



"This car made me independent, financially stable, and gave me the confidence to put myself out there and get a new job. United Way helped me get my life back."

Read Piper's story on pg. 16.

UNITED WE WIN.

LIVE UNITED®

2017 COMMUNITY IMPACT REPORT



Greater Milwaukee
& Waukesha County

THANK YOU
TO OUR PRINT SPONSOR



Northwestern Mutual®



COMMUNITY FUND

COMMUNITY FUND

The most strategic way to invest. Everything in this report is made possible through 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 than just raise money. We do more than just write checks.

We win when we Live 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 United Way makes strategic investments in our local communities.

COMMUNITY INVESTMENTS

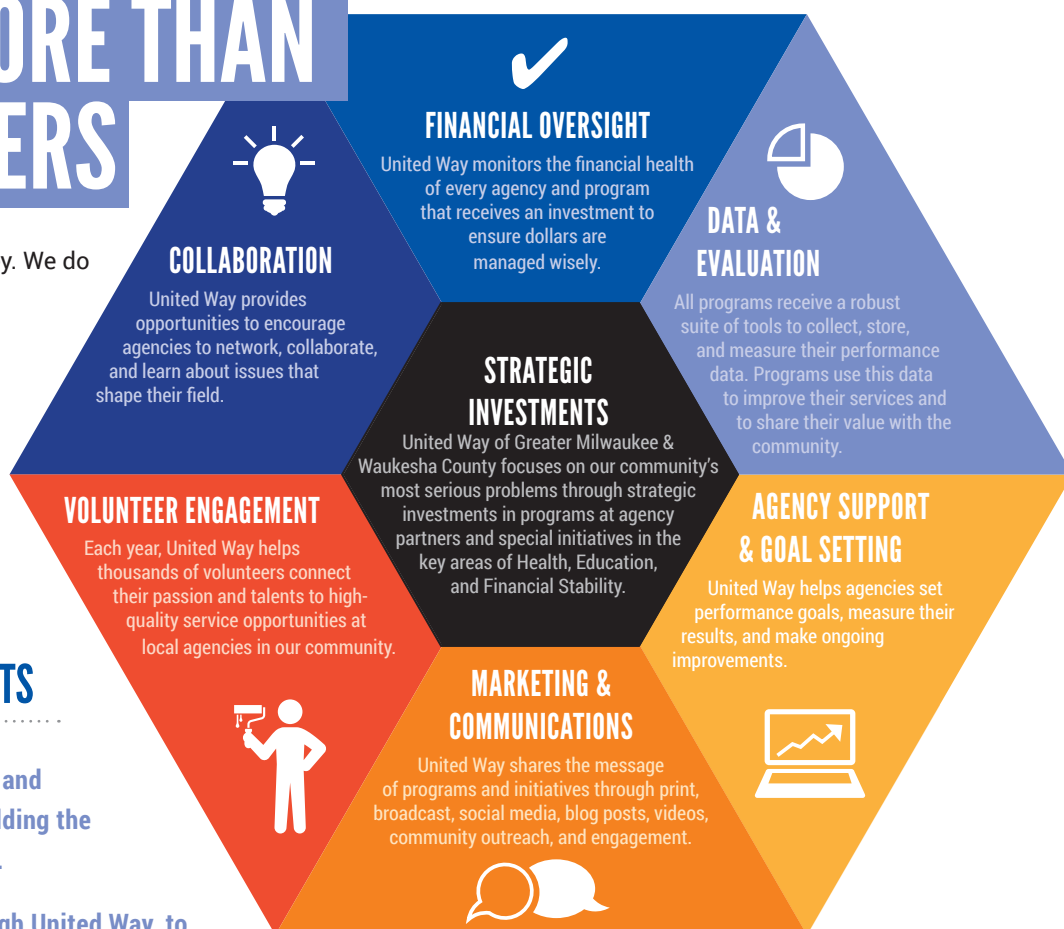
48% Strategic program grants and community-wide initiatives, building the capacity of our agency partners.

46% Directed by donors, through United Way, to charities of their choice as part or all of their gift.

4% Community problem solving.

1% Multi-partner collaborations and initiatives.

1% Volunteer engagement.



WE ARE EFFECTIVE & TRUSTWORTHY

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. We invest nearly 90 cents of every dollar raised goes back into our community – and that far exceeds national standards.



LIVE UNITED

United Way

Greater Milwaukee & Waukesha County

2016
VOLUNTEER
HOURS

21,124



VOLUNTEER
ENGAGEMENT

CHANGE DOESN'T HAPPEN ALONE.

SEASON OF CARING

In 2016, close to 10,000 individuals and more than 100 groups strategically invested in our community by participating in United Way's Season of Caring (sponsored by Rockwell Automation). Join us this fall to make an impact through your time and talents. We surpassed our first-ever volunteer goal, recording 21,124 volunteer hours between August and December.

JULY 1, 2016 - JUNE 30, 2017



36,304
total volunteer hours.



\$876,379
total value of volunteer time.



From left to right:
Dr. Darienne Driver,
Richard Meeusen,
Jacqueline Herd-Barber,
Larry Blanton,
Jayne Thoma,
Steven SaLoutos

39%

increase in
corporate and
community
groups engaged

50%

increase in
volunteer
event attendance.



13,452 sandwiches made for homeless shelters.



2,807 healthy snack packs assembled for kids.



1,700 personal care kits assembled.



988 birthday boxes assembled.



818 books collected through book drives.



350 new parent kits assembled.



200 warm wishes kits assembled.



WOMEN'S JOB SEMINAR

In 2016, United Way hosted the 10th annual Ready, Set, Work! Women's Job Seminar in Milwaukee and expanded this best practice by launching the inaugural Waukesha Women's Job Seminar. 150+ local women facing barriers to employment were matched one-on-one with resume, interview, and basic budgeting coaches to sharpen their skills. Attendees left feeling empowered, hopeful, and ready to embark on the next part of their personal and professional journey.

