investments in Education: \$7,599,978

Aurora Family Service

Website: aurorahealthcare.org **Phone:** 414.342.4560
Funded Program: Family Enrichment

Bay View Community Center, Inc.

Website: bayviewcenter.org **Phone:** 414.482.1000
Funded Program: Family and Children

Big Brothers Big Sisters of Metro Milwaukee, Inc.

Website: bbbsmilwaukee.org **Phone:** 414.258.4778
Funded Program: Community Mentoring

Big Brothers Big Sisters of Ozaukee County

Website: bigs-ozaukee.org **Phone:** 262.377.0784
Funded Program: MATCH ME

Boy Scouts of America - Three Harbors Council

Website: milwaukeeboyscouts.org **Phone:** 414.774.1776
Funded Programs: Learning for Life, Multicultural Scouting

Boys & Girls Clubs of Greater Milwaukee

Website: boysgirlsclubs.org **Phone:** 414.267.8100
Funded Programs: School Achievement, SPARK

Center for Communication, Hearing & Deafness

Website: cchdwi.org **Phone:** 414.604.2200
Funded Program: Kellogg Child and Family Program

Children's Service Society of Wisconsin

Website: cssw.org **Phone:** 414.453.1400
Funded Program: Volunteer Respite Care

City Year

Website: cityyear.org/milwaukee **Phone:** 414.223.0150
Funded Program: Whole School Whole Child

COA Youth & Family Centers

Website: coa-yfc.org **Phone:** 414.263.8383
Funded Programs: Early Childhood Education, Home Instruction for Parents of Preschool Children (HIPPI), Youth & Family Program

The Council on Alcohol and Other Drug Abuse of Washington County

Website: councilonaoda.org **Phone:** 262.335.6888
Funded Program: Germantown Prevention

Girl Scouts of Wisconsin Southeast

Website: gswise.org **Phone:** 414.476.1050
Funded Program: Leadership & Critical Life Skills Development for Girls

Interfaith Older Adult Programs, Inc.

Website: interfaithmilw.org **Phone:** 414.291.7500
Funded Program: RSVP

La Causa, Inc.

Website: lacausa.org **Phone:** 414.647.8750
Funded Programs: Crisis Nursery, Hispanic Early Learning Program (H.E.L.P.)

Milwaukee Christian Center

Website: mccwi.org **Phone:** 414.645.5350
Funded Program: Youth Risk Prevention

Milwaukee LGBT Community Center

Website: mkelgbt.org **Phone:** 414.271.2656
Funded Program: Project Q Health & Wellness

Milwaukee Urban League

Website: tmul.org **Phone:** 414.374.5850
Funded Program: Campaign for African-American Achievement

Neighborhood House of Milwaukee, Inc.

Website: nh-milw.org **Phone:** 414.933.6161
Funded Programs: Early Childhood Services, Kids Club, Youth/Teen Program

New Concept Self Development Center, Inc.

Website: ncsdc-inc.org **Phone:** 414.444.1952
Funded Programs: Each One Reach One, MLK Social Service

Next Door Foundation

Website: nextdoormil.org **Phone:** 414.562.2929
Funded Program: Read With Me

Northcott Neighborhood House

Website: northcotthouse.org **Phone:** 414.372.3770
Funded Program: Youth Development

The Parenting Network

Website: theparentingnetwork.org **Phone:** 414.671.5575
Funded Program: Parenting Education & Support Services

St. Joseph Academy

Website: cdcsj.org **Phone:** 414.645.5337
Funded Program: Child Development Center of St. Joseph

Silver Spring Neighborhood Center, Inc.

Website: ssnc-milw.org **Phone:** 414.463.7950
Funded Programs: Group Day Care/Family Day Care, Literacy First, Youth Social Development

Starting Point of Ozaukee, Inc.

Website: startingpointoz.org **Phone:** 262.375.1110
Funded Program: LEAD Program

United Community Center, Inc.

