



# 2018 COMMUNITY IMPACT REPORT

**LIVE UNITED®**

THANK YOU TO OUR  
PRINT SPONSOR



**Northwestern Mutual®**



**Greater Milwaukee  
& Waukesha County**



# COMMUNITY FUND

## COMMUNITY FUND

The most strategic way to invest. The positive changes highlighted in this report are made possible through your donations to our Community Fund.

Our community's problems are interrelated, and only the Community Fund's diversity of programs work together to address the complex causes of poverty, teen pregnancy, school readiness, and many others – in a way that no single agency, donor, volunteer, or sector of the community can do alone. United Way experts look for gaps and duplications so Community Fund dollars go to the needs everyone is aware of, but also to needs that are less obvious but no less important.

## WE ARE MORE THAN FUNDRAISERS

We do more that just raise money.  
We do more than just write checks.

We win by Living United.  
By forging unlikely partnerships.  
By finding new solutions to old problems. By mobilizing the best resources.

The chart to the right lists a few of the ways an investment in United Way benefits our local community.

### COMMUNITY INVESTMENTS

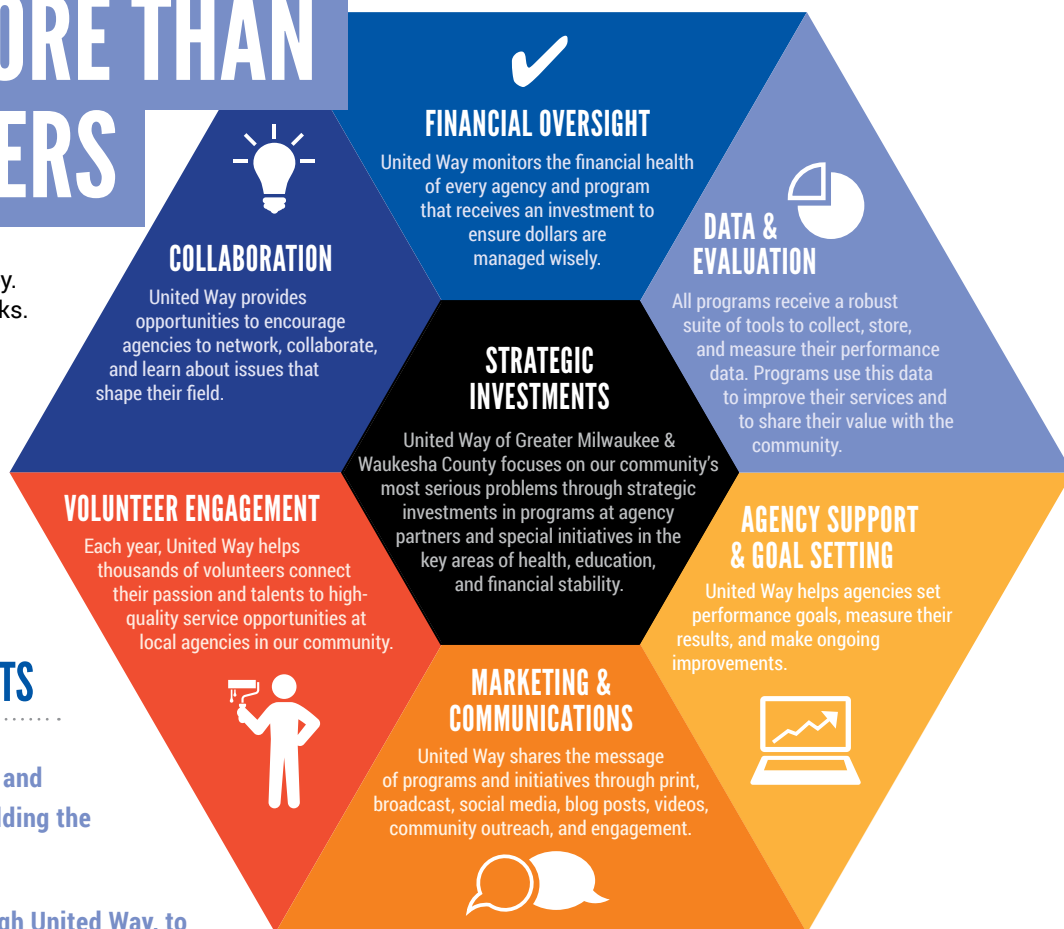
**50%** Strategic program grants and community-wide initiatives, building the capacity of our agency partners

**43%** Directed by donors, through United Way, to charities of their choice as part or all of their gift

**4%** Community problem-solving

**2%** Volunteer engagement

**1%** Multi-partner collaborations and initiatives



At United Way of Greater Milwaukee & Waukesha County, we 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. In 2014, Forbes named United Way as one of five All-Star Charities for efficiency.



# VOLUNTEER ENGAGEMENT

CHANGE DOESN'T HAPPEN ALONE.

## JOHNSON CONTROLS VOLUNTEER CENTER

Thanks to a generous contribution from Johnson Controls, we have renovated the ground floor of our Schlitz Park building into an epicenter of community engagement. The Johnson Controls Volunteer Center will expand upon existing United Way volunteer programs to focus on additional ways for corporations, individuals, and families to give back to our community through the gift of their time and talents.



Opening August 30, 2018

## HOUSTON STRONG

In 2017, United Way of Greater Milwaukee & Waukesha County, Rockwell Automation, and United Way of Greater Houston collaborated to make a significant difference in the lives of Houston residents impacted by Hurricane Harvey. Rockwell employees, customers, and vendors packed over 8,000 Thanksgiving meal kits at their annual Automation Fair®, which were distributed to Houston residents through local United Way partners just in time for the holiday.

## SEASON OF CARING

United Way's Annual Season of Caring connects thousands of volunteers to meaningful volunteer experiences across our region. Growing in impact, more than 15,000 individuals and 175+ groups strategically invested in our community by sharing their time and talents, helping us exceed our goal and complete over 25,252 hours of volunteer time last fall.

**Rockwell  
Automation**

9%

increase in amount  
of corporate and  
community group  
engagement

15%

increase in  
volunteer  
event attendance

JANUARY 1, 2017 – DECEMBER 31, 2017



38,456

total volunteer hours



\$928,331

total value of  
volunteer time



13,337

sandwiches made  
for homeless shelters



6,230

healthy snack packs  
assembled for local students



1,157

birthday bags packed for  
youth-servingz partners to distribute



1,070

personal care kits filled for  
older adults, families, and teens



1,050

first aid kits packed and distributed  
at Project Homeless Connect



800

children's imagination kits  
gifted to local students.



560

new parent kits created for  
caregivers in need of extra support



340

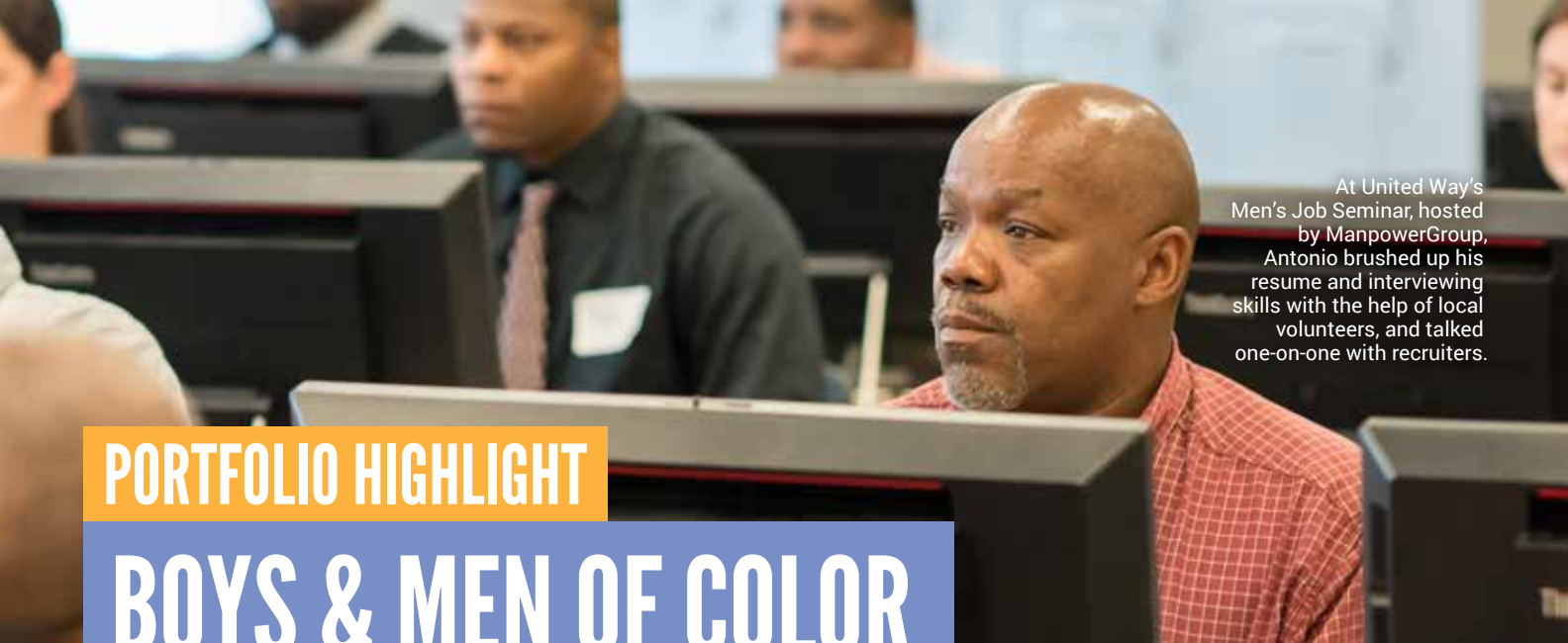
winter warming kits  
distributed through shelters