Skill Based Volunteerism

"As an individual who came out of school with little knowledge of banking, budgeting, credit, or handling my financial affairs, I know what it is like to be in tough financial situations. I've learned so much in my career and I am glad I can share my knowledge and successes with those in need of ideas, help, and encouragement."

— John Osorio, Marine Bank
Financial Empowerment Seminar Volunteer



COMMUNITY CONVERSATIONS

WE FIGHT FOR THOSE WHO NEED A VOICE, AND FOR THOSE WHOSE NAMES WE DO NOT KNOW.

Community Conversations provide us with public knowledge that allows United Way to further engage the community, find new partners, develop strategies for improvement, and mobilize resources around our community's most pressing issues. In 2016, United Way held 30 Community Conversations with 331 participants from 70 different zip codes. These are the top four themes that emerged across all conversations:

	Aspirations	Barriers	United Way's Current Work on this Theme
A Violence-free Community	Safety for children, families, and the elderly. A safe place for children to play with no drugs or violence. Space for everyone to live a secure and quality life.	Community members do not feel safe walking around their neighborhoods. Poor community-police relations and unbalanced media portrayals of violence skew perceptions and cause elevated feelings of fear and hopelessness.	United Way has partnered with Aurora Health Care on a funding mechanism around sexual assault, focusing on boys and men, and human trafficking. United Way is a proud member of the Human Trafficking Task Force, has staff that sit on the Office of Violence Prevention steering committee and has served as commissioner for the City of Milwaukee Commission on Domestic Violence and Sexual Assault. United Way also hosts the Guns, Grief & Grace strategy meetings. Finally, United Way has partnered with Precious Lives to bring live shows about gun violence to local organizations.
Equity & Inclusivity	A community that works together to reduce racism and segregation and to increase mutual understanding. All community members know what resources are available, where to find them, with equitable access to resources for all.	Lack of access to educational and job opportunities. Knowledge of resources and a lack of culturally competent resources are a barrier to success for everyone. Segregation and racism cause isolation and division among community members.	An equity lens has been applied to United Way's overall evaluation methods and grant-making, reassessing what makes a "quality" program. United Way has added a Director of Innovative Strategies for Boys & Men of Color to oversee work around racial equity. Programs such as Healthy Birth Outcomes and Readers United work to equitably provide resources to the community. To date, 48 United Way staff members have participated in the YWCA's Unlearning Racism program, and the internal Diversity & Inclusion committee continues its work to practice equity and cultural competence in all areas of United Way's community work.
A Clean & Green Community	A clean community with safe, green spaces that everyone can enjoy. A community that works together to maintain these spaces and keeps them clear of drugs and violence.	A lack of collective effort to keep streets and parks clean. Not enough outdoor spaces where children can play without the threat of drugs or violence. Disconnect between neighbors causes misunderstanding and fear of coming together in public spaces.	United Way recruits hundreds of volunteers to participate in cleaning, beautifying, and improvement projects at our agency program partners and surrounding neighborhoods. Volunteers also build "Born Learning Trails" in parks around the community where kids can play and learn. United Way has partnered with the NFL and Kaboom! to build community playgrounds. The Summer Reading program brings together community partners to provide free books and learning activities to children in local parks.
Community Connectedness	A community where people respect, know, and feel safe being friendly to one another.	Segregation and racism cause isolation and a lack of connection between neighbors of different backgrounds. Feelings of fear and hopelessness to affect change cause community members to avoid working together to overcome obstacles. Isolation, feelings of hopelessness and disconnection also result from a lack of fair and balanced media reporting.	United Way is exploring an opportunity for a community-wide anti-violence and anti-hate campaign. Storytelling is a strategy United Way uses to help fight preconceived notions and misconceptions around need and to illustrate that community issues do not recognize county lines, race, or income levels. Volunteer projects such as Project Homeless Connect bring people of different backgrounds together through the common interest of improving the quality of life in our shared community.

WHAT CAN BE DONE?

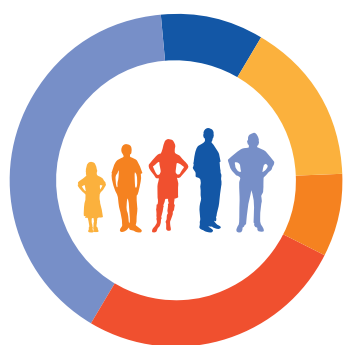
The overwhelming response across all conversations was that the community needs more people who are informed, care about the issues, and are willing to work together to take action. The majority of participants said the local community, volunteers, and the collective "us" are the people they trust to affect lasting change.



WHO WE HELP

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 services.



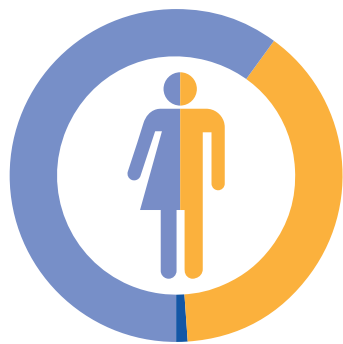
AGE

- 0-11 16%
- 12-17 8%
- 18-34 25%
- 35-64 40%
- 65+ 11%



RACE/ETHNICITY

- Caucasian 47%
- African American 35%
- Hispanic/Latino 12%
- Asian 2%
- Multi-racial 2%
- Native American 1%
- Other 1%



GENDER

- Female 60%
- Male 39%
- Transgender 1%



INCOME

- \$0 - 9,999 45%
- \$1,000 - 14,999 19%
- \$15,000 - 24,999 12%
- \$25,000 - 36,999 8%
- \$37,000 - 49,999 6%
- \$50,000 - 74,999 5%
- \$75,000 + 5%

PEOPLE SERVED IN OUR FOUR-COUNTY AREA*

MILWAUKEE COUNTY
275,424

Top Issue Areas

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

WAUKESHA COUNTY
42,122

Top Issue Areas

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

OZAUKEE COUNTY
11,919

Top Issue Areas

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

WASHINGTON COUNTY
3,828

Top Issue Areas

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

*An additional 143,555 individuals were served in our local community that did not provide a zip code or were homeless.