Website: www.unitedcc.org **Phone:** 414.384.3100
Funded Programs: After School Achievement, Before & After School, Leyendo Juntos, Youth Empowered to Succeed

YMCA of Metropolitan Milwaukee, Inc.

Website: ymcamke.org **Phone:** 414.224.9622
Funded Programs: Day Camp, Overnight Camp, Sponsor-A-Scholar, Teen Achievers

The Youth & Family Project

Website: youthandfamilyproject.org **Phone:** 262.338.1661
Funded Program: Nurturing and Parenting Support Collaborative

YWCA of Greater Milwaukee

Website: ywcamilw.org **Phone:** 414.374.1800
Funded Programs: Just Us, Skillz 4 Success



Promoting Financial Stability & Independence

In Milwaukee, nearly one in three people lives below the federal poverty level. In spite of this fact, many are employed – some with two or even three jobs. The local numbers are even worse for children – according to the U.S. Census Bureau, nearly half (46.1%) live in poverty.

Our community will only prosper and grow if all families are financially stable. Fewer financial stresses lead to healthier lives, improved work performance and better education outcomes.

Yet, many people are walking a financial tightrope. Unemployment rates remain high and wages have not kept pace with the rising cost of housing, health care and education. Plus, our community's education crisis means that adults are not prepared to gain steady employment that provides a family-sustaining wage.

United Way invests in programs that help adults improve their education level and create a more financially secure future for themselves and their families.



Those with a high school diploma or GED earn an average of \$9,000 more a year than those who do not complete high school, according to the National Center for Education Statistics.

Judie's Journey

Judie believed she had already earned her GED in 2002, but recently learned the school she obtained it from was not accredited. She needed to get a new one, or she would lose her job. That's when she turned to the YWCA Community Adult Learning Lab for help. The staff immediately began mentoring Judie and took steps to ensure she would succeed.

While Judie did well in most of the tests, she struggled with math, becoming frustrated when she didn't pass. "I was convinced I was going to fail again, but they pushed me and encouraged me to not give up."

One of Judie's proudest moments came when one of her children framed her GED and hung it on a wall in their home. "I am always telling them why education is so important," Judie says. "I tell them how I struggled – dropped out of high school and had no job, no money. I am encouraging them to make good choices and stay in school, so they can have a better life."

Judie has now enrolled in college classes and has set a goal of becoming a nurse.

Our Work in Income

United Way of Greater Milwaukee focuses on ensuring all individuals and families achieve financial stability. In 2011-2012, United Way of Greater Milwaukee provided funding to 27 programs, serving nearly 50,000 individuals in the following issue areas:

Adult Education: aims to increase enrollment in and completion of literacy, degree, plus certification and training programs.

Emergency Food (adults and families): provides income support to low-income individuals on an emergency basis to prevent hunger.

Emergency Shelter (adults and families): offers assistance for utilities and shelter to individuals and families in emergency situations.

Employment Assistance: provides access to existing family-sustaining employment in targeted industries and creates new jobs that provide family-sustaining income.

Financial Literacy: increases financial management knowledge and skills among low-income working families.

Housing and Home Ownership: connects low-income working families with affordable housing and prevents low-income working families from losing affordable housing.

Immigration and Refugee Services: assists individuals through the immigration and resettlement process by providing immigration information, educational programs, legal representation, case management and appropriate referrals.

Legal Aid: provides free to moderately-priced legal services to vulnerable residents.

Correctional Services: provides effective court intervention, treatment and/or monitoring for low-income individuals.

Veterans Issues: responds effectively and efficiently to the needs of veterans facing significant financial, social or health stressors.

Volunteering: harnesses the influence and resources of volunteers to support community investment and nonprofits.

Building Assets To Achieve Financial Stability

United Way of Greater Milwaukee supports the Individual Development Account (IDA) program, which helps people who qualify save for a home or postsecondary education by matching up to \$6 for every \$1 saved. Participants must also take part in financial counseling classes in order to enroll in the program.