320

family-sized freezer meals  
sent to family-support programs





At United Way's Men's Job Seminar, hosted by ManpowerGroup, Antonio brushed up his resume and interviewing skills with the help of local volunteers, and talked one-on-one with recruiters.

## PORTFOLIO HIGHLIGHT

# BOYS & MEN OF COLOR

The Boys & Men of Color portfolio was created to prioritize the developmental needs of boys and men of color in Greater Milwaukee and Waukesha County. The portfolio has expanded United Way's partnership with community-based organizations, youth and adult residents, law enforcement, education, health system leaders, and faith-based advocates.

## OUR EFFORTS

### ■ Rumble Young Man Rumble

United Way sponsored and participated in the very first Milwaukee Rumble Young Man Rumble which took place April 30th – May 2nd at the Harley Davidson Museum. An invitation-only event of "Flyweight" rumbler, ages 14–20, who demonstrate leadership skills and "Heavyweight" rumbler who are advancing the Black Male Achievement movement to help improve the outcomes of black men and boys.

### ■ Men's Success Starts Here Conference

United Way staff planned and facilitated the inaugural one-day-event that equipped 50 men of all ages with employment seeking skills. Participants were provided access to interview attire, which included shirts, ties, blazers and pants. Additionally, resume writing, interview coaching, and other employment resources were available.

### ■ National Family Engagement Fellowship

United Way is pleased to announce that Shannon Reed, director of innovative strategies for boys and men of color, was selected for the Flamboyant Foundation's National Family Engagement Fellowship. Fellows will participate in a professional learning community with colleagues from around the country to learn, collaborate, and develop organizational blueprints focused on family engagement. Through the Fellowship, participants hone their knowledge, skills, and practices around family, equity, design thinking, and strategic planning so that their programs and organizations build lasting impact for students and families.

### **A**fter experiencing homelessness in 2016, Antonio struggled to find full-time employment.

"It was hard to keep a job with nowhere to get ready in the morning," remembered Antonio.

Last fall, Antonio attended United Way and ManpowerGroup's Men's Job Seminar, a free event for local men looking to develop professional skills and find employment.

Antonio brushed up his resume and interviewing skills and talked with job recruiters. He also met with a municipal court judge to set up a plan to get his driver's license back.

"United Way designed the Men's Job Seminar for people exactly like Antonio," said Shannon Reed, director of innovative strategies for boys and men of color at United Way. "It's about how we help the men in our community become employment-ready and learn how to advocate for themselves to land that job."

At the end of the job seminar, Antonio had a big smile on his face. "Now I feel like I can do it," said Antonio. "I can't wait to get started."

## Community Coalitions, Collaborations, Sponsorships, and Partnerships

- Campaign for Black Male Achievement (CBMA)
- City of Milwaukee – Black Male Achievement Advisory Council (BMAAC)
- Flamboyant Foundation
- Milwaukee Area Technical College (MATC)
- Milwaukee Area Workforce Funding Alliance (MAWFA)
- Milwaukee County Office on African American Affairs
- Milwaukee Public Schools – Black & Latino Male Achievement
- Milwaukee Public Schools – Passport To Adulthood
- Milwaukee Public Schools – MPS Drive
- Sexual Violence Sub-Committee of the Teen Pregnancy Prevention Initiative
- UW-Milwaukee Summit on Black Male Youth
- We Got This



# WHO WE HELP

## PEOPLE SERVED IN OUR FOUR-COUNTY AREA\*

It isn't about what we fund, but who we help. We reach across county borders, span ZIP Codes, and impact all demographics in our local community.

The data on this page reflects those who have benefited from United Way of Greater Milwaukee & Waukesha County investments.

### MILWAUKEE COUNTY 260,009

#### Most Used Program Area

- Assessment, Referral, and Support
- Youth Development
- Food Assistance

### WAUKESHA COUNTY 42,292

#### Most Used Program Area

- Youth Development
- Assessment, Referral, and Support
- Health Education – Prevention

### OZAUKEE COUNTY 5,839

#### Most Used Program Area

- Health Education – Prevention
- Assessment, Referral, and Support
- Health Care Access

### WASHINGTON COUNTY 3,305

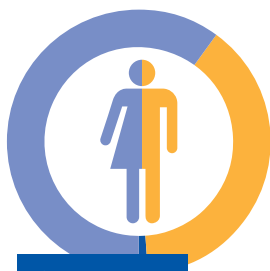
#### Most Used Program Area

- Health Education – Prevention
- Health Care Access
- Assessment, Referral, and Support



### AGE

- 0-11 16%
- 12-17 8%
- 18-34 26%
- 35-64 39%
- 65+ 11%



### GENDER

- Female 61%
- Male 38%
- Transgender/Other 1%



### RACE

- Caucasian 44%
- African American 42%
- Asian 2%
- Multi-racial 2%
- Native American 1%
- Other 9%



### ETHNICITY

- Non-Hispanic/Latinx 88%
- Hispanic/Latinx 12%



### INCOME

- \$0-9,999 41%
- \$1,000-14,999 18%
- \$15,000-24,999 16%
- \$25,000-36,999 10%
- \$37,000-49,999 6%
- \$50,000-74,999 4%
- \$75,000+ 5%

\*An additional 144,172 individuals were served in our local community who did not provide a ZIP Code at intake.

# COMMUNITY EFFORTS

WE SURROUND THE COMMUNITY'S MOST CRITICAL PROBLEMS... **AND WE FIGHT.**



## Community Conversations

United Way held 21 Community Conversations in 2017 with 215 participants from 55 different ZIP Codes. A majority of those participants represented Waukesha County, which was a particular focus last year. Participants ranged in age from 18–74.

Community Conversations provide us with community input that allows United Way to find new partners, develop strategies for improvement, and mobilize resources around our community's most pressing issues.

### Top reported aspirations for our community included:

- Safety for children, families, and older adults both in and out of the home.
- Access for all people, regardless of demographic, to the building blocks for a good quality of life: health, education, and financial stability.
- Positive interactions between neighbors and neighborhoods.
- A welcoming, understanding, and respectful community that is free from violence and animosity between neighbors.

Learn more and download the full report at:  
[UnitedWayGMWC.org/Community-Conversations](http://UnitedWayGMWC.org/Community-Conversations)

## NEW! Conversations Count – Waukesha

United Way provided support for the Conversations Count effort at Brookfield East High School, which aims to promote conversation and problem-solving around racial disparities in the school community. It's a model we will expand to support other schools and districts seeking to build inclusion with their families and staff.

## Denim Day

United Way has been supporting Denim Day Milwaukee effort for the past seven years. In 2018, we increased awareness and support across the community. Our Retire United volunteers packed more than 80 survivor bags that United Way donated for Aurora Healing and Advocacy Services, containing hygiene items, notes of encouragement, and healing rocks for survivors leaving the hospital after receiving a sexual assault exam.