COMMUNITY EFFORTS

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

NEW! Boys and Men of Color

United Way supports boys and men of color who face significant challenges that require a specific and purposeful focus. We direct human and financial capital to this population, through targeted investments in health, education, financial stability, and mentoring. Community partners and activities include the Black Male Achievement Advisory Council, Milwaukee Fatherhood Initiative, and the Summit on Black Male Youth.



Denim Day

United Way has been supporting Denim Day Milwaukee, an effort to bring awareness and support to survivors of sexual assault, for the past six years. In 2017, we provided more than 1,000 stickers and 500 flyers to participating agency partners, donated more than 30 gift bags containing hygiene items and soothing soaps and lotions for survivors leaving the hospital after receiving a sexual assault exam, posted blogs about sexual assault and podcasts in the month of April, and held a virtual letter writing campaign providing more than

40 notes for sexual assault advocates from Pathfinders, The Healing Center, The Sexual Assault Treatment Center, The Sensitive Crimes Unit of the DA, and the MPD Sensitive Crimes Unit.

United Way staff participated by decorating jeans with messages of hope and support to hang in our offices, wore jeans on Denim Day, and posted pictures on social media to show their support. United Way stands with survivors.

Precious Lives

A 2-year-old weekly radio/podcast/print series about young people and gun violence that was created in response to the gun violence crisis in Milwaukee. In partnership with WUWM, WNOV, the *Milwaukee Journal Sentinel*, and the Wisconsin Center for Investigative Journalism, we reached a large and diverse audience, giving voice to those directly impacted and amplifying efforts to solve the problem. As a result of the series:



- Each airing of a Precious Lives segment on WUWM's Lake effect and Morning Edition reached an average quarter hour of 5,000 listeners.
- On the web, Precious Lives content received close to 70,000 page views on WUWM.com as well as over 67,000 page views on PreciousLivesProject.org.
- The Precious Lives podcast was featured nationally in the NPR One app.
- Live performances took place at Rotary Club of Milwaukee, Wisconsin Black Historical Society/Museum, and 1,339 tickets were purchased for a sold out show at Pabst Theater.
- United Way and our partners have distributed 22,050 gun safety booklets to the community in 2016-17.

In addition to our investments in program partners and initiatives, United Way wins by investing in persistent and emerging community needs through several efforts, some of which are highlighted below.



Project LEAD

Too many people are left out of our public conversations. United Way of Greater Milwaukee & Waukesha County is changing this with Project LEAD—Leadership Effectiveness And Diversity.

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

Thriving Waukesha

Focuses on supporting collaborative efforts and mobilizing resources for the human service needs of all who call Waukesha County home.

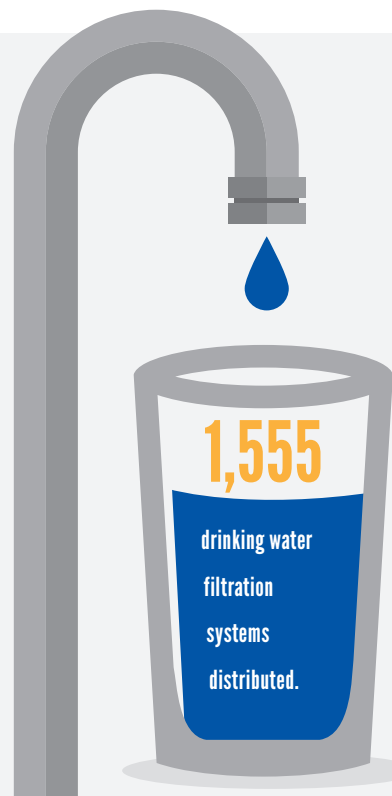
Priorities in 2017 include increasing the capacity and effectiveness of Waukesha County nonprofit human services providers, fostering innovation, collaboration, the integration of services to support identified initiatives, and mobilizing community resources to support Thriving's mission and goals.



NEW! Water Filters

In 2016, the City of Milwaukee Health Department received funding from United Way, Ascension Wisconsin, Aurora Health Care, Children's Hospital of Wisconsin, and Froedtert & the Medical College of Wisconsin to distribute 1,555 drinking water filtration systems to eligible residents at no cost. Thanks to the support and partnership of A.O. Smith and Aquasana, water filters were able to be purchased at a low cost, allowing for more families to be covered.

In Milwaukee, more than 70,000 homes receive their water through lead pipes. Priority for free water filters was given to households with expectant mothers and/or children under six because the greatest risk of lead exposure is to infants, young children, and pregnant women.





Through United Way's partnership with Aurora Family Service, Laquita was provided one-on-one education and care to help herself and her daughter, Marissa, thrive as a young family.

HEALTH

Every time Laquita sees her daughter Marissa walk, snuggle a toy, or say “Mama,” she can’t help but smile and soak it all in. Laquita says these are the precious moments that come with new motherhood.

But for this single Milwaukee mom, these moments are also miraculous milestones she didn’t think would happen for her first child.

Laquita’s due date wasn’t until October, but she delivered Marissa via emergency cesarean at just 29 weeks that August. Marissa was born weighing less than three pounds. She was also diagnosed with a rare birth defect called Amniotic Band Syndrome.

“I remember the doctors telling me my daughter may not ever learn to walk,” said Laquita.