As of April 2012, 190 families purchased homes through this program and none have foreclosed. The IDA program has also made postsecondary education a reality for 328 people to date.



Income At A Glance

Fact

54% of adults in Southeastern Wisconsin have missed or cut back on meals because they didn't have enough money to purchase food.

Current unemployment rates and a limited number of available jobs in Milwaukee County make job seeking difficult for both young and more mature workers who are unskilled or not trained in current technology.

Housing stability remains a barrier for individuals and families living in poverty. Economic conditions have contributed to an increase in foreclosures.

Impact of United Way

According to a recent survey, 72% of those who were given access to a United Way-funded food pantry said they were able to adequately feed their families and use money saved on food towards other areas of their budget such as rent and utilities.

Of individuals who participated in United Way-funded programming:

- 93% said the program helped them make progress toward receiving a GED, high school diploma or other degree
- 83% said the program helped them make progress toward receiving skilled trade training
- 94% said the programs helped improve their job interviewing skills
- 92% said the programs helped them improve their job search skills

Of individuals who participated in United Way-funded programming:

- 96% said they received information that led them to a better housing situation
- 94% were able to maintain safe and affordable housing
- 70% avoided foreclosure, eviction or homelessness

Hope for Returning Veterans

An estimated 448,000 veterans live in Wisconsin with over 40% living in Southeastern Wisconsin. Many of them face significant financial, social or health stressors. As a community, we must respond effectively and efficiently to their needs. The number of new veterans continues to grow and when added to the number of aging veterans, the Veterans Affairs system is becoming overwhelmed.

United Way invests in programs to provide veterans with the best possible support services, and training needed to give many of our veterans hope. In 2011-2012, United Way awarded \$45,000 to Dryhooch, a Milwaukee-based nonprofit which helps veterans get the assistance they need when they return from active duty.

Community Partnerships: Income

United Way staff members keep their fingers on the pulse of our community with their involvement in a variety of local partnerships.

Continuum of Care/Coordinated Intake and Access

Community Development Funding Alliance

The Economic Security Initiative

**Emergency Food and Shelter Board
(Ozaukee & Milwaukee)**

Milwaukee Housing Consortium/Take Root Milwaukee

**Milwaukee Area Workforce Funding Alliance
(Leadership & Board)**

Nonprofit Management Fund

Transitional Jobs Collaborative

Workforce Funding Alliance

**Southeast Wisconsin Intergenerational Interracial
Communities Connection (SEWIICC)**

2012-2013 Investments in Income: \$2,628,111

AIDS Resource Center of Wisconsin

Website: arcw.org **Phone:** 414.273.1991
Funded Program: Food Pantry

Bay View Community Center, Inc.

Website: bayviewcenter.org **Phone:** 414.482.1000
Funded Program: Food Pantry

Cathedral Center, Inc.

Website: cathedral-center.org **Phone:** 414.831.0394
Funded Program: Emergency Shelter

Community Advocates, Inc.

Website: communityadvocates.net **Phone:** 414.270.2970
Funded Programs: Case Management, Emergency Support/Advocacy Continuum, Family Support Center, Homeless Outreach Nursing Center

Council for the Spanish Speaking, Inc.

Website: spanishcenter-milw.org **Phone:** 414.384.3700
Funded Program: Comprehensive Bilingual Social Services

Friedens Community Ministries, Inc.

Website: friedenspantry.org **Phone:** 414.289.6030
Funded Program: Emergency Food Pantry

Grand Avenue Club, Inc.

Website: grandavenueclub.org **Phone:** 414.276.6474
Funded Program: Grand Avenue Club

Guest House of Milwaukee, Inc.

Website: guesthouseofmilwaukee.org **Phone:** 414.345.3240
Funded Program: Emergency Shelter

Housing Resources, Inc.

Website: hri-wi.org **Phone:** 414.461.6330
Funded Program: Post Purchase Counseling

Interfaith Older Adult Programs, Inc.