Over 75 United Way employees proudly wore jeans on Denim Day and posted pictures on social media to show their support. United Way stands with survivors.

In addition to investing in local programs and initiatives, United Way supports a variety of efforts that address persistent and emerging community needs. Some of these efforts are highlighted below.

## NEW! Extreme Cold Response

With funding from GE Healthcare's Winter Wellness sponsorship, United Way supported warming rooms at Adullam Outreach, Inc., Tippecanoe Presbyterian Church, Street Angels, and Benedict Center. Additionally, United Way purchased gift cards for guests leaving Street Angels shelter during the day to provide them with a hot meal.

United Way purchased new winter coats, gloves, and hats for children and teens who recently relocated to Milwaukee following the devastation in Puerto Rico. In Waukesha County, we supported the Salvation Army overflow shelter, by purchasing sheet sets, pillows, and comforters for the extra beds.

## NEW! Partnership MKE

United Way, in collaboration with the Milwaukee Jewish Federation, is part of a three-year initiative, built on the legacy of The Mosaic Project (2000–10), aimed at breaking down barriers and destroying bias by pairing individual community leaders across lines of race, age, religion, sexual orientation, and culture. The program will guide participants through an eight-month process of relationship-understanding-and trust-building.

Partnership MKE is designed with two levels of interaction, creating a holistic approach to driving personal and social change:

1. Identify, encourage, and train as many of the 600 Mosaic Project alumni as possible to re-establish and use their social capital within racial and ethnic diversity in Greater Milwaukee and Waukesha County.
2. Create a new cohort of partners to participate in a curriculum-based experience that integrates social networks, focusing on measuring community outcomes.

Learn more at: [UnitedWayGMWC.org/PartnershipMKE](http://UnitedWayGMWC.org/PartnershipMKE)

## Project LEAD


United Way is changing the norm that too many people are left out of dialogue and decision making with Project LEAD—Leadership Effectiveness And Diversity.

This in-depth, seven-week training program prepares community members for leadership roles on nonprofit boards and committees, with an emphasis on recruiting participants from underrepresented board populations (women, those who are racially and ethnically diverse, and young professionals). Priority for post-training placement on boards is given to United Way partner agencies.

Since its inception, 152 professionals have graduated from the program and are better prepared to serve and support our community's nonprofits.

Learn more at: [UnitedWayGMWC.org/Project-LEAD](http://UnitedWayGMWC.org/Project-LEAD)





When Connor talks about the medals and ribbons he has won for swimming, a big smile lights up his face. Competitions make him nervous, but “I’m happy and I love the cheering,” said Connor.

# HEALTH

## UNITED WE FIGHT

We fight to **increase** the number of youth and adults who:

- Are able to live independently and with dignity.
- Have access to high-quality and affordable mental, behavioral, dental, and general health care.
- Have access to prevention education and can avoid risky behaviors.
- Have a network of support through their family, community partners, and caregivers.
- Have access to high quality, affordable prenatal care and pregnancy support services.

# \$12,563,513

2018-19 INVESTMENTS IN HEALTH

## UNITED WE WIN

United Way donors ensured that:

- More than 16,300 people were connected to quality and affordable health and dental care.
- More than 306,000 individuals were able to access information and referral services to ensure they have the resources to meet their needs.
- More than 7,600 individuals accessed mental and behavioral health services.

**B**orn with Down syndrome, Connor started adaptive swim lessons when he was three years old with YMCA at Pabst Farms, a United Way-funded program partner in Oconomowoc.

“He was scared, just like any little kid,” said his mom, Brenda, “It took a while for him to get comfortable jumping in and putting his face in the water.”

United Way funds Special Programs at YMCA at Pabst Farms, ensuring everyone has access to programming like aquatics.

“The Y gives kids like Connor the opportunity to have new experiences and opportunities to make friends, to belong,” said Brenda. “Having different abilities, Connor doesn’t always get the chance to feel included with other kids.”

“United Way recognizes that inclusive opportunities like those offered by YMCA at Pabst Farms are critical in developing both physical and social skills for children of all abilities,” said Vickie Hay, health portfolio manager at United Way. “Connor’s story is a powerful example of what happens when people are given the time, space, and support to thrive.”

Of the surveyed children from United Way-funded disabilities programs, 94% displayed signs of improvement in motor skills and 90% showed signs of improvement in social skills.

When Connor turned eight, he joined the YMCA’s Special Olympics team and now loves going to practice with his friends.

Brenda is excited about Connor’s future. “The Y is such an inclusive environment. In addition to the teams, you see people with different abilities working here,” said Brenda. “It gives me hope.”



The Milwaukee Health Care Partnership and United Way work together to ensure patients like Ever have the resources they need to thrive.

Read Ever's story at: [UnitedWayGMWC.org/Stories](http://UnitedWayGMWC.org/Stories)

## HEALTH

# STRATEGIC PROGRAM GRANTS

## Access to Healthcare

### Advancing Health Equity

Removing barriers to ensure all youth and adults have access to quality and affordable healthcare.

#### Healthcare Enrollment and Utilization

- AIDS Resource Center of Wisconsin, Inc. – Dental Clinic
- Aurora at Home – Aurora VNA Zilber Family Hospice, Aurora at Home
- Bread of Healing, Inc. – Community Med Share
- Community Outpatient Health Service – Community Outreach Health Clinic
- St. Elizabeth Ann Seton Dental Clinic – Healthy Teeth for Children, Restorative Care
- St. Joseph's Medical Clinic – Medical Services
- Waukesha County Community Dental Clinic – Adult Dental Care Program

# 97%

of those surveyed from United Way-funded health care access programs were included in creating a plan for their own health.

# 92%

of those surveyed from United Way-funded behavioral and mental health programs knew specific steps to improve their situation.

### Collaborative Engagement to Combat Ethnic/Cultural Disparities in Infant Mortality

- Catholic Charities of the Archdiocese of Milwaukee, Inc. – Pregnancy and Parenting Supportive Services
- Children's Hospital of Wisconsin – Community Services – Milwaukee Start Right
- Easterseals Southeastern Wisconsin – Childbirth & Infant Preparation Services (SBHF)
- Sixteenth Street Community Health Center, Inc. – The Great Start Program

### Implementing Innovative Strategies to Address Mental Health

- Aurora Family Service, Inc. – Milwaukee Mental Health Consultants, Systemic Family Counseling
- Aurora Healing Center on Bruce Street – Counseling Program for Underserved Survivors
- Catholic Charities of the Archdiocese of Milwaukee, Inc. – Behavioral Health Services – Milwaukee & Waukesha Counties
- Children's Hospital of Wisconsin, Community Services – Counseling for Children and Families
- Family Service of Waukesha – Mental Health Counseling
- Jewish Family Services, Inc. – Individual & Family Counseling
- Mental Health America of Wisconsin, Inc. – Mental Health Advancement
- NAMI Waukesha – Support Groups
- Ozaukee Family Services – Counseling Services
- Pathfinders – Clinical Services
- Penfield Children's Center – Behavioral Health Clinic
- Wisconsin Community Services, Inc. – Criminal Justice Recovery Services
- The Women's Center, Inc. – Sexual Abuse & Assault Counseling



## Safe and Healthy Communities

### Building Capacity to Foster Healthy and Safe Communities

Transforming communities through education and access to support, making healthy choices easy, safe, and affordable.