While still in the hospital, Laquita was introduced to Jackie Dickinson, an Aurora Family Service case manager with the Healthy Next Babies program, which is funded by United Way’s Healthy Birth Outcomes Initiative.

“In alignment with the work of the Milwaukee Lifecourse Initiative for Healthy Families, the Healthy Next Babies program addresses infant mortality by providing women like Laquita with access to quality care tailored to her needs as a young mother with an adverse birth outcome,” said Bailey Murph, Health Portfolio Manager at United Way. “Through United Way’s partnership with Aurora Family Service, Laquita was connected with Jackie, who provided one-on-one education and care to help Laquita and Marissa thrive as a young family.”

“Just seeing my daughter so small was scary to me,” said Laquita. “I worried that I wouldn’t be able to do this on my own. I’m so happy Miss Jackie was there for support.”

The Healthy Next Babies program provides new moms with the resources to support positive health for both themselves and their children, with weekly wellness home visits.

Today, the happy and curious toddler keeps her mom busy. When she’s not walking or running after Marissa, Laquita also serves as a role model to other new moms who are part of the Healthy Next Babies program.

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 for children with disabilities, their families, and their caregivers.
- Have access to high quality, affordable prenatal care and pregnancy support services.

\$12,568,723

2017-18 INVESTMENTS IN HEALTH

UNITED WE WIN

- Nearly 3,000 people accessed disability services that assisted the individual and their family.
- More than 15,000 people were connected to quality and affordable health and dental care.
- More than 2,500 women and their partners received high quality pregnancy support services.



Barry (right) is a volunteer with a United Way-funded program at ERAs Waukesha. Barry visits Tom, a 66-year-old stroke survivor, to help with simple household tasks, chat about the weather, and talk musky fishing.

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 & Utilization

- AIDS Resource Center of Wisconsin, Inc. - Dental Clinic
- Aurora at Home - Aurora VNA Zilber Family Hospice, Aurora At Home
- Bread of Healing Clinic, 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

98% of those that participated in United Way-funded health care access programs felt they received the education they need to care for themselves.

Collaborative Engagement to Combat Ethnic/Cultural Disparities

- 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
- 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 - Counseling
- The Healing Center - Counseling Program for Underserved Survivors
- Jewish Family Services, Inc. - Individual & Family Counseling
- Lutheran Social Services of Wisconsin & Upper Michigan, Inc. - Counseling
- Mental Health America of Wisconsin, Inc. - Mental Health Advancement
- NAMI Waukesha, Inc. - Support Groups/ Court Support
- 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

87% of children who participated in United Way-funded behavioral and mental health programs maintained or improved behavior with their peers.

Safe & 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
- NAMI Waukesha, Inc. - Education/Information
- New Concept Self Development Center Inc. - Each One Reach One
- Ozaukee Family Services - Prevention

98% of those that participated in United Way-funded health education and prevention programs demonstrated an increased knowledge of HIV and/or STIs.

Substance Abuse/Opioid Prevention, Intervention, & Treatment

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

Safety from Violence & 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 of Abused Families, 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

95% of those that participated in United Way-funded intimate partner violence (batterers intervention) programs displayed intent to remain violence-free in the future.

Health & Wellness

Promoting Self-Sufficiency & 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 & Dignity

- Adaptive Community Approach Program, Inc. (ACAP) - Community Orienteering
- Bay View Community Center, Inc. - 50+
- 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), The Caregiver Connection
- 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. - Care Management
- Lutheran Social Services of Wisconsin & Upper Michigan, Inc. - Spring City Corner Clubhouse
- Mental Health America of Wisconsin, Inc. - Mental Health Access
- Milwaukee Christian Center, Inc. - Elderly Adult Support Services
- NAMI Waukesha, Inc. - Assessment & Referral
- The Parenting Network, Inc. - Parent Helpline
- Penfield Children's Center - Early Intervention/Parent Program
- Stillwater's Cancer Support Services - Stillwaters Cancer Center
- 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

86% of the adults that participated in United Way-funded older adult support and independence programs said they felt safer and more secure.



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 2016 for each of the four counties we serve:

Milwaukee County

- Community Shelters
- Food Pantries
- Bill Payment Assistance

Waukesha County

- Talklines/Warmlines
- Community Shelters
- Child Abuse Reporting

Washington County

- Community Shelters
- Rent Payment Assistance
- Food Pantries

Ozaukee County

- Community Shelters
- Rent Payment Assistance
- Aging and Disability Resource Centers



United Way's Health Improvement Fund was able to provide John with immediate and affordable dental care when he lost his insurance. "I never knew United Way helped people like me, but because of that, my whole outlook on life has gotten better and I'm not afraid to smile anymore."

HEALTH

INITIATIVES WE LEAD

Teen Pregnancy Prevention Initiative

Since 2006, United Way of Greater Milwaukee & Waukesha County 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. Since that time, teen birth rates for girls 15-17 years old have dropped 65% in Milwaukee, the lowest rate of teen births on record for that age group!

To ensure we address the teen pregnancy crisis, United Way acts as a convener, bringing together a cross-section of the community with representatives from business, government, education, the medical field, the faith community, law enforcement, and other nonprofits. United Way provides and leverages funding to impact this area through the Teen Pregnancy Prevention Collaborative Fund and the Healthy Youth Initiative. The focused, cumulative efforts of everyone at the table are leading to measurable results.

Despite this success, we cannot become complacent - we set a new, even more ambitious goal: to reduce the 2013 overall rate by another 50%, to 11.4 births per 1,000, by 2023.

Healthy Youth Initiative

United Way's focused approach to reducing teen pregnancy and teen sexual violence for young people of all genders and their families through evidence-based curricula and best practices. Programming reaches youth in school as well as those not adequately served through mainstream

programs, like young people with disabilities, youth in out-of-home placement, lesbian, bisexual and queer identified girls, youth in the criminal justice system, and homeless, runaway and throwaway youth. The Healthy Youth Initiative has been generously supported by Women United since 2001.