Website: interfaithmilw.org **Phone:** 414.291.7500
Funded Program: Employment

International Institute of Wisconsin

Website: iiwisconsin.org **Phone:** 414.225.6220
Funded Program: Immigration and Citizenship Services

Legal Aid Society of Milwaukee, Inc.

Website: lasmilwaukee.com **Phone:** 414.727.5300
Funded Program: Civil Division

Literacy Services of Wisconsin

Website: literacyservices.org **Phone:** 414.344.5878
Funded Program: Adult Education Program

Milwaukee Christian Center

Website: mccwi.org **Phone:** 414.645.5350
Funded Program: Emergency Food Pantry

Milwaukee Urban League

Website: tmul.org **Phone:** 414.374.5850
Funded Program: Employment Assistance

Next Door Foundation

Website: nextdoormil.org **Phone:** 414.562.2929
Funded Program: Skills Building & GED Fast Track Program

Nonprofit Center of Milwaukee, Inc.

Website: nonprofitcentermilwaukee.org **Phone:** 414.344.3933
Funded Program: Volunteer Clearinghouse

Northcott Neighborhood House

Website: northcotthouse.org **Phone:** 414.372.3770
Funded Program: Emergency Food

The Salvation Army

Website: salvationarmywi.org **Phone:** 414.302.4300
Funded Programs: Emergency Lodge, Employment Assistance

Silver Spring Neighborhood Center, Inc.

Website: ssnc-milw.org **Phone:** 414.463.7950
Funded Program: Community Food Bank

Volunteer Center of Ozaukee County

Website: volunteerozaukee.org **Phone:** 262.377.1616
Funded Program: Volunteer Development

Wisconsin Community Services, Inc.

Website: wiscs.org **Phone:** 414.290.0400
Funded Programs: Community Reintegration Services, Drivers License Recovery

YWCA of Greater Milwaukee

Website: ywcamilw.org **Phone:** 414.374.1800
Funded Program: Community Adult Learning Lab





Improving People's Health & Safety

Is there anything more fundamental to the quality of life in a community than good health and well-being? Yet, according to a recent study by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, Milwaukee County residents are among the least healthy in the state, ranking in the bottom half for overall health factors and outcomes.

Achieving good health requires us all to become more aware of health risks and the potential effects they have, starting from before birth. Good health helps to ensure children are prepared for kindergarten and that they succeed during their school years. Poor health can prevent families and individuals from being financially stable.

United Way is working to extend access to health care and related services that will enable more people to live healthier lives.



60% of low-income Milwaukee residents don't have access to healthy food, according to a 2011 report by the Center for Urban Population Health.

Healthy Food Choices, Healthy Communities

Sue is a resident of Milwaukee's north side and has been shopping at the United Way-funded Fondy Farmer's Market for four years. She says the market is vital to the community, because there aren't many options for getting locally-grown food in her neighborhood.

"The availability of fresh, organic food is something we haven't had in this area – and now that I have been exposed to it, fresh fruit, fresh chicken, it makes a difference," Sue said. "Being able to talk to the vendors, understanding how to make food and why it tastes so good. They pick it on Friday and bring it to the market on Saturday and it's so fresh – you can't get any fresher than that."

Sue says she feels healthier since she has become a regular visitor to the Farmer's Market. "The need is there. As people find out about it – they are opening the door to living healthier lives," Sue said. "It's not that people of lower income don't want to eat better. It's - if you give me an option, then I can take advantage of it. If you have choices, you take the healthier one."

Our Work in Health

United Way of Greater Milwaukee focuses on ensuring everyone has access to quality, affordable health care. We know the health of our citizens is a strong indicator of the health of our community. In 2011-2012, United Way of Greater Milwaukee funded 63 programs, serving nearly 270,000 individuals in the following issue areas:

Behavioral and Mental Health Care: ensures youth and adults have access to high quality and affordable mental and behavioral health care.