#### Promoting Healthy Lifestyles

- AIDS Resource Center of Wisconsin, Inc. – Lifepoint
- Alzheimer's Association – Awareness, Education and Support
- American Red Cross in Southeastern Wisconsin – Home Fire Preparedness Program, Local Disaster Response
- Diverse and Resilient, Inc. – End HIV
- New Concept Self Development Center Inc. – Each One Reach One
- Ozaukee Family Services – Prevention

#### Substance Abuse/Opioid Prevention, Intervention, and Treatment

- Elevate, Inc. – Germantown Prevention
- Meta House, Inc. – Transitional Living
- Starting Point of Ozaukee, Inc. – LEAD Program

#### Safety from Violence and Abuse

- Advocates of Ozaukee, Inc. – Domestic Violence
- Centro Legal – Domestic Abuse and Family Law Program
- Family Service of Waukesha – Center for the Prevention of Family Violence, The C.A.R.E. Center
- FRIENDS, Inc. – Domestic Violence Project
- The Milwaukee Women's Center, Inc. – Emergency Shelter, Nevermore Batterers Treatment
- Pathfinders – Pathfinders Youth Shelter
- Sojourner Family Peace Center, Inc. – Beyond Abuse, Courthouse Advocacy, Domestic Abuse Victim Advocates, Emergency Shelter
- Walker's Point Youth & Family Center, Inc. – Runaway Services
- Wisconsin Community Services, Inc. – Mediation and Restorative Justice Center
- The Women's Center, Inc. – Transitional Living & Domestic Violence Program

# 98%

of those surveyed from United Way-funded substance abuse and dependency programs felt that their mental health has improved.

# 94%

of those surveyed from United Way-funded HIV prevention programs were aware of their HIV and/or sexually transmitted infection (STI) status, further preventing the spread of HIV and other STIs.

## Health and Wellness

### Promoting Self-Sufficiency and Independence

Supporting youth and adults of all ages and abilities to ensure everyone has the opportunity to live with independence and dignity.

#### Removing Barriers; Community Inclusion and Dignity

- Adaptive Community Approach Program, Inc. (ACAP) – Community Orienteering
- The Caring Place, Inc., – Adult Day Care
- Catholic Charities of the Archdiocese of Milwaukee, Inc. – Outreach and Case Management – Milwaukee & Waukesha County
- COPE Services, Inc. – COPE Hotline
- Curative Care Network, Inc. – Senior Services, Adult Day Services
- ERAs Senior Network, Inc. – Faith in Action, Retired and Senior Volunteer (RSVP)
- Harry & Rose Samson Family Jewish Community Center – Older Adult Seniors, School Aged Special Needs-Shiluv, Special Needs-Chaverim
- IMPACT, Inc. – Assessment and Referral, IMPACT 2-1-1
- IndependenceFirst, Inc. – Attendant Referral Program
- Interfaith Older Adult Programs, Inc. – Neighborhood Outreach
- Jewish Family Services, Inc. – Case Management
- Mental Health America of Wisconsin, Inc. – Mental Health Access
- Milwaukee Christian Center, Inc. – Elderly Adult Support Services
- The Parenting Network, Inc. – Parent Helpline
- Penfield Children's Center – Early Intervention/Parent Program
- United Community Center, Inc – Elderly Program
- Vision Forward Association, Inc. – Children's Services
- YMCA at Pabst Farms – Special Programs
- YMCA of Greater Waukesha County – Older Adults

# 99%

of surveyed caregivers from United Way-funded disabilities programs felt that the program helped them to understand rights and advocate for the person they are caring for.

## Assessment, Referral, and Support

Funded by United Way, 2-1-1 maintains a 24-hour central access point of information and referral for people who need assistance with family, health, and social services.



Top three needs in 2017 for each of the four counties we serve:

#### Milwaukee County

- Community Shelters
- Food Pantries
- Utility Payment Assistance

#### Waukesha County

- Talklines/Warmlines/ Crisis Intervention Hotlines
- Child Abuse Reporting
- Community Shelters

#### Washington County

- Rent Payment Assistance
- Community Shelters
- Utility Payment Assistance

#### Ozaukee County

- Community Shelters
- Rent Payment Assistance
- Assessment for Substance Use Disorders

The Milwaukee Health Care Partnership, in collaboration with United Way, has made care coordination for patients like Tiffany a priority. Read Tiffany's story at: [UnitedWayGMWC.org/Stories](https://UnitedWayGMWC.org/Stories)



## HEALTH

### INITIATIVES WE LEAD

To improve the health of our community, we must all become more aware of health risks, starting even before birth. Whether it is a teen struggling to make the right decision, a senior in need of home health care, or a survivor of abuse seeking a safer environment, United Way is fighting to improve the quality of life for all.

#### Health Improvement Fund

United Way, in collaboration with the Milwaukee Health Care Partnership, is working to provide more people with access to high quality medical, dental, and mental health services. By partnering with the Milwaukee health systems, we are making investments in the community's health by providing free and reduced-cost care and prevention services to Milwaukee County's vulnerable populations.

#### Opiate Abuse Prevention and Treatment Initiative – Waukesha County

United Way is investing in the prevention and treatment of opioid abuse. Opioid abuse, which refers to the improper use of both prescription medications and illegal drugs such as heroin, is a growing public health concern in Wisconsin, as it contributes to a steadily increasing number of unintentional deaths. In fact, in Wisconsin, there were more than seven times as many opioid-related deaths in 2016 as in 2000.

In 2018, a grant was made to Sixteenth Street Community Health Center to offset the costs of providing alcohol and other drug abuse counseling to under- and un-insured residents of Waukesha County. Funding will cover the cost of 500 patient visits.

Additionally, United Way hosted a series of trainings on Narcan, the life-saving drug that reverses opioid overdoses, to 84 staff from partner agencies. Attendees were trained on how to identify an opiate overdose, how to safely administer Narcan, and were given Narcan treatment kits.

#### Teen Pregnancy Prevention Initiative

Since 2006, United Way has spearheaded the Milwaukee Teen Pregnancy Prevention Initiative, a community partnership to bring the issue of teen pregnancy into public awareness and change the historically high rate of teen births in Milwaukee.

Teen birth rates for girls 15 to 17 years old have dropped 65% in Milwaukee since 2006, and in 2016 we achieved the lowest rate of teen births on record for those 17 and younger. The overall birth rate for teens ages 15–17 years old in Milwaukee is 18 births per 1,000 and we're on track to meet our next goal – to reduce the 15–17 year old birth rate to 11.4 births per 1,000 by 2023.

#### Healthy Youth Initiative

The Healthy Youth Initiative (formerly Healthy Girls Initiative) is United Way's focused approach to reducing teen pregnancy for young people of all genders and their families, through evidence-based prevention curricula. While we've been successful at reducing the teen birth rate in Milwaukee, more work is needed to ensure the health and safety of all young people, which is why we also invest in programs that work to prevent sexual violence and teen sex trafficking.

**Over \$8.4 million has been invested by the Healthy Youth Initiative since 2001 and more than 45,000 youth and parents have been impacted.**

## Milwaukee Lifecourse Initiative for Healthy Families Collaborative

United Way was selected by Wisconsin Partnership Program (WPP) at the University of Wisconsin School of Medicine and Public Health to lead its Lifecourse Initiative for Healthy Families (LIHF) in Milwaukee, allowing United Way to expand its efforts to reduce Milwaukee's infant mortality rate.

**In 2017 we achieved the following:**

- More than 9,000 women were asked One Key Question® ("Would you like to become pregnant in the next year?"). Of those women, 83% answered "no" and only 13% answered "yes." Because close-interval pregnancies are a key driver of pre-term births (a primary driver of infant mortality), One Key Question aims to increase awareness around the importance of pregnancy intendedness and birth spacing.
- Strong Baby campaigns focused on breastfeeding and smoking cessation were launched with support from African American Breastfeeding Network, Community Advocates, City of Milwaukee Health Department, and Milwaukee LIHF. Hundreds of thousands of community members viewed the campaigns through billboards, bus shelters, Facebook, Instagram, and YouTube.
- United Way supported the second annual HaRUNbee 5K Walk/Run for Healthy Birth Outcomes, which takes place in Milwaukee's Bronzeville neighborhood, kicking off Bronzeville Week. The event promotes mental and physical preparedness for pregnancy and had over 200 participants in 2017. HaRUNbee is made possible through partnership with Friends of Bronzeville, funding from City of Milwaukee Health Department, and presenting sponsor, Froedtert & the Medical College of Wisconsin.
- Hosted LIHF Barbershop sessions during the 12th annual Milwaukee Fatherhood Summit which included an overview of the infant mortality rate in Milwaukee, steps being taken by groups like LIHF to reduce the rate, and the role of dads in healthy birth outcomes.
- Westlawn neighborhood, in partnership with Housing Authority of City of Milwaukee, City of Milwaukee Health Department, and United Way, was announced as a Best Babies Zone. Best Babies Zone will provide technical assistance for our multi-sector approach to reducing disparities in infant mortality and birth outcomes by mobilizing community residents and organizational partners to address the social and economic determinants of health.