Since 2001, United Way has invested more than \$7.3 million in the Healthy Youth Initiative, serving more than 35,000 youth and parents.

Health Improvement Fund

United Way partners with the Milwaukee Health Care Partnership to provide more people with access to high quality medical, dental, and mental health services. Together, we are making investments in the community's health by providing uncompensated care and prevention services to Milwaukee County's vulnerable populations.

NEW! Human Trafficking and Sexual Violence Prevention Initiative

Thanks to a generous matching grant from Aurora Health Care, the Human Trafficking and Sexual Violence Prevention Initiative is United Way of Greater Milwaukee & Waukesha County's focused funding for human trafficking and sexual violence/exploitation awareness, intervention, and prevention for youth and adults. To address this epidemic, United Way invests in programs dedicated to the eradication of human trafficking through the implementation of intervention and prevention strategies. Together with our partners, United Way is committed to making the community safer for all.

Milwaukee Lifecourse Initiative For Healthy Families Collaborative

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

Guided by the Community Action Plan and informed by data, Milwaukee LIHF's primary focus is to prevent the leading cause of infant deaths: complications from prematurity. In support of this focus, our goal is to advance local and state policies and practices around three priority areas:

- Increasing awareness around the importance of pregnancy intendedness and birth spacing, because close-interval pregnancies are a key driver of pre-term births.
- Supporting mental and physical preparedness for pregnancy, because unmanaged chronic conditions are a key driver of pre-term births.
- Improving social and economic conditions for communities at highest risk, because the chronic stress of economic insecurity, housing instability and other social factors create physiologic changes that increase the risk of pre-term births.

United Way and our partners are committed to reducing Milwaukee's overall infant mortality rate by 10% and the African American infant mortality rate by 15% by 2017. Since the goal was set in 2011, the infant mortality rate has decreased 5.4%, indicating that we are halfway to meeting our goal.

Healthy Birth Outcomes Initiative

Through generous support from BMO Harris Bank, the Helen Bader Foundation, and individual donors, the Healthy Birth Outcomes Initiative is United Way of Greater Milwaukee & Waukesha County's focused funding for infant mortality reduction, prenatal care, and pregnancy support services for youth and adults and is informed by the work of the Milwaukee Lifecourse initiative for Healthy Families Collaborative.

While Latoya and her boyfriend were excited about becoming parents, Latoya was nervous about giving birth. The couple enrolled in the United Way-funded CenteringPregnancy program at Wheaton Franciscan - St. Joseph Women's Outpatient Center. The program, aimed at reducing infant mortality rates, provides group-based prenatal care. Latoya delivered a healthy, full-term baby girl. "I'm so thankful for this program. It made me feel special and celebrated at a scary time of my life."

Learn more about our work in Healthy Birth Outcomes by visiting our website at UnitedWayGMWC.org.



NEW! Opioid Abuse Treatment and Prevention Initiative - Waukesha County

United Way will invest resources in programs that support youth and adults in Waukesha County through education and prevention, harm reduction, and treatment. 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 2013, more Wisconsin residents died from drug overdose than motor vehicle accidents. Waukesha County has been greatly impacted by this epidemic—a crisis which impacts people from all backgrounds, income levels, and ages.



HR professionals and Waukesha County business leaders discussed how the growing Opioid abuse epidemic is effecting local businesses during the Opioid Addiction Forum held in October 2016.


WHERE WE HELP

Project Lifeline

Through a grant from the Office on Adolescent Health, Boys & Girls Clubs of Greater Milwaukee and United Way have partnered to have a significant impact on reducing rates of teen pregnancy and existing disparities in six targeted zip codes. Our partnership will reach an estimated 13,000 youth ages 11-19 using evidence-based sexual health curricula. Additional youth will be reached through public awareness, youth gatherings, resource fairs, and social media.

Community Coalitions, Collaborations & Partnerships

- Community Health Improvement Plan Process (CHIPPS) - Waukesha
- Drug Impacted Infants and Families - Waukesha
- Elderly Substance Abuse - Waukesha
- Elevate Milwaukee
- Fetal Infant Mortality Review - Milwaukee
- Human Trafficking Task Force of Milwaukee
- Mental Health Task Force of Milwaukee
- Milwaukee Commission of Domestic Violence and Sexual Assault
- Milwaukee County Commission on Aging - Advisory Council
- Milwaukee County Substance Abuse Prevention Coalition
- Milwaukee Fatherhood Initiative
- Milwaukee Health Literacy Collaborative
- Norris Adolescent Health Center - Community Advisory Committee
- PATCH (Providers and Teens Communicating for Health) - Milwaukee
- Waukesha County AODA Task Force
- Waukesha County Heroin Task Force



United Way partnered with YMCA of Greater Waukesha County to provide Whittier Elementary School children a day full of fun team building activities, healthy food education, and much more.

EDUCATION

On a sunny Friday in May, students, staff, and volunteers came together at Whittier Elementary School in Waukesha to learn about how to build a healthy body and mind.

The event was United Way's first-ever Field Day, with five interactive stations where students and community volunteers had a chance to plant healthy food, play team sports, and practice yoga together.

"All kids need to learn how to live a healthy lifestyle. In a school like Whittier, with about 80% of our students living in poverty, that is even more important," says Cynthia Stilling Gannon, the principal at Whittier. "This Field Day is a wonderful opportunity to bring the community to our students to provide opportunities they may not get otherwise."

United Way partnered with YMCA of Greater Waukesha County, who chose Whittier as the school who could benefit most from this event.

The Y provided trained staff to lead the team-building and yoga stations, and joined in the overall event planning. "I hope these students learn how to work together and maybe learn something new about each other," says Audra, who led activities like the hula hoop pass at the team-building station on Field Day.

