

Thriving Waukesha County Alliance



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In addition to the dedication of the Thriving Waukesha County Alliance members, the following individuals were instrumental in advancing the mission of the Alliance.

- **John Schiraj**, Director of Impact Strategies & Operations, United Way in Waukesha County
- **Kristen Gardner-Volle**, Manager of Community Impact, United Way in Waukesha County
- **Monica Marton**, Risk Management Community Care
- **Katie Pritchard**, Vice President of Planning and Evaluation, Impact
- **Chris Menden**, Director, Market Strategy and Development, Prairie Financial Group
- **Chris Carman**, Business Coach at Action COACH of Elm Grove Action Coach
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- **Angela Mancuso**, Executive Director, The Women's Center, Inc.
- **Joe Muchka**, Executive Director, Addition Resource Council
- **Marcia Rupp**, ProHealth Care Education Specialist

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All community members and nonprofit leaders who attended our events and have been participating in the two key Affinity Groups, Transportation and Homelessness.

Special thanks to Becky Talaska from Waukesha State Bank for sharing her remarkable talents in the development of our annual report.

"The reality is many Health and Human Service providers are facing fierce competition for funding as federal and state aid continually decreases," says Kathryn Leverenz, WCCF President and CEO. "The resulting increased demand in requests to individual donors, businesses, community foundations, private and corporate foundations is forcing funders to become more strategic with their limited dollars. More funders are seeking comparative cost data and expecting agencies that serve similar subsets of clients to work together. The big picture for all of us is focusing on the needs of the community to ensure services can be provided."

Waukesha County Community Foundation 2013 Annual Report

Thriving Waukesha County

2014 Annual Report

The mission of the Thriving Waukesha County Alliance is to create long term sustainability and optimal capacity of the health and human services sector.



Dear Community Stakeholders,

How can nonprofit providers in the health and human services sector thrive in the new reality of fewer dollars and increased demand for services? This was the focus of discussions during 2011 by Waukesha County nonprofit service providers, funders, government, and community leaders in reaction to the economic downturn in 2008.

As a result of these critical conversations, the *Thriving Waukesha County Taskforce* was formed in early 2012. The purpose of this Taskforce was to review the current nonprofit health and human services structure and delivery system, explore new approaches and make recommendations resulting in a sustainable and thriving nonprofit community. After 18 months of research, key findings and recommendations were identified and a final report was issued in late 2013. The Taskforce was reconstituted as the *Thriving Waukesha County Alliance*.

The Alliance officially began implementation efforts in early 2014. Lead Alliance sponsors include the United Way, the Waukesha County Community Foundation, the Greater Milwaukee Foundation, and the County Executive's Office. The mission of the Alliance is to support efforts to create long term sustainability and optimal capacity of the health and human services sector.

Reflecting on 2014 Accomplishments and looking ahead to 2015:

The Thriving Alliance focused its 2014 efforts on building capacity, bringing funders together, cultivating and encouraging strategic collaborations, and improving navigation of the health and human services sector. These efforts and outcomes were extraordinary and began the journey of bringing Waukesha County together to focus on the needs of the community and ensure effective and efficient service delivery.

The Thriving Alliance learned a great deal in our first year and will leverage our knowledge as we develop priorities for 2015. Strategic collaborations around the crucial social issues of Homelessness and Transportation will continue to unfold and funders will look for collaborative opportunities to support the nonprofit community. Refining outcomes and measurements will be a critical component for 2015 as we work to ensure our efforts are truly "moving the needle."

Thank you for your support of this important project that will provide long-term systemic changes necessary to create a sustainable and thriving nonprofit community.

Ed Olson, Volunteer Chair of Thriving Waukesha County Alliance



Recommendations

The Alliance identified 2014 key priority focus areas originating from the five recommendation areas identified in the report:

- Build capacity by providing opportunities to educate nonprofit agency leaders and boards on effective governance, management efficiencies, and best practice.
- Bring funders and donors together to educate them on how to leverage financial resources to achieve a greater collective impact.
- Cultivate and encourage strategic collaboration among agencies. Two Affinity Groups, comprised of agency, funder, and community leaders have been working collaboratively to develop solutions to address Transportation and Homelessness in Waukesha County.
- Improve community navigation of the health and human services sector

Capacity Building - Management Efficiency

The purpose of the Capacity Building Team is to improve management effectiveness and efficiencies by connecting non-profit, health and human service sector agency leadership to capacity building resources.