## Healthy Birth Outcomes Initiative

United Way's focused approach to reducing infant mortality rates and increasing prenatal care and pregnancy support services for youth and adults. Grants made through this fund are aligned with the work of the Milwaukee Lifecourse Initiative for Healthy Families and are given to organizations who impact those at the highest risk for infant mortality.

**Over \$2.8 million has been invested by the Healthy Birth Outcomes Initiative since 2013, and more than 8,500 parents and children have been impacted.**

## ADDITIONAL SUPPORT

### Improving Culturally Responsive Peer Support for the Breast Cancer Journey – Latina Initiative

#### After Breast Cancer Diagnosis (ABCD)

As a result of United Way funding, ABCD has expanded one-to-one support in Waukesha County with those experiencing breast cancer in the Hispanic community. Their understanding of cultural barriers helps them address disparities and access to care, as well as deliver needed information on survivorship and breast health education in a comprehensive, culturally sensitive platform. United Way's support allows ABCD to offer free peer support in both English and Spanish.

### Community Coalitions, Collaborations, and Partnerships

- Community Health Improvement Plan Process (CHIPPS) – Waukesha
- Drug Impacted Infants and Families – Waukesha
- Drug Free Communities – Waukesha
- Elevate Milwaukee
- Fetal Infant Mortality Review – Milwaukee
- Heroin Task Force of Waukesha County
- Hispanic Collaborative Network – Waukesha
- Human Trafficking Task Force of Milwaukee
- Lotus Legal Clinic – Board of Directors
- Mental Health Task Force of Milwaukee
- Milwaukee Coalition for Children's Mental Health
- Milwaukee Commission on Domestic Violence and Sexual Assault
- Milwaukee County Commission on Aging – Advisory Council
- Milwaukee County Substance Abuse Prevention Coalition
- ¡Milwaukee Evaluation!
- Milwaukee Fatherhood Initiative
- Milwaukee Health Care Partnership – Primary Care-Based Health and Social Resource Navigation, Safety Net Workgroup
- Milwaukee Health Literacy Collaborative
- PATCH (Providers and Teens Communicating for Health) – Milwaukee





"She's amazing," says Gabby's mom, Sara. "She's a miracle in every sense of the word."



# EDUCATION

**O**nly three years old, Gabby has been through a lot, yet nothing seems to slow her down.

Gabby was born prematurely and spent three months in the neonatal intensive care unit. As an infant, Gabby underwent three heart surgeries, one of which led to complications requiring her foot to be partially amputated.

"We made it work," said mom, Sara. But Gabby's parents knew they would need special support.

Gabby started physical therapy with the United Way-funded Birth-to-Three program at Curative Care Network at five months old. Her physical therapist helped Gabby adjust to tummy time and worked to strengthen her muscles so she could sit up and crawl.

"Before they're old enough for school, the way kids learn best is by doing and exploring," said Jim McLaughlin, United Way's education portfolio manager. "With Curative's help, Gabby is learning how to do just that, so that when she starts school, she'll be able to get around just like her classmates to play and learn."

Of the surveyed children from United Way-funded support for children and families programs, 90% showed signs of improvement in motor skills.

One year after starting therapy with Curative Care Network, Gabby started to pull herself up on furniture, supported her weight on both legs, and began talking.

Even after having a full foot amputation, Gabby's progress barely skipped a beat. Less than eight weeks after surgery, Gabby began walking independently with the use of a prosthesis.

## UNITED WE FIGHT

**We fight to increase the number of children who:**

- Reach physical and cognitive developmental milestones.
- Enter school ready to succeed.
- Read proficiently.
- Live in stable, low-stress homes.
- Have well-supported caregivers.
- Make responsible decisions.
- Build resilience to negative events and influences.
- Graduate high school with skills and plans for school, work, and life.

# \$8,906,701

2018-19 INVESTMENTS IN EDUCATION

## UNITED WE WIN

**Our donors ensured that:**

- Nearly 57,000 youth participated in United Way-funded Youth Development programs, preparing them for success in school and life.
- 2,331 backpacks were available to students in Waukesha County and another 2,585 backpacks in Milwaukee County.
- We were able to distribute more than 70,000 free books to students in Milwaukee and Waukesha counties to build their home libraries.

# STRATEGIC PROGRAM GRANTS

## Early Childhood Education

Aims to increase the number of children who enter school ready to succeed.

- Boys & Girls Clubs of Greater Milwaukee – SPARK Early Literacy Program
- COA Youth & Family Centers – Early Childhood Education
- La Casa de Esperanza, Inc. – Early Childhood Education Program
- La Causa, Inc. – Early Education and Care Center
- Neighborhood House of Milwaukee, Inc. – Early Childhood Education
- Silver Spring Neighborhood Center Inc. – Elaine Schreiber Child Development Center
- St. Joseph Academy – Early Childhood Education Center
- United Community Center, Inc. – Before & After School
- YMCA at Pabst Farms – Day Care
- YMCA of Greater Waukesha County – Early Childhood Education
- YMCA of Metropolitan Milwaukee, Inc. – Early Childhood Education

**78%** of the surveyed children surveyed from United Way-funded early childhood education programs improved literacy skills.

## Strengthening Families

Supports success within the family unit and improved cognitive, social, and/or physical skills among children.

- Aurora Family Service, Inc. – Family Enrichment
- Bay View Community Center, Inc. – Family and Children
- Catholic Charities of the Archdiocese of Milwaukee, Inc. – Supported Parenting Program – Waukesha County
- Children's Hospital of Wisconsin, Community Services – Volunteer Respite Care
- COA Youth & Family Centers – Home Instruction for Parents of Preschool Youngsters (HIPPY)
- Curative Care Network, Inc. – Children's Services
- Easterseals Southeast Wisconsin – Case Management
- Family Service of Waukesha – Cooperative Parenting Center
- HEAR Wisconsin, Inc. – Language Access Services
- La Causa, Inc. – Crisis Nursery and Respite Center
- New Concept Self Development Center, Inc. – MLK Social Service
- The Parenting Network, Inc. – Parenting Education & Support Services
- Parents Place, Inc. – Community Education/Born Learning, Supervised Visitation
- The Women's Center, Inc. – Child Abuse Prevention

**97%** of the surveyed parents/caregivers from United Way-funded support for children and families programs used the skills they learned from the program.

## Youth Development

Focuses on increasing the number of children who: read proficiently by third grade, are on track to advance to the next grade level, develop resistance skills, increase school engagement, have goals and aspirations, graduate high school on time, and are prepared for success in college, work, and life.

- Big Brothers Big Sisters of Metropolitan Milwaukee, Inc. – One to One Mentoring Program
- Big Brothers Big Sisters of Ozaukee County, Inc. – MATCH ME
- Boy Scouts of America, Potawatomi Area Council – Cub Scouts
- Boys & Girls Clubs of Greater Milwaukee – School Achievement, Sponsor-A-Scholar
- City Year, Inc. – Whole School Whole Child, James Madison Academic Campus
- COA Youth & Family Centers – Youth & Family Program
- Girl Scouts of Wisconsin Southeast, Inc. – Leadership & Critical Life Skills Development for Girls
- GPS Education Partners – Pathways to Employability
- La Casa de Esperanza, Inc. – School Age Education Program
- Milwaukee Christian Center, Inc. – Youth Development Program
- Milwaukee LGBT Community Center – Project Q Health & Wellness
- Milwaukee Urban League – Campaign for Academic Achievement
- Neighborhood House of Milwaukee, Inc. – Youth Development Program
- SET Ministry, Inc. – PEACE Program
- Silver Spring Neighborhood Center, Inc. – Youth Social Development
- Three Harbors Council, Boy Scouts of America – Learning for Life
- United Community Center, Inc. – After School Achievement, Youth Empowered to Succeed
- YMCA at Pabst Farms – Youth & Community
- YMCA of Greater Waukesha County – Day Camp
- YMCA of Metropolitan Milwaukee, Inc. – Day Camp

**93%** of the surveyed youth ages 12 and up from United Way-funded youth development programs improved in being on track to graduate from high school.

