

**MISSION:**  
**POSSIBLE!**

The United Way

Brown County United Way  
Annual Report

**2021-2022**

Our Impact

ALICE

Program  
Investments

Impact  
Initiatives

Advocacy  
Solutions

Stewardship









# TO OUR SUPPORTERS...

The theme for this year's Annual Report is "Mission Possible, The United Way." Our theme is a tribute to the 1960s television series Mission Impossible, which focused on the Impossible Missions Force, a small team of diverse specialists who leveraged their collective experiences to tackle global threats with innovation, precision, and courage. Though we renamed our own small team of diverse specialists the Possible Mission Force, our mission is no less critical, and that is to unite people, resources, and ideas to co-create community solutions that will strengthen every person in every community throughout Brown County. Impossible? Not with our Possible Mission force and you! We have been a vital catalyst for change in this community for nearly 100 years. At times the mission has seemed daunting, and we have faced unanticipated challenges along the way. And yet, we continue to believe that the mission is possible and will bring us closer to achieving the vision of an inclusive community where all individuals can experience optimal health, education, financial well-being, and community connection. As you read through our annual report, please accept our appreciation for making our mission possible every day with your investment of time, talent, and treasure.

## SPECIAL AGENT



Agent Name:  
**Robyn Davis**  
Status:  
**President & CEO**  
Station:  
**Brown County  
United Way**



## SPECIAL AGENT



Agent Name:  
**Paul Spicer**  
Status:  
**Chair, Board  
of Directors**  
Station:  
**Brown County  
United Way**





# OUR IMPACT



## OUR MISSION

To unite people, ideas, and resources to create community solutions that strengthen every person and every community in Brown County.

## OUR VISION

An inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being, and community connectiveness.

## OUR PROMISE

We are deeply committed to supporting and advancing **diversity, equity, inclusion, and belonging** in our community. We are actively involved in efforts centered on addressing systemic racism, and engaging people and communities that experience discrimination in our society based on race/ethnicity, gender identity or expression, sexual orientation, socioeconomic status, ability, and/or age

# 2022 YEAR-END FINANCIALS

## Audited Numbers

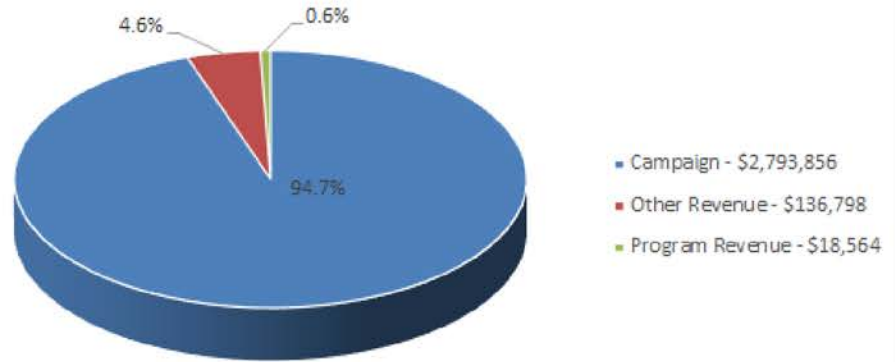
### Sources of Funding

Campaign ..... \$2,793,856  
Other Revenue ..... \$136,798  
Program Revenue ... \$136,798  
Investment Income ... (\$361,466)

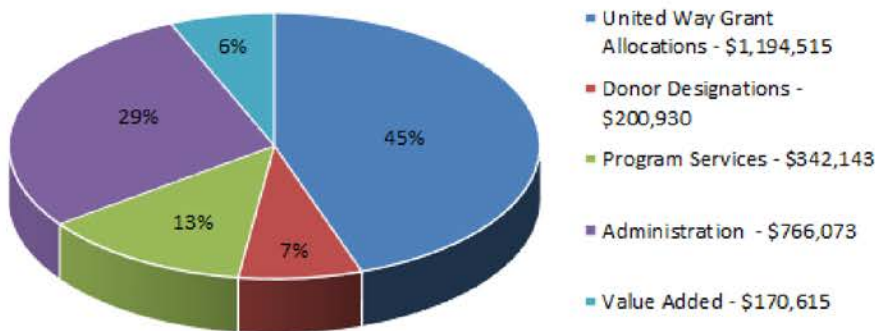
### **Total Sources of Funding for 2022:**

**\$2,587,752**

2022 Sources of Funding



2022 Uses of Funding



### Uses of Funding

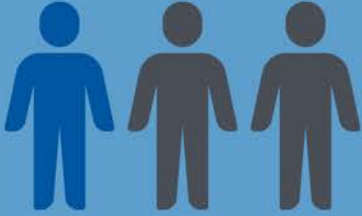
United Way Grant Allocations ..... \$1,194,515  
Donor Designations .... \$200,930  
Program Services ... \$342,143  
Administration ..... \$766,073  
Value Added ..... \$170,615