Chemical Abuse and Dependency: provides supportive services to youth and adults who have been diagnosed or self-report that they have substance abuse issues.

Disabilities Services: supports children and adults with disabilities, as well as their families and caregivers.

Disaster Recovery: assists victims of local disasters including fires and floods.

Domestic Violence: ensures victims of domestic violence are safe and healthy.

Emergency Shelter (youth): ensures that homeless, runaway and throwaway youth are healthy and safe.

Food Security: ensures youth and adults have access to healthy, local and affordable fresh fruits and vegetables.

Health Care Access: increases the number of youth and adults that have access to high quality, affordable dental and general health care.

Health Education/Prevention: provides prevention education so that youth and adults have the information they need to avoid risky behaviors.

Information and Referral: provides access to community services such as shelter, food, housing and mental health care.

Older Adult Support and Independence: ensures that adults are able to live independently and with dignity.

Pregnancy Counseling/Parenting Support: ensures youth and adults have access to high quality, affordable prenatal care and pregnancy support services.

Health At A Glance

Fact	Impact of United Way
Milwaukee has the fourth highest child poverty rate in the country. In addition, the issues of teen pregnancy, sexual exploitation and violence all threaten the basic needs of Milwaukee's youth.	94% of homeless, runaway and throwaway youth who received services through United Way-funded shelters and programs felt their immediate needs (safety, shelter, food, clothing, etc.) were met.
Rates of disability are increasing due to population aging and the increase in chronic conditions.	Of the adults with a disability who participated in United Way-funded programs: <ul style="list-style-type: none"> • 98% said they felt safe in their own environment • 94% said they improved their daily living skills • 93% said they attended social activities
There are at least 188,000 adults in Wisconsin with a serious mental illness (NAMI Wisconsin, 2010). Barriers to receiving treatment include high costs, access to mental health insurance, unreliable transportation and stigma.	Of those affected by mental illness who participated in United Way-funded programming: <ul style="list-style-type: none"> • 94% said they had a better understanding of their problem • 93% said they made progress toward at least one treatment goal • 89% said they felt their lives were better than before

2012-2013 Investments in Health: \$8,598,700

Advocates of Ozaukee, Inc.

Website: advocates-oz.org **Phone:** 262.284.3577
Funded Program: Domestic Violence

AIDS Resource Center of Wisconsin

Website: arcw.org **Phone:** 414.273.1991
Funded Programs: Dental Clinic, Lifepoint

American Red Cross in Southeastern Wisconsin

Website: redcrossinsewis.org **Phone:** 414.342.8680
Funded Programs: First Aid Service Team (FAST), Local Disaster Response

Aurora Family Service

Website: aurorahealthcare.org **Phone:** 414.342.4560
Funded Programs: Elder Service Money Management, Milwaukee Mental Health Consultants, Systemic Family Counseling

Aurora Visiting Nurse Association of Wisconsin

Website: aurorahealthcare.org **Phone:** 414.327.2295
Funded Programs: Aurora Adult Day Center, Aurora VNA Zilber Family Hospice, Home Health Services

Bay View Community Center, Inc.

Website: bayviewcenter.org **Phone:** 414.482.1000
Funded Program: 50+

Catholic Charities of the Archdiocese of Milwaukee, Inc.

Website: ccmke.org **Phone:** 414.769.3400
Funded Programs: Behavioral Health Services, In Home Support Services, Outreach Services, Pregnancy and Parenting Supportive Services

Centro Legal

Website: centrolegalwisconsin.org **Phone:** 414.384.7900
Funded Program: Domestic Abuse and Family Law Program

Children's Service Society of Wisconsin

Website: cssw.org **Phone:** 414.453.1400
Funded Programs: Counseling for Children and Families, Pregnancy Counseling and Resources

COPE Services, Inc.

