

# 2017 ANNUAL FINANCIAL OVERVIEW

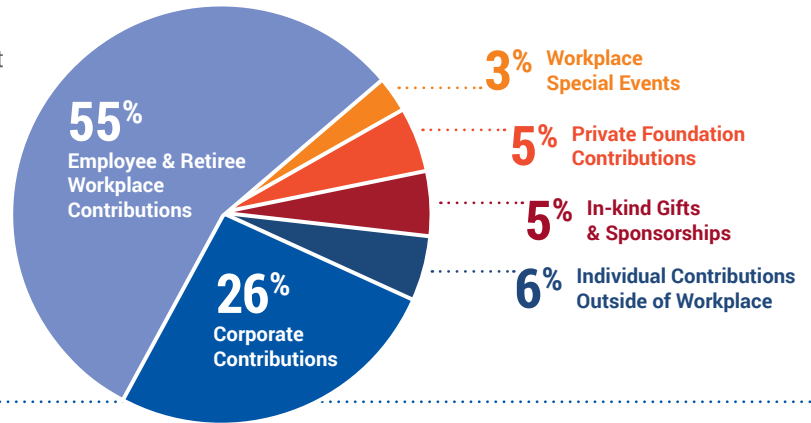
United Way fights for the health, education, and financial stability of every person in every community.

We win by Living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And, by inspiring individuals to join the fight against their community's most daunting social crises.

In 2017-18, United Way of Greater Milwaukee & Waukesha County will provide funding to:

- Over 130 Health programs
- Over 55 Education programs
- Over 50 Financial Stability programs

## 2017 FUNDING SOURCES



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

**MILWAUKEE COUNTY**  
257,157

### Top Issue Areas

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

**WAUKESHA COUNTY**  
41,575

### Top Issue Areas

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

**OZAUKEE COUNTY**  
5,768

### Top Issue Areas

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

**WASHINGTON COUNTY**  
3,320

### Top Issue Areas

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

\*An additional 147,926 individuals were served in our local community that did not provide a zip code or were homeless.