### **Total Uses of Funding for 2022:**

**\$2,674,275**



# 1 IN 3



# ALICE

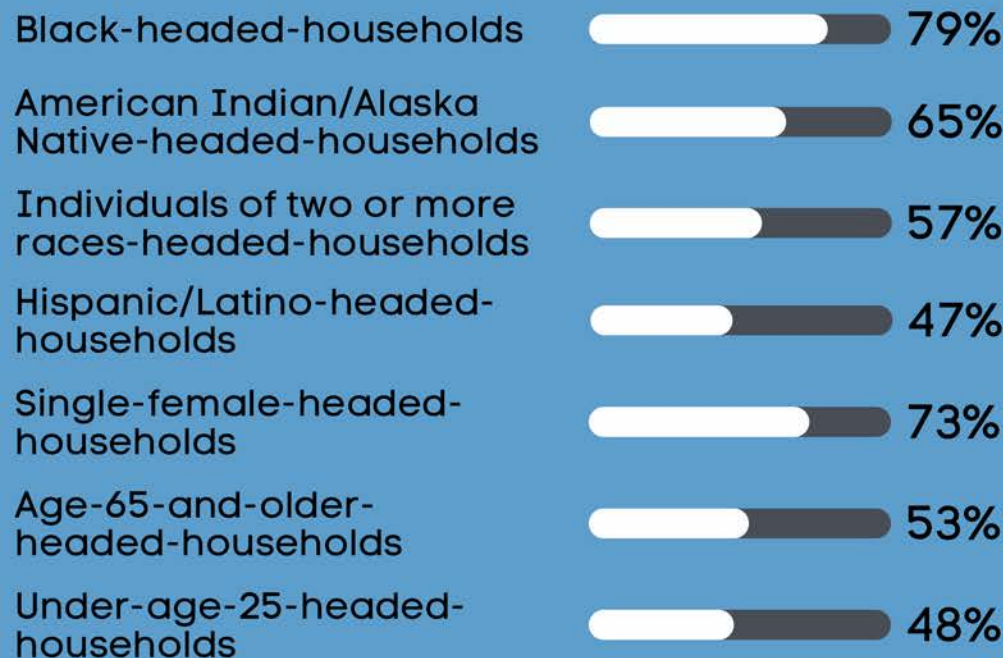
Asset Limited, Income Constrained, Employed

## Who is ALICE?

Residents with income above the Federal Poverty Level (FPL) but below a basic survival threshold - defined as the ALICE Threshold - ALICE households earn too much to qualify as "poor" but cannot make ends meet.

The 1 in 3 statistic comprises 9% of poverty households (at or below the FPL) and 24% of ALICE households.

### Brown County population cohorts identified as living below the ALICE Threshold



### ALICE Household Survival Budget in Brown County

Single adult - \$23,280

Single senior - \$25,416

Family of four with young children - \$72,864



You can find an interactive dashboard with more information about ALICE in Brown County by scanning the QR Code





# GIVE, ADVOCATE & VOLUNTEER

*The Brown County community is supported through generous individuals, companies, and organizations through the work of giving, advocating and volunteering.*

## Give

In 2022, Brown County United Way partnered with the community to raise \$3,790,132 through workplace campaigns, corporate gifts, residential giving, and grant requests.

Thank you to the individuals, companies and organizations who are passionate about supporting our community. BCUW invests these funds through grant making, co-creating community initiatives with partners, and advocating for change. For more information, contact Corrissa Frank at [corrissa@browncountyunitedway.org](mailto:corrissa@browncountyunitedway.org)



## Advocate

BCUW aims to create systems change and be a voice for the community. Moving forward, BCUW will continue to engage in the necessary systemic advocacy work that will bring about lasting change both within our organization and throughout our community. For more information, contact Sarah Inman at [sarah@browncountyunitedway.org](mailto:sarah@browncountyunitedway.org)



## Volunteer

In 2022, our team partnered with the community to organize diaper and blanket drives, volunteered at the holiday drive at the Howe Community Resource Center, served breakfast at the New Community Shelter, installed a new little library in the Navarino Neighborhood, and more. It is because of individuals and groups in the community that these projects were a success.



**Program Investment Council:** Makes System of Care Investment grant recommendations and evaluates progress. For more information, contact Holly Ladwig at [holly@browncountnyunitedway.org](mailto:holly@browncountnyunitedway.org)

**Impact Initiatives Council:** Makes Neighborhood Partnership Grant recommendations and supports the place-based impact agenda. For more information, contact Jill Sobieck at [jill@browncountyunitedway.org](mailto:jill@browncountyunitedway.org)

**Advocacy Council:** Develops our advocacy agenda and hosts advocacy events. For more information, contact Sarah Inman at [sarah@browncountyunitedway.org](mailto:sarah@browncountyunitedway.org)



# Program Investment



## System of Care Grants

Brown County United Way's 5-year long-term granting cycle helps fund the social safety net in Brown County. Funds are spread across 17 agencies and 22 programs. 2021 was the third year of the five-year cycle. In 2021, 13,666 clients were served by the granted agencies.