## SHARP Literacy

United Way supported the expansion of SHARP Literacy through a pilot program for K4–3rd graders at three Waukesha County schools. Their curriculum and materials, available in both English and Spanish, are based on research and motivate children to identify themselves as confident, capable scholars and lifelong learners by inspiring engagement in reading, writing, and research through hands-on interaction and visual arts. United Way's investment in SHARP Literacy impacted over 600 Waukesha County students in the first year of funding, and we anticipate expanding this program to more grades in the future.



At just 6 weeks old, Faith and Grace were enrolled in the United Way-funded Early Head Start program at the Neighborhood House, a program geared toward families of children with special needs and those families who may have an income below the federal poverty level.

Read Faith and Grace's story at: [UnitedWayGMWC.org/Stories](http://UnitedWayGMWC.org/Stories)

## EDUCATION

### INITIATIVES WE LEAD

#### Milwaukee Community Schools Partnership

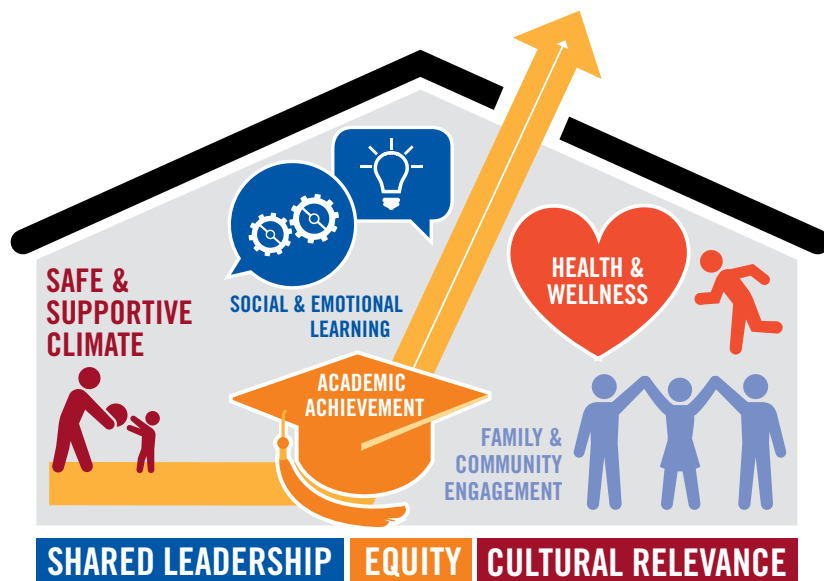
The Milwaukee Community Schools Partnership (MCSP) is a collective strategy to transform schools into a place where students, families, staff, and the surrounding community can work together to ensure every student is successful. The MCSP uses educational best practices aligned with local priorities determined by students, families, school staff and the broader community to place students at the center and drive school improvement.

Each Community School has a full-time Community School coordinator. United Way works with our partners at Journey House, Silver Spring Neighborhood Center, Milwaukee Christian Center and Sixteenth Street Community Health Center to provide staff for each of the MPS partnership schools below:



- Auer Avenue Community School
- Bradley Tech High School
- Browning Elementary
- Hopkins Lloyd Community School
- James Madison Academic Campus
- Lincoln Avenue School
- Longfellow School
- North Division High School (New in 2018)
- South Division High School
- Zablocki Elementary School (New in 2018)

Education is the cornerstone of individual and community success. United Way works with schools, parents, and organizations to ensure that every child has a chance for success in school, work, and life by investing in programs that produce results to succeed.



#### Successes to date:

- Community partners in MCSP schools demonstrated an increase across five key areas of collaboration: shared leadership, cultural relevance, alignment of activities, strategic vision, and integration of activities.
- More than \$200,000 in grants and in-kind donations have been secured for MCSP schools
- More than 100 community partnerships have been recruited and/or supported.
- 800 volunteers donated more than 1,500 hours of community service at MCSP schools.
- MCSP schools demonstrated increased graduation rates.
- MCSP schools demonstrated decreased suspension rates.



## Readers United

A year-round initiative to promote literacy includes:

### ■ Build My Bookshelf

Build My Bookshelf is a literacy program that puts books into the hands of School District of Waukesha students who may have never owned their own book. Taking place throughout the school year, five participating schools host two book fairs where volunteers help students choose three brand new, free books, to build their own home libraries.

### ■ Emerging Readers

Launched by the United Way Emerging Leaders, Emerging Readers provides the opportunity to make a positive impact in the life of a local children by sharing the joy of reading. Participants are matched with a family or a child at a United Way partner agency and donate age-appropriate reading materials for the child or family four times a year. Children receiving books participated in youth programming at the following program partner agencies: Big Brothers Big Sisters of Greater Milwaukee, Boys & Girls Clubs of Greater Milwaukee, COA Youth & Family Centers, Penfield Children's Center, and United Community Center.

### ■ Growing Little Readers

United Way has partnered with Next Door to provide free books and fun literacy activities in workshops to families at each of Next Door's 14 Early Head Start locations all summer long. Parents who have books to read with their kids, and know strategies to help their children learn and love to read early on, set their family up for success in the future.

### ■ My Very Own Library

In 2017–18, United Way, with our partners at Milwaukee Public Schools, Scholastic and a family foundation continue to support My Very Own Library, a literacy initiative dedicated to putting books into the hands of children in need. To date, we've distributed over 60,000 books to students in 14 Milwaukee Public Schools. Participating students in the chosen schools have the opportunity to select 10 new children's books over the course of three book fairs to create their own home library.

### ■ **NEW!** READS for Summer Learning

United Way is launching the READS for Summer Learning project in 2018. Over the summer, children can lose two to three months of reading skills learned during the school year – often called the summer slide. READS uses an evidence-based model from Harvard University researchers to preserve or grow students' reading skills over the summer. In 2018, students in summer programming at Lincoln Avenue School and Browning Elementary will be matched with 10 new books individualized to their interests and abilities. The books are paired with comprehension activity sheets for students and their parents to complete, and the children get to keep the books.

### ■ **NEW!** Vello Virtual Reading Tutors

United Way supports Vello, an online tutoring program that connects volunteers to local 1st–3rd grade students to guide them through adaptive reading software. Without leaving work, volunteers can read with children right in their classrooms in just 30-minutes per week. In the 2017–18 school year, 37 volunteers provided 270 hours of tutoring to help 23 children catch up in their reading skills. Thanks to sponsorships from Marquette University, Northwestern Mutual, and other partners, we will continue to assist more students to be proficient readers in 2018.

## Helping Kids Succeed – Waukesha

In 2018, United Way will continue to support programs at GPS Education Partners, Wisconsin Community Services, and the School District of Waukesha to impact the highest-need schools in the Waukesha School District. The goals for Helping Kids Succeed include supporting educators, increasing student achievement, enhancing family stability and empowerment, and improving community engagement and awareness.

## ADDITIONAL SUPPORT

### Milwaukee Succeeds

United Way is leading the work to help children reach their highest level of school readiness before they enroll in kindergarten. As a founding partner in Milwaukee Succeeds, a community-wide initiative ensuring success for every child, in every school, cradle to career, United Way has built collaborations with over 100 organizations to achieve the following:

**Quality Early Childhood Education:** We surpassed our 2020 target for the number of children in high quality (Four Star and Five Star-rated) child care programs. As a result, the number of children enrolled in high-quality programs increased from 13% to 18%.

**Quality Improvement of Child Care:** In partnership with Wisconsin Early Childhood Association, Milwaukee Area Technical College, and Milwaukee Public Library, we have provided professional development, college credits, and coaching and mentoring for over 50 early childhood education teachers over the past year.

**Developmental Screening:** Over 300 early childhood health and education professionals have been trained to implement evidence-based developmental screening. Developmental screening is critical to educate parents about their child's development and help children achieve their fullest potential.

**Early Childhood Immunization:** All of Milwaukee's Hospital Health Systems and Federally Qualified Health Clinics are working together to increase immunizations by sharing immunization data, best practices, and messaging strategies. Up-to-date immunizations play a critical role in the health and wellbeing of young children.