## 2017 BOARD OF DIRECTORS

### Board Chair

**Gregory S. Marcus**  
The Marcus Corporation\*

### Immediate Past Chair

**David J. Lubar**  
Lubar & Co.\*

### Vice Chair/Chair Elect

**Cory L. Nettles**  
Generation Growth Capital, Inc.\*

### Secretary

**Lynn Sprangers**  
Retired, Sharon Lynne Wilson Center for the Arts\*

### Treasurer

**R. Bruce McDonald**  
Adient\*

### President & CEO

**Mary Lou Young**  
United Way of Greater Milwaukee & Waukesha County\*

### Chief Operating Officer

**Filippo Carini**  
United Way of Greater Milwaukee & Waukesha County\*

**Travis Andersen**, Ascension

**Bevan K. Baker, FACHE**, City of Milwaukee Health Department

**Linda E. Benfield**, Foley & Lardner LLP\*

**Larry Blanton**, Retired, MetalTek International

**Kathryn Bufano**, The Bon-Ton Stores, Inc.

**Brian R. Bulgrin**, Deloitte LLP

**Thomas J. Cardella**, Retired, Tenth and Blake Beer Company, MillerCoors\*

**Cheryl R. Carron**, CBRE

**Sheila D. Cochran**, Retired, Milwaukee Area Labor Council, AFL-CIO\*

**Darienne B. Driver, Ed.D.**, Milwaukee Public Schools\*

**Michael S. Erwin**, Erwin Advisory Group

**Kevin Fletcher**, WEC Energy Group

**David W. Gay**, EY\*

**David Gilmartin**, GE Healthcare

**Linda Gorens-Levey**, General Capital Group\*

**Kelly H. Grebe**, MillerCoors

**Darryl Green**, ManpowerGroup

**Jacqueline Herd-Barber**, Community Volunteer\*

**Nancy Hernandez**, ABRAZO Multicultural Marketing & Communications

**Kerrie A. Hoffman**, Johnson Controls

**Mark F. Irgens**, Irgens

**Catherine A. Jacobson**, Froedtert Health, Inc.

**Suzanne Kelley**, Waukesha County Business Alliance

**Sang Kim**, Wells Fargo Bank, N.A.

**Matthew S. Levatich**, Harley-Davidson Motor Company\*

**Jay M. Magulski**, Landmark Credit Union\*

**Richard A. Meeusen**, Badger Meter, Inc.

**John W. Miller**, Arenberg Holdings LLC

**Alex A. Molinaroli**, Retired, Johnson Controls

**Blake D. Moret**, Rockwell Automation

**Gregory C. Oberland**, Northwestern Mutual

**Christopher C. Piotrowski**, Associated Bank

**Jonas Prising**, ManpowerGroup\*

**John R. Raymond, Sr., MD**, Medical College of Wisconsin

**Steven S. SaLoutos**, U.S. Bank

**Paul Schmitz**, Leading Inside Out and The Collective Impact Forum

**Thelma A. Sias**, Retired, WEC Energy Group

**Judson M. Snyder**, BMO Harris Equipment Finance Company

**Mary Ellen Stanek**, Baird

**Peggy N. Troy**, Children's Hospital of Wisconsin

**Nick W. Turkal, MD**, Aurora Health Care

**David Vetta**, First Business Bank - Milwaukee

**Gregory M. Wesley**, Medical College of Wisconsin

**Thomas J. Westrick**, GE Healthcare

**Raymond L. Wilson**, PwC

**Scott A. Wrobbel**, Deloitte LLP\*

\*Executive Committee

# STATEMENT OF ACTIVITIES

Year End June 30, 2017

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	
Public Support & Revenue	<b>Campaign Revenue</b>				
	Gross campaign results	\$54,518,801	\$5,686,535	\$ -	60,205,336
	Less: Donor designated funds	(22,369,155)	(3,750,385)	-	(26,119,540)
	Net campaign results	32,149,646	1,936,150	-	34,085,796
	Less: Provision for uncollectible pledges	(1,031,378)	-	-	(1,031,378)
	Net campaign revenue	31,118,268	1,936,150	-	33,054,418
	Contributions received in prior period released from restriction	1,446,559	(1,446,559)	-	-
	Service fees – Campaign	529,627	-	-	529,627
	Memorials and bequests	67,760	47,266	22,225	137,251
	Sponsorship of United Way events and activities	723,006	-	-	723,006
	<b>33,885,220</b>	<b>536,857</b>	<b>22,225</b>	<b>34,444,302</b>	
<b>Non-campaign Revenue</b>					
Dividend & interest income	252,658	11,007	-	263,665	
Net realized & unrealized gains on investments	1,578,641	83,852	-	1,662,493	
Transfer to unrestricted for disbursement of temporarily restricted funds	8,864	(8,864)	-	-	
Rental Income	133,336	-	-	133,336	
Grants	1,162,477	-	-	1,162,477	
Other income	4,978	-	-	4,978	
Release from restrictions	888,018	(888,018)	-	-	
	<b>4,028,972</b>	<b>(802,023)</b>	<b>-</b>	<b>3,226,949</b>	
	<b>37,914,192</b>	<b>(265,166)</b>	<b>22,225</b>	<b>37,671,251</b>	
Expenses	<b>Program Services</b>				
	Gross program investments	49,492,417	3,750,385	-	53,242,802
	Less: Donor designated funds	(22,369,155)	(3,750,385)	-	(26,119,540)
	Net program investments	27,123,262	-	-	27,123,262
	Community Impact	1,982,122	-	-	1,982,122
	Volunteer Engagement	682,203	-	-	682,203
	Grants	857,655	-	-	857,655
		<b>30,645,242</b>	<b>-</b>	<b>-</b>	<b>30,645,242</b>
	<b>Supporting Services</b>				
	Fundraising	4,936,907	-	-	4,936,907
Management and general	1,644,137	-	-	1,644,137	
	<b>6,581,044</b>	<b>-</b>	<b>-</b>	<b>6,581,044</b>	
	<b>37,226,286</b>	<b>-</b>	<b>-</b>	<b>37,226,286</b>	
Change in net assets	687,906	(265,166)	22,225	444,965	
Net assets at beginning of year	26,519,853	3,005,158	1,197,282	30,722,293	
<b>Net assets at end of year</b>	<b>\$27,207,759</b>	<b>\$2,739,992</b>	<b>\$1,219,507</b>	<b>\$31,167,258</b>	

# STATEMENT OF FINANCIAL POSITION

June 30, 2017

Current Assets	Cash and cash equivalents	\$ 2,653,373
	Investments	16,503,246
Assets	Pledges receivable – net	15,197,894
	Prepaid expenses and other	656,626
	<b>Total current assets</b>	<b>\$ 35,011,139</b>
	Pledges receivable, less current portion	379,573
Liabilities	Investments – Endowment fund	4,718,353
	Investments – Other	400,000
	457(b) plan participant assets	83,400
	Beneficial Interest in Endowment held by others	204,518
	Land, building and equipment – net	1,061,744
	<b>Total assets</b>	<b>\$ 41,858,727</b>
	Donor designations payable	\$ 7,268,641
Liabilities	Amounts payable under fiscal agent responsibilities	2,488,121
	Other amounts payable	615,936
	Accrued expenses and other current liabilities	235,371
	457(b) plan participant liability	83,400
<b>Total liabilities</b>	<b>\$ 10,691,469</b>	
Net Assets	Undesignated	\$ (583,952)
	Investment in land, building and equipment	1,061,744
	Accumulated net growth in permanently restricted net assets	669,969
	Board designated for allocations to agencies and partners	24,038,901
	Board designated endowment fund	1,629,053
	Waukesha Community Impact Fund	1,205
	Board designated for capital improvements	390,839
<b>Total unrestricted</b>	<b>\$ 27,207,759</b>	
Temporarily restricted	2,739,992	
Permanently restricted	1,219,507	
<b>Total net assets</b>	<b>\$ 31,167,258</b>	
<b>Total liabilities and net assets</b>	<b>\$ 41,858,727</b>	

**Mission:** United Way of Greater Milwaukee & Waukesha County changes lives and improves our community by mobilizing people and resources to drive strategic impact in Education, Income and Health.



**Greater Milwaukee & Waukesha County**