Alongside the 250 students and 50 volunteers, Whittier teachers had fun watching their kids interact and play. "A super shy student really came out of her shell during the team-building game. She has been working on building her self-esteem, so that was nice to see," says Mr. Resch, a 4th and 5th grade teacher. "We are usually so focused on academics in the classroom, I love getting to experience my students just having fun."

In addition to activities like Field Day, a big focus has been on providing books to students to encourage a lifetime love of reading. Research shows that the more books kids have in the home, the more school they complete overall. Additionally, when students read regularly, their scores go up in other academic subjects.

Through the Build My Bookshelf programs and Summer Reading book distribution, more than 1,500 Waukesha students have taken home about 5,000 books to build their home libraries. United Way plans to continue and expand these programs in the years to come.

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.

\$8,815,317

2017-18 INVESTMENTS IN EDUCATION

UNITED WE WIN

- United Way distributed more than 3,300 backpacks to local students.
- More than 61,000 free books were given out to local students to build their home libraries.
- More than 68,000 students received youth development programming to keep them on track for the next grade level.

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

92% of the children who participated in United Way-funded support for children and families programs displayed developmental improvement in motor 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 (HIPPIY)
- Curative Care Network, Inc. - Children's Services
- Easterseals Southeast Wisconsin - Safe Babies Healthy Families Case Management (SBHF)
- 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, Supervised Visitation
- The Women's Center, Inc. - Child Abuse Prevention

96% of the parents/caregivers who participated in United Way-funded support for children and families programs learned more positive caregiving/parenting skills.

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
- Boy Scouts of America, Three Harbors Council - Learning for Life
- 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
- 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. - Camp FLY

88% of the children ages 12 and up who participated in United Way-funded youth development programs believed they could make a difference in their community.



Backpack Coalition

United Way has been leading the Backpack Coalition since 2014, and is committed to providing backpacks and school supplies to students with financial constraints, helping ensure they succeed in school.

In 2016, more than 200 volunteers, giving 657 hours, filled 1,938 backpacks for Waukesha County and 1,375 backpacks for Milwaukee. The backpacks helped students in need in the school districts of Muskego, Mukwonago, Oconomowoc, Pewaukee, and Waukesha as well as students at United Way's Community Schools: James Madison Academic Campus, Bradley Tech High School, Auer Avenue School, and Hopkins-Lloyd Community School. Additional backpacks were distributed at United Way agency program partner locations.



Through the United Way-led “Build my Bookshelf,” kids in Waukesha County are able to choose three brand new, free books to build their very own home library.

EDUCATION

INITIATIVES WE LEAD

Milwaukee Community Schools Partnership



Milwaukee Community Schools Partnership 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 Community School model has been implemented across the country, showing that authentic engagement and shared leadership combined with coordinated community partnerships focused on equity can improve educational outcomes, school climate, and investment in local neighborhoods.

Our strategy places the focus on the whole child by providing academic supports, social and emotional learning, health and wellness, family and community engagement, and a safe and supportive climate.

How It Works:

Engage: A full-time Community School Coordinator increases capacity of the school to engage multiple stakeholders including community partners, families, staff, students, and neighborhood residents.

Aspire: Schools collectively identify school and community aspirations and barriers to success by collecting diverse knowledge through Community Conversations, combined with additional school and community data.

Prioritize: A site-based Community School Leadership Team analyzes data, develops a shared vision, key priorities, and

strategic plan through local decision making.

Align: Community partnerships, initiatives, and policies are developed and/or aligned to support shared vision and key priorities reflected in a School Improvement Plan to ensure collaboration and collective action.

In partnership with Milwaukee Public Schools, United Way is currently working with seven Community Schools:

- Auer Avenue School
- Bradley Tech High School
- Browning Elementary
- Hopkins-Lloyd Community School
- James Madison Academic Campus
- Lincoln Avenue Elementary
- South Division High School



Readers United

In the state of Wisconsin, 67% of youth do not read at a proficient level. Readers United is a year-round initiative to promote literacy. This initiative encompasses:

■ 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 child 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 and Girls Clubs of Greater Milwaukee, COA Youth & Family Centers, Parents Place, and the United Community Center.

■ Growing Little Readers

Early literacy is a critical part of family bonding and school readiness. 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. 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.

■ My Very Own Library

In 2016-17, My Very Own Library, a literacy initiative dedicated to putting books into the hands of children in need, distributed nearly 54,000 books to students in 14 MPS 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.

The schools selected were: Auer Avenue School, Brown Street Academy, Doerfler Elementary, Hopkins-Lloyd Community School, Gwen T. Jackson Early Childhood and Elementary School, Kagel School, Kluge Elementary, Lancaster School, Longfellow School, Milwaukee Prep Lloyd Street, Milwaukee Prep Lola Rowe, James Whitcomb Riley School, Townsend Street School, and Clement J. Zablocki School.

■ Summer Reading Partnership

Over the summer, children can lose two to three months of reading skills learned during the school year – often called the summer slide. The Summer Reading Partnership wants every child to have fun reading age-appropriate books, and will distribute more than 10,000 new, free books to local children this summer at Milwaukee recreational playgrounds, Next Door Childcare Centers, and residential and correctional facilities.

Helping Kids Succeed – Waukesha

In 2017-18 United Way aims to invest in community organizations who partner with schools in the School District of Waukesha to provide programming to improve youth and family outcomes at high poverty schools, as well as programs that use parent engagement in strategies to help students succeed by improving school attendance, grades, and their ability to graduate on time.

83% of the
students who participated in
United Way-funded Helping
Kids Succeed programs
improved their grades.

Readers United Waukesha County

Becoming a proficient reader by third grade is an important predictor of life success. Unfortunately, only 25% of the School District of Waukesha's economically-disadvantaged students are proficient readers. (Wisconsin Department of Public Instruction, 2015-16 Waukesha District Report Card Detail).

