



UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY

IMPACT IN WAUKESHA COUNTY

Today, together, we are changing the lives of individuals and families throughout our community.

“I think struggling with mental health issues looks very different among students,” said Heather Mersberger, school social worker at Waukesha South High School. “I see a lot of students who are very isolated and struggling to come to school. I see students who are afraid to make connections with other students. I see students who are struggling with motivation and their ability to concentrate in class.”

According to the World Health Organization, half of all mental health conditions start by age 14. Most cases go undetected and untreated until many years later or sometimes not at all. It’s not easy being an adolescent or a young adult.

In early 2022, United Way brought together mental health experts to collaborate on solutions for youth mental health within our community. Advice and guidance came from local, state, and national experts, as well as those with lived experience. Together, we launched a new initiative, Empowering Minds. We can change lives of high school students by focusing on prevention, equity, and access to mental health services.

We are creating Mental Health Schools of Distinction, guided by these strategies:

- Promote mental health equity.
- Improve access to mental health services.
- Reduce stigma.
- Increase mental health literacy among adults and students.
- Foster healthy school environments.

A Mental Health School of Distinction means building a comprehensive continuum of services to promote student mental health and wellbeing. We know that positive mental health allows students to get the most from their school experience. Awareness and understanding of mental health are important to student success and quality of life.

Empowering Minds is currently in the pilot phase at Waukesha South High School. Learnings from this year will help us expand this important initiative to as many students as possible.

Learn more about Empowering Minds at UnitedWayGMWC.org.

United Way’s new initiative, Empowering Minds, is focused on youth mental health. One of the pilot schools for this initiative is Waukesha South High School.



Greater Milwaukee & Waukesha County

UnitedWayGMWC.org





WHY UNITED WAY?

We know that one organization can't solve our communities' toughest challenges alone. We know it takes all of us, working together, to make a difference in the lives of so many that live right here in our neighborhoods.

We all benefit when a child succeeds in school, when someone finds a good job, and when more people receive quality health care.

Thank you for supporting the health, education, and financial stability of every person in our four-county community.

**PEOPLE SERVED IN
WAUKESHA COUNTY
IN 2021-22**

19,520

TOP 10 PROGRAMS USED BY WAUKESHA COUNTY RESIDENTS

Program Partner	Program
Aurora at Home	Aurora at Home Health
Boy Scouts of America, Potawatomi Area Council	Cub Scouts
Children's Wisconsin	Counseling for Children & Families
Eras Senior Network	Faith in Action
Family Service Agency of Waukesha County	Mental Health Counseling
Girl Scouts of Wisconsin Southeast	Leadership & Critical Life Skills Development for Girls
La Casa de Esperanza	Financial Stability
Salvation Army-Waukesha County, The	Family Services
Salvation Army-Waukesha County, The	Food Security
Vivent Health	Lifepoint

COMMUNITY COALITIONS, COLLABORATIONS, & PARTNERSHIPS

United Way leads or actively participates in the following groups in Waukesha County:

- Anti-Trafficking Coalition of Waukesha County
- Emergency Food & Shelter Board Waukesha
- GPS Education Partners - Education Committee
- Housing Action Coalition of Waukesha County
- IMPACT Connect - Board of Managers
- Partners of Change
- Safe & Stable Homes - Waukesha Family Homelessness Workgroup
- Waukesha County Breastfeeding Coalition
- Waukesha County Business Alliance - Education Steering Committee
- Waukesha County Business Alliance - Nonprofit Executive Alliance
- Waukesha County Community Foundation - Advisory Council
- Waukesha Heroin Task Force - Action Team for Stigma Reduction
- Waukesha Resiliency Center - Advisory Committee



United Way of Greater Milwaukee & Waukesha County is one of the most efficient fundraising organizations in the country. We have been recognized nationally and locally for high rate of efficiency and fiscal accountability.



CHANGE DOESN'T HAPPEN ALONE.

In a time of need, everyone should have someone they can turn to for help. Together, we can be that help. Together, we can make a difference.



Ending Family Homelessness

Sasha and her family received support from United Way's Safe & Stable Homes funded partner, Family Promise of Waukesha County. Their mission is to help families experiencing homelessness achieve sustainable independence through a community-based response.



Bridging the Digital Divide

Techquity kiosks connect residents with essential information about the Affordable Connectivity Program. Local nonprofits, including La Casa de Esperanza in Waukesha, and community anchor institutions, house these kiosks free of charge in areas of high activity, helping everyone get connected.



Engaging Students

Since 2017, nearly 70,000 free books have been distributed to children in the School District of Waukesha through book fairs. An average of 1,200 students per year have received books. Landmark Credit Union recently helped distribute books to students at Hawthorne Elementary.