### Community Coalitions, Collaborations, and Partnerships:

- Children and Family Support Advisory Committee – Waukesha
- Greater Milwaukee Committee – Education Committee
- GPS Education Partners – Education and Youth Apprenticeship Advisory Committee
- Immunize Milwaukee!
- Milwaukee Coalition for Children's Mental Health
- Milwaukee Health Care Partnership
- Milwaukee Succeeds Kindergarten Readiness Partnership, Community & Social Support Network, Reading Foundations Executive Committee, Data Council
- Milwaukee Young Child Wellness Council
- School Readiness Philanthropy Group
- Wisconsin Vroom

"I have the opportunity to break the cycle of homelessness and give my family more opportunity than I had," said Milagro. "I want the best for them...I want everything for them."



# FINANCIAL STABILITY

## UNITED WE FIGHT

We fight to increase the number of adults and families who:

- Are able to meet their basic needs.
- Gain educational and/or training skills to secure and maintain employment that offers a family-sustaining wage.
- Have access to culturally-appropriate relocation and reunification services as immigrants or refugees.
- Have access to high quality, free-or low-cost legal services.
- Save for a home or postsecondary education.

# \$4,194,027

2018-19 INVESTMENTS IN FINANCIAL STABILITY

## UNITED WE WIN

Our donors ensured that:

- Nearly 13,000 older adults and their caregivers accessed older adult support and independence programming.
- More than 18,200 individuals and families accessed emergency food through United Way-funded programs.
- More than 5,000 adults and families experiencing homelessness accessed emergency shelter services.

**M**ilagro first experienced homelessness after his mother fled domestic violence with her two sons.

In his 20s, Milagro found himself a single father in need of a safe place to live.

"It was hard finding a shelter that would take both me and my daughter – a lot of programs will take mothers and children, but not fathers," remembered Milagro.

United Way is a proud partner in Milwaukee Project Homeless Connect, an annual, one-day event that brings resources and services to people experiencing homelessness.

Four years ago, Milagro attended Project Homeless Connect as a guest. The event helped him get a copy of his birth certificate and find housing options.

"United Way believes in the potential of every person in our community," said Krystina Kohler, United Way's financial stability portfolio manager. "We invest in Project Homeless Connect because it simplifies the overwhelming healthcare, housing, employment, and legal systems and brings them together in one place on one day."

At the event, Milagro was connected to the Milwaukee Continuum of Care, which works to eradicate chronic homelessness. Soon, Milagro was approved for a federal housing voucher.

Today, Milagro and his family are safely housed. Milagro is now in school and works with the National Youth Forum on Homelessness to help young people like himself in communities across the U.S.

# STRATEGIC PROGRAM GRANTS

## Basic Needs

Supporting the basic needs of those who are most vulnerable.

### Food Assistance

- AIDS Resource Center of Wisconsin, Inc. – Food Pantry
- Bay View Community Center, Inc. – Food Pantry
- The Caring Place, Inc. – Meals on Wheels
- Fondy Food Center, Inc. – Fondy Farmers Market
- Friedens Community Ministries, Inc. – Emergency Food Pantry
- Milwaukee Christian Center, Inc. – Emergency Food Pantry
- The Salvation Army – Waukesha County – Community Meal Program
- Silver Spring Neighborhood Center, Inc. – Community Food Bank

**90%** of those surveyed from United Way-funded access to affordable and healthy food programs saved money on their grocery bills.

### Emergency Shelter and Housing Assistance

- Cathedral Center, Inc. – Emergency Shelter
- Community Advocates, Inc. – Emergency Support/ Advocacy Continuum, Family Support Center, Homeless Outreach Nursing Center
- Guest House of Milwaukee, Inc. – Emergency Shelter
- Hebron House of Hospitality, Inc. – Emergency Shelter, Housing Assistance
- Pathfinders – Q-BLOK
- The Salvation Army – Waukesha County – Emergency Lodge, Family Services
- The Salvation Army – Wisconsin & Upper Michigan – Emergency Lodge

### Transportation

- Catholic Charities of the Archdiocese of Milwaukee, Inc. – In Home Support & Hoarding Intervention – Milwaukee & Waukesha County
- ERAs Senior Network, Inc. – Find a Ride Waukesha County
- Wisconsin Community Services, Inc. – Driver's License Recovery
- YWCA Southeast Wisconsin – Auto Loan Access Program

### Legal

- International Institute of Wisconsin – Immigration and Citizenship Services
- Legal Aid Society of Milwaukee – Civil Division
- NAMI Waukesha, Inc. – Court Support

## Employment

Building education credentials and skill certification to overcome barriers to employment.

### Adult Education Credentials

- Literacy Services of Wisconsin, Inc. – Adult Education Program
- Next Door – Skills Building & GED Fast Track Program
- YWCA Southeast Wisconsin – Community Adult Learning Lab

**88%** of those surveyed from United Way-funded reducing barriers to employment programs gained job-specific credentials (certificate, license, etc.)

### Skill Certification

- Easterseals Southeastern Wisconsin – Supported Employment, Training
- Grand Avenue Club, Inc. – Grand Avenue Club
- Interfaith Older Adult Programs, Inc. – Employment
- La Casa de Esperanza, Inc. – Workforce Development
- Lutheran Social Services of Wisconsin & Upper Michigan, Inc. – Spring City Corner Clubhouse
- Milwaukee Urban League – MUL Employment Assistance
- Portal Inc. – Employment Readiness and Advancement
- The Salvation Army – Wisconsin & Upper Michigan – Employment Assistance
- Wisconsin Community Services, Inc. – Community Reintegration Services
- The Women's Center, Inc. – Employment

## Financial Capability

Promoting financial stability and independence.

- Aurora Family Service, Inc. – Elder Service Money Management
- Housing Resources, Inc. – Post Purchase Counseling
- Interfaith Older Adult Programs, Inc. – Family Caregiver Support Network
- La Casa de Esperanza, Inc. – Financial Stability

**99%** of those surveyed from United Way-funded financial capabilities programs understood the importance of saving money for the future.





After losing his job and experiencing a number of health issues, Joseph of Waukesha found himself cooped up alone in his small studio apartment surrounded by junk mail, VHS tapes, and old exercise equipment. Joseph reached out to Waukesha County Department of Health & Human Services for help and was referred to Catholic Charities' Hoarding Intervention and Treatment Program, funded in part by United Way.

As the weeks and months passed, Joseph's living conditions improved. Joseph scheduled a doctor's appointment for the first time in years.

Read Joseph's story at: [UnitedWayGMWC.org/Stories](https://UnitedWayGMWC.org/Stories)

## FINANCIAL STABILITY

### INITIATIVES WE LEAD

Fewer financial stresses lead to healthier lives, improved work performance and better education outcomes. United Way invests in programs that help families and individuals achieve independence, create more financially secure futures, and improve their education level.

#### Asset Building – Waukesha

United Way has addressed the inability for some of Waukesha County's citizens to meet their basic needs, which affects the entire community. We focus funding for asset building on teaching families and individuals who are struggling to meet their basic needs the skills needed to increase income, build savings, and gain assets.

##### United Way funds strategies that:

- Provide intensive one-on-one case management to teach budgeting skills and create short-and long-term goals.
- Raise awareness of the importance of building and increasing savings and credit through financial literacy seminars, educational materials, and workshops.
- Increase employability and develop a dependable workforce utilizing career counselors and classroom training.
- Use skills that they learn to increase total income so they can invest their money in larger purchases such as cars, homes, and insurance.

Of those surveyed from United Way-funded asset building programs:

**88%** increased their budgeting skills. **61%** increased their savings for short-and long-term needs.

**40%** increased their income through employability/promotability skills.

#### Women's Job Seminar – Milwaukee and Waukesha

In 2017, United Way hosted two Ready, Set, Work! Women's Job Seminars with one taking place in Waukesha, sponsored by BMO Harris Bank and another in Milwaukee, sponsored by ManpowerGroup. Between the two seminars, over 115 local women facing barriers to employment were matched with resume and interview coaches to sharpen their skills. Participants left feeling empowered, hopeful, and ready to embark on the next part of their personal and professional journey. All of the surveyed attendees said they would recommend the experience to a friend or family member. 90% felt the experience was helpful in taking the next steps to secure employment, and 88% felt prepared to interview for a job.

#### NEW! Children's Savings Accounts

United Way has been part of the planning team for a citywide initiative to open Children's Savings Accounts (CSAs) to help students save, plan, and pay for education costs after high school. United Way has committed to fundraising the cost of seeding and maintaining the accounts.