Website: copeservices.org **Phone:** 262.377.1477
Funded Program: COPE Hotline

Curative Care Network

Website: curative.org **Phone:** 414.259.1414
Funded Programs: Adult Day Services, Outpatient Therapy Services

Fondy Food Center

Website: fondymarket.org **Phone:** 414.562.2282
Funded Program: Fondy Farmer's Market

Friends of Abused Families, Inc.

Website: fafinc.org **Phone:** 262.334.5598
Funded Program: Domestic Violence Project

Harry & Rose Samson Family Jewish Community Center

Website: jccmilwaukee.org **Phone:** 414.964.4444
Funded Programs: Older Adult Seniors, School Aged Special Needs-Shiluv, Special Needs-Chaverim

The Healing Center

Website: thehealingcenter.org **Phone:** 414.671.4325
Funded Program: Counseling Program for Underserved Survivors

IMPACT, Inc.

Website: impactinc.org **Phone:** 414.256.4808
Funded Programs: IMPACT 2-1-1, Assessment and Referral

IndependenceFirst, Inc.

Website: independencefirst.org **Phone:** 414.291.7520
Funded Program: Attendant Referral

Interfaith Older Adult Programs, Inc.

Website: interfaithmilw.org **Phone:** 414.291.7500
Funded Programs: Family Caregiver Support Network, Neighborhood Outreach

Jewish Family Services, Inc.

Website: jfsmilw.org **Phone:** 414.390.5800
Funded Programs: Case Management: Disabilities, Case Management: Older Adult, Individual & Family Counseling

Mental Health America of Wisconsin

Website: mhawisconsin.org **Phone:** 414.276.3122
Funded Programs: Mental Health Access, Mental Health Services

Meta House

Website: metahouse.org **Phone:** 414.962.1200
Funded Program: Transitional Living

Milwaukee Christian Center

Website: mccwi.org **Phone:** 414.645.5350
Funded Program: Elderly Adult Support Services

Milwaukee Women's Center, Inc.

Website: mwcinc.org **Phone:** 414.449.4777
Funded Programs: Emergency Shelter, Nevermore Batterers Treatment

Ozaukee Family Services

Website: ozaukeefamilyservices.org **Phone:** 262.376.7774
Funded Programs: Counseling Services, Prevention

The Parenting Network

Website: theparentingnetwork.org **Phone:** 414.671.5575
Funded Program: Parent Helpline

Pathfinders

Website: pathfindersmke.org **Phone:** 414.964.2565
Funded Programs: Clinical Services, Pathfinders Youth Shelter, Q-BLOK

Penfield Children's Center

Website: penfieldchildren.org **Phone:** 414.344.7676
Funded Programs: Behavioral Health Clinic, Early Intervention/Parent Program

Portal Industries, Inc.

Website: portalindustries.org **Phone:** 262.377.4410
Funded Program: Employment Readiness and Advancement

Safe Babies Healthy Families, Inc.

Website: safebabieshealthyfamilies.org **Phone:** 262.524.4120
Funded Program: Childbirth & Infant Preparation Services

St. Elizabeth Ann Seton Dental Clinic

Website: columbia-stmarys.org **Phone:** 414.326.2077

Funded Program: Restorative Care

Sixteenth Street Community Health Center, Inc.

Website: sschc.org **Phone:** 414.672.1353

Funded Program: The Great Start Program

Sojourner Family Peace Center, Inc.

Website: familypeacecenter.org **Phone:** 414.276.1911

Funded Programs: Batterers Anonymous - Beyond Abuse
Courthouse Advocacy, Domestic Abuse Victim Advocates,
Emergency Shelter

United Community Center, Inc.

Website: www.unitedcc.org **Phone:** 414.384.3100

Funded Program: Elderly Program

Vision Forward Association

Website: vision-forward.org **Phone:** 414.615.0100

Funded Program: Center for Blind and Visually
Impaired Children

Walker's Point Youth & Family Center, Inc.

Website: walkerspoint.org **Phone:** 414.672.5300

Funded Program: Runaway Services

Wisconsin Community Services, Inc.