This project is a multi-faceted, year-round approach that focuses on academic enrichment and includes two main strategies:

■ Build My Bookshelf

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

The schools selected were: Blair Elementary School, Hadfield Elementary School, Hawthorne Elementary School, Heyer Elementary School, Whittier Elementary School

■ Waukesha Summer Reading Initiative

Over the summer, children can lose significant reading skills. The effect is most dramatic for children from low-income homes meaning, without great learning opportunities, low-income children can fall behind in school. The Summer Reading Initiative distributes free books and book-related programming at summer meal sites in Waukesha County.

WHERE WE HELP

Milwaukee Succeeds

As a founding partner in Milwaukee Succeeds, a community-wide initiative ensuring success for every child, in every school, cradle to career, United Way is leading three groups to implement strategies to increase the:

- Number of children enrolled in high-quality early childcare programs in our community from 1,500 children in 2013 to 3,000 by 2020.
- Level of parental awareness of their young children's needs for healthy development by ensuring access to developmental screenings and the support of parents as the experts of their children.
- Number of children immunized to ensure the overall health of Milwaukee children by educating parents and expectant parents about the importance of preventive health care on children's long-term success.

Community Coalitions, Collaborations & Partnerships:

- Children and Family Support Advisory Committee - Waukesha
- First Stage Theatre in Education Committee
- Greater Milwaukee Committee - Education Committee
- Immunize Milwaukee!
- Milwaukee Film Festival - Education Committee
- Milwaukee Succeeds Community & Social Support Network
- School Readiness Philanthropy Group
- Waukesha County Truancy Task Force



Piper no longer worries at the end of each month how she will pay her bills. She encourages her co-workers to use the YWCA Auto Loan Access Program.

FINANCIAL STABILITY

After her old car broke down, Piper Thomas vividly remembers taking the bus to work.

"I would leave at three o'clock in the morning and walk a mile in the pitch black by myself," said Piper. "It was so scary."

Winter weather and late busses meant Piper often missed days or was late for work.

"If I had missed one paycheck, my daughter and I would have been homeless," she said. "I had to find a way to keep my job."

A friend of Piper's suggested the Auto Loan Access Program at YWCA Southeast Wisconsin, a United Way-funded program which helps credit-challenged community members secure low-interest auto loans through financial education and budget coaching. Piper assumed it wouldn't be a good fit.

Shelby, a financial coach at YWCA, met with Piper to review her finances, and gave her tips to help her save enough money to qualify for an auto loan. Once she was approved for the loan, Piper did her research and began car shopping.

"More than 960,000 Wisconsin residents qualify as ALICE, or Asset limited, Income constrained, Employed. These are individuals and families that are working, but living paycheck to paycheck, lacking the means to weather the storm if a financial emergency hits," says Krystina Kohler, Financial Stability Portfolio Manager at United Way. "Programs like YWCA Auto Loan Access give hard-working people like Piper the boost they need to build a successful future for themselves and their families."

The first day she had her new car, Piper drove past her old bus stop and picked up as many of her co-workers as she could fit. Now she drives them every day to work.

With a new job and reliable transportation, Piper thrived. "Since I started, I haven't missed a single day," said Piper. "In the past year and a half, I've been promoted twice. Soon, I hope to be in a management position."

For United Way donors, Piper has a personal and important message: "This car made me independent, financially stable, and gave me the confidence to put myself out there and get a new job. This car and the support United Way gives to the YWCA's Auto Loan Access Program motivated me to jump out there! They helped me get my life back."

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.

\$3,956,669

2017-18 INVESTMENTS IN FINANCIAL STABILITY

UNITED WE WIN

- More than 3,200 adults utilized training and educational programs to connect them to employment.
- More than 3,400 adults and families received housing and homeownership services to ensure they could remain in their homes.
- More than 4,800 adults and families in crisis accessed an emergency homeless shelter.

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

73% of those that participated in United Way-funded access to affordable and healthy food programs increased their consumption of healthy foods.

Emergency Shelter & Housing Assistance

- The 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, Jeremy House
- Pathfinders - Q-BLOK
- The Salvation Army - Waukesha County - Emergency Lodge, Family Services
- The Salvation Army - Wisconsin & Upper Michigan - Emergency Lodge

94% of those that participated in United Way-funded housing and homeownership programs were able to maintain or secure safe and affordable housing.

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

- Council for the Spanish Speaking, Inc. - Bilingual Immigration Services
- International Institute of Wisconsin - Immigration and Citizenship Services
- Legal Aid Society of Milwaukee - Civil Division

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

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
- 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

85% of those that participated in United Way-funded reducing barriers to employment programs achieved/gained job-specific credentials.

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

83% of those that participated in United Way-funded older adult support and independence programs felt they had a voice in making their own choice.



Today, Johnny couldn't be more proud of his new apartment and how he was able to quickly turn his life around. He is grateful to Guest House and United Way for helping him move in. He also tells his story to motivate other clients at Guest House to stay the course, no matter what may happen.

Learn more about Johnny and our work in financial stability by visiting our website at UnitedWayGMWC.org.



"Every month I had to decide, do I pay my full rent, do I buy groceries, or do I repair my car? It was extremely stressful," recalls Amber.

Read Amber's story below.

FINANCIAL STABILITY

INITIATIVES WE LEAD

NEW! ALICE

ALICE (Asset limited, Income constrained, Employed) represents households with income above the Federal Poverty Level but below the basic cost of living. The ALICE Report provides current research-based data that quantifies who in Wisconsin is living on the edge of financial insecurity. United Way will use the ALICE study which contains state, county, and municipal level data to raise awareness in order to create lasting changes implemented to improve lives and strengthen local communities.

ALICE works in jobs that are integral to our communities, from child care educators and home health aides to mechanics – all workers we rely on every day.