PARTNERSHIP SCHOOLS

United Way works directly with the School District of Waukesha to address the specific needs of select schools. Some of the impact includes:

- The PATH program provided 113 students at 16 schools with on-site mental health therapy, delivering over 2,100 therapeutic hours to students.
- Playworks delivered high-quality recess programming to five elementary schools that made play safer, more student-led, and more fun for over 1,800 students.
- Youth Enhanced Support program provided intensive services for middle schoolers at risk of chronic absenteeism, a major predictor of future high school dropout risk. They provided more than 350 hours of face-to-face programming to students. They saw improvements in overall attendance, tardiness, and missing assignments.

Michael is succeeding in school and life.

There was conflict and instability in 7-year-old Michael's family, and the stress in the family home led to a display of externalizing behavioral issues at school, as well as parenting difficulties in the home. When school-based therapy began, Michael was known to frequently disrupt the classroom, leave in anger, and refuse to return. He participated in PATH therapy for three full years, and over that time, he has made remarkable progress. Today, Michael's teachers describe him as "a completely different child." He remains in the classroom without disruption, pays attention and does the work assigned.

Michael is just one of hundreds of students who are more likely to succeed in school and life, because of the opportunity to receive the mental health care through the PATH program.





UNITED WAY HELPS WAUKESHA COUNTY RESIDENTS.

It isn't about what we fund, but who we help.
Together, we did some amazing things in Waukesha County.

- **Our community is healthier.** Last year, over 7,800 youth and adults had increased access to health care programs, health and wellness services, and safer and healthier communities.
- **More youth are succeeding in school.** Last year, over 7,300 children or their parents/caregivers received support for early childhood education, youth development, and services for children and families.
- **Schools are seeing increased student achievement.** Since 2016, United Way's Helping Kids Succeed initiative has impacted nearly 2,000 students annually in the School District of Waukesha by increasing student achievement, enhancing family stability, and improving community engagement.
- **Young people have what they need to start school.** Since 2015, over 18,000 backpacks stuffed with school supplies have been distributed to Waukesha County students through the United Way-led Backpack Coalition.
- **Families are staying in their homes.** Last year, United Way's Safe & Stable Homes initiative served over 260 Waukesha County children and their parents.
- **Families facing economic challenges are being helped.** Last year, over 1,200 individuals were helped through the United Way-funded VITA program at La Casa de Esperanza.
- **Urgent needs are being met.** Over 10,500 individuals accessed support and service referrals through IMPACT 211, our community's resource and referral line.



United for Waukesha
Resiliency Center

United Way supports the United for Waukesha Resiliency Center. This center is dedicated to promoting emotional wellbeing for all affected by the 2021 Waukesha Christmas Parade.

The United for Waukesha Resiliency Center assists individuals and families find a trauma-informed therapist, get involved with peer support, connect with healing activities, and more.

PROGRAM PARTNERS

Below are the 2021-22 United Way nonprofit program partners that provided help to more than 12 Waukesha County residents.

Agency Name	Waukesha County Residents Served
Adaptive Community Approach Program, Inc. (ACAP)*	64
American Red Cross in Southeastern Wisconsin	67
Aurora at Home	2,083
Aurora Family Service	97
Aurora Healing & Advocacy Services	18
Big Brothers Big Sisters of Metropolitan Milwaukee	68
Boy Scouts of America, Potawatomi Area Council*	1,916
Boys & Girls Clubs of Greater Milwaukee	29
Bread of Healing Clinic	42
Catholic Charities of the Archdiocese of Milwaukee*	669
Children's Wisconsin*	557
COA Youth & Family Centers	42
Community Outpatient Health Service*	343
Community Smiles Dental*	366
Curative Care Network*	46
Easterseals Southeast Wisconsin*	279
Eras Senior Network*	843
Family Service Agency of Waukesha County*	1,627
Girl Scouts of Wisconsin Southeast*	3,554
Glacial Community YMCA	129
GPS Education Partners*	46
Harry & Rose Samson Family Jewish Community Center	41
HEAR Wisconsin	12
Jewish Family Services	21
La Casa de Esperanza*	1,282
La Causa	17
Literacy Services of Wisconsin	55
Lutheran Social Services of Wisconsin & Upper Michigan*	183
NAMI Southeast Wisconsin*	65
Parenting Network, The	59
Parents Place*	84
Salvation Army-Waukesha County, The*	2,121
Sojourner Family Peace Center	16
Three Harbors Council-Boy Scouts of America	43
Vivent Health	972
Waukesha Free Clinic*	498
Wisconsin Community Services*	31
Women's Center, The*	394
YMCA of Greater Waukesha County*	259
YWCA Southeast Wisconsin	12

*Nonprofit has a physical location in Waukesha County.



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