Website: wiscs.org **Phone:** 414.290.0400

Funded Program: Criminal Justice Intervention

IMPACT 2-1-1

Every day hundreds of people need essential human services – 2-1-1 allows people to give help and to get help. It is an easy to remember telephone number that is free and confidential connecting people with important community services.

Since 2002, United Way's investment in IMPACT 2-1-1 has helped secure ongoing funding and support from Milwaukee County and other sources. In 2010-2011, 144,492 people contacted 2-1-1 for:

- Emergency food
- Health care and mental health care
- Emergency shelter and affordable housing
- Alcohol or other drug abuse services
- Financial and legal assistance

The need remains strong for 2-1-1 services with more than 157,000 contacts projected for 2011-2012.



Get Connected. Get Answers.

United Way of Greater Milwaukee & Milwaukee County

Community Partnerships: Health

United Way staff members keep their fingers on the pulse of our community with their involvement in a variety of local partnerships.

Adolescent Sexual Health Coalition of Milwaukee

Disabilities Solutions Collaborative

Enrollment Task Force of the Milwaukee Health Care Partnership

Health Watch

Immunize Milwaukee

Lifecourse Initiative for Healthy Families

Milwaukee Alliance for Sexual Health

**Milwaukee Commission on Domestic Violence
and Sexual Assault**

Milwaukee Fatherhood Initiative

Milwaukee Mental Health Task Force

Milwaukee Health Literacy Collaborative

Milwaukee Teen Pregnancy Prevention Initiative

Wisconsin Coalition Against Sexual Assault



Special Health Initiatives

United Way advances the common good by recruiting the people and organizations from all across the community who bring the passion, expertise and resources needed to get things done. We know that it takes everyone working together to affect real change in the areas of Education, Income and Health.

United Way of Greater Milwaukee continues to take a lead role in bringing our community together to promote healthy birth outcomes by investing in two core strategies: Teen Pregnancy Prevention and Infant Mortality Prevention.

Teen Pregnancy Prevention: Reduce Births to Teens by 46% by 2015

United Way spearheads Milwaukee's Teen Pregnancy Prevention Initiative, a community-wide effort to raise awareness of the issue of teen pregnancy and change the historically high rate of teen births in Milwaukee. Strong collaborative efforts of leaders in social service, government, business, public health, philanthropy, faith and education sectors provide invaluable guidance and insight to the initiative.

In 2008, the Teen Pregnancy Prevention Oversight Committee set an ambitious goal to reduce teen pregnancy among 15 to 17 year-olds by 46% over ten years (2005-2015). We are more than halfway there. In October 2011, the City of Milwaukee Health Department announced that the teen birth rate had dropped to its lowest level in decades – 35.8 births per 1,000 among 15- to 17-year-olds. That represents a 31% decline from the 2006 baseline, and a much steeper decline than the national trends.

The successful initiative has now become a national model for community collaboration. In 2012, United Way received one of 10 national Community Partnership Awards from Mutual of America Foundation, recognizing incredible local efforts that promote community change. United Way was also honored by United Way Worldwide with the Common Good Award for Advancing Health. This new award highlights innovative and promising practices from communities around the world that create real and lasting change. Additionally, United Way was featured in the June 2012 report from the White House Council for Community Solutions to President Obama.

Empowering Youth Through Healthy Girls

The Healthy Girls Initiative began in 2001 as a way to respond to teen pregnancy and sexual violence or victimization – issues that are also closely linked to high school dropout rates, cyclical poverty and life-long health challenges for teen mothers and their children.

United Way of Greater Milwaukee has chosen *Making Proud Choices!* and *¡Cuidate!* as its signature evidence-based teen pregnancy prevention curriculums. Because of the strong correlation between sexual violence and teen pregnancy, United Way also invests in several curriculums with the goal of reducing sexual violence.

In 2012-13, United Way will invest \$648,000 in Healthy Girls programming at 16 organizations, proposing to serve more than 3,800 youth. United Way has invested more than \$4.8 million in Healthy Girls since 2001.