2014 Successes Include:

- 20 Nonprofit Agency Execs and Board Presidents attended Governance Leadership Trainings in Spring of 2014 and a Change Management Seminar in Winter of 2014.
- Co-Sponsored Benevon Event with Waukesha County Community Foundation to educate nonprofits on “How to Create Sustainable Funding for your Nonprofit” and Forward Community Investments’ “Financial Literacy Series for Nonprofit Executives.”

Community Performance Measures

The Community performance Measures Team is focused on the promotion and use of common community performance measures to provide the tools to report the current state and impact of the local nonprofit sector and encourage increased collaboration and efficiencies.

2014 Successes Include:

- Team of highly qualified professionals assembled in summer of 2014 to examine appropriate measures.
- Rubric created to measure the impact of the Thriving Waukesha County Initiative on the health of the health and human services nonprofit community in Waukesha County.

Role of Funders

The Role of Funders Team is focused on educating funders and donors on best practice, improving information exchange and collaborative opportunities, and informing funders on community issues that impact outcomes (collective impact).

2014 Successes Include:

- Over 40 Funders and Donors attended seminar co-hosted by Thriving and Donors Forum, sponsored by Waukesha County Community Foundation featuring a Public Policy Forum study, the Thriving Study, and panelists highlighting best practices.
- Quarterly meetings with government and foundation funders to communicate funding strategies and exploring ways to collaborate on strategic issues.

Increased Awareness of Services – Leadership Consortium

The purpose of the Leadership Consortium is to strengthen the leadership of the Health and Human Service sector in Waukesha County.

2014 Successes Include:

- The original “80” participating nonprofits gathered for the first Nonprofit Leadership Consortium Meeting. The agenda for the event included an update on Thriving, 2-1-1 Education, and a World Café to provide networking opportunity and gather information from the nonprofits.

Homelessness and Transportation

Homelessness and Transportation were identified in the original Taskforce study as two top community needs that are not adequately addressed or served. These two basic need areas provided a starting point for shared community initiatives.

Homelessness: Spearheaded by Waukesha County, the City of Waukesha, and United Way in Waukesha County, more than 40 partners collaborated to develop a comprehensive plan with the vision to *“Eliminate homelessness in Waukesha County through broad-based community support.”*

Homelessness 2014 Successes Include:

- Final comprehensive plan released in October 2014 with agreement of all partners involved.
- No new site for overflow, but rather 20+ additional beds identified at other facilities (Hebron House coordinating)
- Identification of a case manager to address the intake process (beginning of long-term solution)
- 2-1-1 working collaboratively for centralized intake
- Waukesha Continuum of Care reviewing its current mission and considering capacity to become the backbone organization to address homelessness in Waukesha County.

Transportation: Spearheaded by the Thriving Waukesha Alliance and Interfaith Senior Programs, 53 individuals representing 31 partners are collaborating to develop a comprehensive plan with the purpose of *“Ensuring that Waukesha County possesses a transportation system that meets the needs of those who receive and those who provide health and human services in Waukesha County”.*

Transportation 2014 Successes Include:

- Sharing resources (grants) to develop and gather survey and focus group data
- Identifying “unmet needs” by sharing information and data among group members
- Central themes and key findings beginning to emerge include:
 - o Lack of awareness of services
 - o Lack of coordination of services
 - o Critical barriers to transportation including affordability, accessibility, flexibility
 - o Client transportation needs may be greater than the data show
- Initial development of recommendations and action plan

We believe that if, as a community, we're going to effectively face these increasing needs for social services, we're going to have to start working together much more effectively than we have in the past,” said Ed Olson, volunteer chair of TWCA. “And the alliance is a catalyst for doing that.”

“We believe that members of the business community can become involved in the Thriving Waukesha (County) Initiative by volunteering and sharing their skillsets to build strong nonprofit organizations,” Thoma said.

*Biz Times article
June 9, 2014*