Beginning the 2018–19 school year, all Milwaukee K5 kindergarteners enrolled in public, charter, and private schools will be given a CSA with an initial balance of \$25 (26,400 children by the end of the 2020–21 school year). Savings matches and rewards for academic achievement will become incorporated as the initiative grows.

Research shows that having even small educational savings raises children's expectations for their future and can increase the level of education that they attain.

The CSA qualified tuition plans (also known as 529 college savings plans) are managed through Edvest, a Wisconsin state-sponsored college savings plan.

## NEW! Waukesha Summer Meals

For some families, free school lunches are the only time their children are guaranteed a daily meal. When school lets out for the summer, that food security goes away. United Way provides financial and volunteer support to serve about 3,000 meals to low-income families in Waukesha during the summer break at Banting Park. Recreation equipment is provided for the children, and wraparound support resources are provided for the parents.

## NEW! Financial Empowerment Seminar

United Way organized a financial empowerment seminar as part of the national Money Smart Week, open to the public in downtown Waukesha. The Financial Empowerment Seminar provided one-on-one financial coaching. Coaches helped families access and understand their FICO® Score Summary, learn about financial resources, develop monthly budget plans, and organize statements and bills.

## ADDITIONAL SUPPORT

### Housing Action Coalition of Waukesha County

United Way serves on the executive committee, board of directors, and the coordinated entry committee, and contributes to building the capacity of the coalition and also supports winter overflow shelters annually with funding and supplies, helping to ensure that individuals and families experiencing homelessness in Waukesha County have a warm and safe place to sleep during the harsh winter months. The mission of the Housing Action Coalition is to educate, advocate, and raise awareness while providing a cohesive coordinated response to homelessness and the issues related to it in Waukesha County through a collaborative network of local government offices, businesses, and nonprofit social service providers.

### Project Homeless Connect

United Way, in partnership with the City of Milwaukee and Milwaukee County, has organized and supported Project Homeless Connect each year since 2010. Project Homeless Connect has a simple mission: to provide services and resources to individuals and families experiencing homelessness. Beyond the need for safe and secure places to sleep, these individuals need a variety of other necessities in order to obtain the goal of permanent housing and sustainability.

**In 2017, Project Homeless Connect reached:**

- An estimated 477 individuals, who accessed nearly 80 services and resources at the event.
- 475 volunteers, who were in attendance to provide one-on-one guidance for each guest.

## Continuum Of Care – Coordinated Entry

United Way is the lead agency for the Continuum of Care Coordinated Entry workgroup and surrounding efforts. The workgroup designed and now maintains a coordinated entry system to improve effective access to homelessness prevention, shelter diversion, community case management, emergency shelter, transitional housing, and other services to support housing stability. Coordinated Entry is based on the Housing First model that proves it is less expensive to provide permanent housing with wrap-around supportive services to someone than it is to pay for emergency services that those same individuals would access living on the streets. Once a person has safe, stable housing, they can then focus on rebuilding the other aspects of their life.

**Between April 2017 and April 2018, Coordinated Entry led to the following:**

- 132 families experiencing homelessness were given permanent housing.
- 289 single adults experiencing chronic homelessness moved into permanent, supportive housing.
- About 100 households were provided emergency shelter each month.

### Community Coalitions, Collaborations, and Partnerships

- Alliance for Economic Inclusion
- Continuum of Care – Milwaukee
- Emergency Food & Shelter Board – Milwaukee & Waukesha Counties
- Financial Equity Group
- Find A Ride Waukesha
- Housing Action Coalition of Waukesha County
- Milwaukee Area Workforce Funding Alliance
- Milwaukee Farmers Market Connection
- Milwaukee Food Council
- Milwaukee Housing Consortium/Take Root Milwaukee
- Milwaukee Nutrition & Lead Task Force
- Milwaukee Reentry Council
- Milwaukee Transitional Jobs Collaborative
- Nonprofit Management Fund
- Summer Meals Planning Committee Milwaukee & Waukesha
- Urban Economic Development Association of WI
- Waukesha County Business Alliance
- Waukesha County Nutrition Coalition
- Waukesha County Thriving Alliance



Project Homeless Connect is an annual event that immediately connects people experiencing homelessness to services like dental and vision screenings, employment resources, and housing assessments.

## PARTNER AGENCIES

Below are the 2018–19 agency program partners and the focus areas that United Way invests in. Learn more about their programs and United Way's special initiatives at [UnitedWayGMWC.org/Our-Impact](https://UnitedWayGMWC.org/Our-Impact).

■ **Health** ■ **Education** ■ **Financial Stability**

### Agency Program Partners H E F

* Adaptive Community Approach Program (ACAP)	■		
Advocates of Ozaukee	■		
* AIDS Resource Center of Wisconsin	■		■
* Alzheimer's Association	■		
* American Red Cross in Southeastern Wisconsin	■		
* Aurora at Home	■		
Aurora Family Service	■	■	■
Aurora Healing Center on Bruce Street	■		
Bay View Community Center		■	■
* Big Brothers Big Sisters of Metropolitan Milwaukee		■	
Big Brothers Big Sisters of Ozaukee County		■	
* Boy Scouts of America, Potawatomi Area Council		■	
Boy Scouts of America, Three Harbors Council		■	
* Boys & Girls Clubs of Greater Milwaukee		■	
* Bread of Healing Clinic	■		
* The Caring Place	■		
The Cathedral Center			■
* Catholic Charities of the Archdiocese of Milwaukee	■	■	■
Centro Legal	■		
* Children's Hospital of Wisconsin – Community Services	■	■	
City Year		■	
COA Youth & Family Centers		■	
Community Advocates			■
* Community Outpatient Health Service	■		
* COPE Services	■		
* Curative Care Network	■	■	
Diverse and Resilient	■		
* Easterseals Southeast Wisconsin	■	■	■
Elevate	■		
* ERAs Senior Network, Inc.	■		■
* Family Service of Waukesha	■	■	
Fondy Food Center			■
Friedens Community Ministries			■
FRIENDS, Inc.	■		
* Girl Scouts of Wisconsin Southeast		■	
* GPS Education Partners		■	
Grand Avenue Club			■
Guest House of Milwaukee			■
Harry & Rose Samson Family Jewish Community Center	■		
HEAR Wisconsin		■	
* Hebron House of Hospitality			■
Housing Resources			■
* IMPACT	■		
IndependenceFirst	■		
* Interfaith Older Adult Programs	■		■
International Institute of Wisconsin			■

### Agency Program Partners H E F

Jewish Family Services	■		
* La Casa de Esperanza		■	■
La Causa		■	
Legal Aid Society of Milwaukee			■
* Literacy Services of Wisconsin			■
Lutheran Social Services of Wisconsin & Upper Michigan	■		
* Mental Health America of Wisconsin	■		
Meta House	■		
Milwaukee Christian Center	■	■	■
* Milwaukee LGBT Community Center		■	
Milwaukee Urban League		■	■
The Milwaukee Women's Center	■		
* NAMI Waukesha (National Alliance on Mental Illness)			■
Neighborhood House of Milwaukee		■	
New Concept Self Development Center	■	■	
Next Door			■
Ozaukee Family Services	■		
The Parenting Network	■	■	
* Parents Place, Inc.		■	
Pathfinders	■		■
PEARLS for Teen Girls	■		
Penfield Children's Center	■		
Portal, Inc.			■
S.E.T. Ministry		■	
* The Salvation Army – Waukesha County			■
The Salvation Army – Wisconsin & Upper Michigan			■
Silver Spring Neighborhood Center		■	■
Sixteenth Street Community Health Center	■		
* Sojourner Family Peace Center	■		
St. Elizabeth Ann Seton Dental Clinic	■		
St. Joseph Academy		■	
* St. Joseph's Medical Clinic	■		
Starting Point of Ozaukee	■		
United Community Center	■	■	
Vision Forward Association	■		
Walker's Point Youth & Family Center	■		
* Waukesha County Community Dental Clinic	■		
* Wisconsin Community Services	■	■	■
* The Women's Center	■	■	■
* YMCA at Pabst Farms	■	■	
* YMCA of Greater Waukesha County	■	■	
YMCA of Metropolitan Milwaukee		■	
YWCA Southeast Wisconsin			■

\* Over 42,200 residents in Waukesha County were served by programs at these agencies in 2016–17.