The future success of our communities is directly tied to the financial stability of ALICE households. When ALICE suffers and is forced to make difficult choices, we all face serious consequences.

- By comparing real incomes with real expenses, the United Way ALICE Project reveals this stark reality: 42% of Wisconsin households are living on the edge of financial insecurity.
- In Wisconsin, 42% of households live below the ALICE threshold – about 13% live below the poverty level and another 29% are above poverty but below the basic cost of living.
- ALICE households are working, but struggle to afford the basics of housing, food, health care, child care, and transportation.
- There are 670,922 ALICE households in Wisconsin, more than double the official poverty rate. Together with those in poverty, there are 960,131 households unable to make ends meet in Wisconsin.
- More than two-thirds of Wisconsin's municipalities have more than 30% of households unable to afford life's basic necessities.
- Despite working and receiving financial supports, ALICE still faces a 21% gap in the income needed to be able to survive and afford the basics in Wisconsin.

Download state and local reports by visiting our website at UnitedWayGMWC.org.

Amber is ALICE

Amber smiles remembering the moment she found out she would finally be a homeowner. "I just started bawling, and I don't cry very easily. I told my family 'I got approved!' and everybody started cheering."

At the time, Amber was living in a two bedroom apartment with her parents and three sons. She had lived in this apartment for nearly 10 years.

"Every month I had to decide, okay, do I pay my full rent, do I buy groceries, or do I repair my car? It was extremely stressful," recalls Amber.

A friend recommended Amber get in touch with Gina Sanchez, manager of Financial Stability programs at La Casa de Esperanza. "The first thing Gina said to me was 'stop taking payday loans!'" says Amber, "and from there we looked at my income and my bills and she helped me fill out a budgeting sheet."

Over the next few years, Amber applied the tips she learned at La Casa de Esperanza and soon caught up on her bills. She was also able to make her monthly budget stretch a bit farther. "I was never perfect, but things were better than before," says Amber.

After a few months of careful budgeting and saving, Amber and her family were approved to receive a Habitat for Humanity home. The whole family, along with volunteers, helped build the house over the summer and into the fall. They moved in on January of 2016.

Individual Development Accounts

United Way's Individual Development Account Program (IDA) encourages and rewards saving towards a home or post-secondary education by matching participants' deposits.

Through a federal grant obtained by the Boys & Girls Clubs of Greater Milwaukee and funds raised by United Way, savings are matched \$4 to \$1 for first-time low-income home buyers, and \$6 to \$1 for post-secondary education. Participants also take part in financial counseling classes.

90% Of those that participated in United Way-funded housing and homeownership programs, avoided foreclosure, eviction or homelessness

Asset Building – Waukesha

The inability for many of Waukesha County's citizens to meet their basic needs affects the entire community. Twenty-nine percent of the population is considered low-income or working poor. United Way is addressing this issue by focusing on teaching families and individuals who are struggling to meet their basic needs the skills needed to increase income, build savings, and gain assets.

To ensure we address this issue, United Way funds strategies that:

- Provide intensive one-on-one case management to teach budgeting skills and develop 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.
- Utilize learned skills to increase total income and acquire essentials, such as cars, homes, and insurance.

88% of the individuals who participated in United Way-funded asset building programs increased their budgeting skills.

WHERE WE HELP

Continuum Of Care – Coordinated Entry

United Way is the lead agency for the Continuum of Care Coordinated Entry Workgroup and surrounding efforts. The workgroup is responsible for designing a new coordinated entry (CE) system to improve effective access to homelessness prevention, shelter diversion, community case management, emergency shelter, transitional housing, and other services to support housing stability. Implementation of the CE system in April 2017 quickly led to the number of chronically homeless families reaching functional zero, and is on track to seeing the number of all chronically homeless individuals drop to functional zero by 2018. Chronic homelessness is defined as experiencing homelessness for one year or longer, or having four or more episodes of homelessness within a three-year period. Functional zero

means that anyone who experiences homelessness will receive permanent housing within a 90-day period. The Continuum of Care is striving to see functional zero for all groups of people experiencing homelessness and is prioritizing the most vulnerable families and individuals first.

Project Homeless Connect

Project Homeless Connect has a simple mission: provide services and resources to homeless individuals and families. Beyond the need for safe and secure places to sleep, these individuals require a variety of other necessities in order to obtain the goal of permanent housing and sustainability. In 2016, nearly 400 individuals were provided services and resources at the event.

Project Homeless Connect has been put on each year since 2010 through a partnership between the United Way of Greater Milwaukee & Waukesha County, the City of Milwaukee, and Milwaukee County.



Project Homeless Connect is an annual event that gives Milwaukee's homeless information on housing, health, clothing, and dental screening programs and much more.

Community Coalitions, Collaborations & Partnerships

- Continuum of Care - Milwaukee
- Emergency Food & Shelter Board - Milwaukee, Ozaukee & Waukesha Counties
- Milwaukee Area Workforce Funding Alliance
- Milwaukee County Commission on Aging - Advisory Council
- 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
- Thriving Waukesha - Steering Committee, Funders Committee & Transportation Workgroup
- Waukesha County Business Alliance
- Waukesha County Nutrition Coalition
- Waukesha Housing Action Coalition - Steering Committee & Transition Team



"If I had missed one paycheck, my daughter and I would have been homeless. I had to find a way to keep my job."

Read Piper's story on page 16.

UNITED WE FIGHT.

LIVE UNITED®

No matter the obstacles. No matter the odds. We surround a community's most critical problems. And we fight. We fight for those who need a voice and those whose names we do not know. United Way fights for the health, education, and financial stability of every person in our local community. Because change doesn't happen alone. We have one life. To live better, we must Live United.

GIVE. ADVOCATE. VOLUNTEER. UnitedWayGMWC.org   