2012-2013 Healthy Girls Agencies

Boys & Girls Clubs of Greater Milwaukee – *Making Proud Choices!*

Center for Self Sufficiency – *Making Proud Choices!*

COA Youth & Family Centers – *Making Proud Choices!*

Council for the Spanish Speaking – *¡Cuidate!*

HeartLove Place, Inc – *Making Proud Choices!*

Journey House, Inc – *Making Proud Choices!*

La Causa, Inc – *Making Proud Choices!*

Neu-Life Community Resource Center – *Making Proud Choices!*

Pathfinders – *Making Proud Choices!*

PEARLS for Teen Girls, Inc – *Making Proud Choices!*

Rosalie Manor Community & Family Services, Inc – *Making Proud Choices!*

Silver Spring Neighborhood Center – *Making Proud Choices!*

The Parenting Network – *Making Proud Choices!* and *RELATE*

UMOS, Inc – *Expect Respect*

Walkers Point Youth and Family Center – *Girls Circle Paths to the Future and Young Men 'Living a Legacy: A Rite of Passage'*

Wisconsin Community Services, Inc – *Making Proud Choices!* and *RELATE*

Healthy Birth Initiative: Reducing Infant Mortality

Defined as the death of an infant before the baby reaches his/her first birthday, infant mortality has become a public health crisis in Milwaukee. In 2011, 100 Milwaukee babies died before their first birthdays. Black babies died at a rate nearly three times that of white babies.

Milwaukee has one of the highest infant mortality rates in the nation and the highest gap in black-to-white infant deaths. Premature birth is the leading cause of infant mortality, but other factors such as low birth rate, unsafe sleep environments and Sudden Infant Death Syndrome (SIDS) also play a role.

In July 2011, United Way of Greater Milwaukee joined the City of Milwaukee in announcing a new partnership to combat the issue. Throughout the year, United Way awarded \$290,000 to five programs that have made reducing infant mortality a priority.

United Way and the City of Milwaukee have committed to work together to reduce Milwaukee's overall infant mortality rate by 10% and the black infant mortality rate by 15% by 2017 through:

- Raising awareness about how racial and ethnic birth outcome disparities affect all sectors of society
- Identifying and funding evidence-based programs that impact the root causes and result in positive birth outcomes
- Measuring the collective impact of funded programs



Infant mortality is a critical indicator of the overall health of a community. United Way works to increase access to high quality, affordable prenatal care and pregnancy support services.

Improving Birth Outcomes

Adriana was expecting her first child and was in her first trimester when she separated from her husband. "I was a little depressed, and felt so alone," recalls Adriana. Then she was referred to a United Way-funded program at Sixteenth Street Community Health Center where expectant mothers learn ways to cope with stress and develop a support network.

Group prenatal care has proven effective in improving birth outcomes, especially incidence of preterm labor and delivery – the leading cause of infant mortality. As part of the program, expectant mothers are taught about nutrition, fetal growth and development, mental health, family and parenting, labor, baby care, postpartum care, infant growth and development, plus returning to work or school.

"Coming to this class released a lot of my anxiety," Adriana says. Today, she has the skills to care for her daughter, Alexandra. Adriana continues to attend group sessions and is even mentoring other new moms.



Northwestern Mutual has long been a leader in supporting United Way of Greater Milwaukee. For more than 100 years, its employees, retirees and financial representatives have contributed time, money and other resources to improve the lives of citizens throughout the four-county region. Northwestern Mutual is committed to creating lasting impact and sustainable change by supporting the Milwaukee community and ensuring academic success.

Special thanks goes to Northwestern Mutual for sponsoring the printing of this community resource, which allows administrative costs to remain low and donor gifts focused on ensuring strong community outcomes.

225 West Vine Street
Milwaukee, WI 53212
414.263.8100
UnitedWayMilwaukee.org



United Way
of Greater Milwaukee