## Impact Areas

**HEALTH**

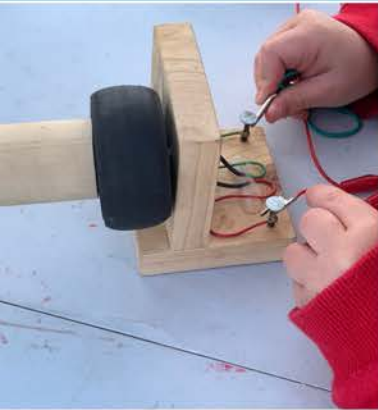
**EDUCATION**

**FINANCIAL  
WELL-BEING**

**CONNECTION  
TO  
COMMUNITY**



# Program Investment



# 2-1-1

A free service that connects individuals to the community resources specific to their needs and availability in the community. It is available 24/7 through call or text.

## Top Request in 2022

TOP HOUSING & SHELTER REQUESTS	
Shelters	567
Low-cost housing	377
Home repair/ maintenance	87
Rent assistance	580
Mortgage assistance	41
Landlord/ tenant issues	93
Contacts	4
Other housing & shelter	12

TOP MENTAL HEALTH & ADDICTIONS REQUESTS	
Substance abuse & addictions	463
Marriage & family	2
Crisis intervention & suicide	99
Mental health services	194
Mental health facilities	33
Other mental health & addictions	2

TOP UTILITIES REQUESTS	
Electric	894
Gas	54
Water	51
Heating fuel	19
Utility payment plans	1
Phone/internet	73
Contacts	13
Other utilities	14

TOP HEALTHCARE & COVID-19 REQUESTS	
Health insurance	79
Medical expense assistance	34
Medical providers	57
Dental & eye care	37
Prescription medications	13
Nursing homes & adult care	125
Death related	4
Public health & safety	14
COVID testing	55
COVID vaccination	35
All other COVID	66
Other health services	50
Contacts	36
Other healthcare	2



# IMPACT INITIATIVES



Thriving Neighborhoods is a Community Impact Initiative that leverages multiple investment strategies to improve the overall well-being of neighborhoods, and the residents that live within them. This approach focuses on the systems that all individuals use to live and navigate.

Through targeted investments in neighborhoods experiencing concentrated need, we help ensure that all neighborhoods become the kinds of places where all residents can reach their full potential and thrive. By increasing access to strong systems of community support, we provide opportunities for economic growth, employment security, social connectedness, empowerment and self-advocacy.

## Community School Strategy



Brown County United Way's first place-based endeavors focused on a cohort of four eastside neighborhoods: Downtown, Joannes Park, Navarino and Whitney Park.

The selection of this geographic area directly coincides with our partnership with the Green Bay Area Public School (GBAPS) District. BC UW is the anchor partner in the Community School Initiative. The Community School strategy is complementary and purposefully embedded into our neighborhood-based work.

Howe Elementary Community School, as the flagship Community School, is a neighborhood hub that supports students, families, and neighbors by providing access to community supports such as academic, emotional, health, and social services. A school as a community hub removes barriers to learning for children and increases accessibility for neighborhood residents to much needed resources. When Community Schools are strategically leveraged as natural hubs of neighborhoods, outcomes improve not only for the children attending the school and their families, but also the neighborhoods in which they live.





# IMPACT INITIATIVES



## Short-Term Investment Strategy

Neighborhood Partnership Grants originated with the desire to impact the community on a grassroots level through smaller, flexible, easier to obtain funds (\$1,000-\$10,000 each) that could be distributed to eligible non-profit organizations for targeted work in our four-neighborhood cohort area (Cohort 1: Downtown, Navarino, Whitney Park, and Joannes Park). More recently we expanded to include Green Bay neighborhoods that are considered under-resourced, and an Asset Limited, Income Constrained, Employed (ALICE) neighborhood (Cohort 2). These grants are intended to provide funding for one year for a project/program/activity that brings resources and programs directly into neighborhoods and strengthens the social and physical well-being of the residents.

These dollars have allowed for targeted investment in either Cohort 1 (targeted more heavily as it aligns with the Community School Initiative, 65% of funds), and Cohort 2 (35% of funds). To date, 78% of the allocations have been targeted to Cohort 1, and 22% of allocations to Cohort 2.

## Long-Term Investment Strategy

In April 2022, BC UW publicly announced a \$1 million federal appropriation, the largest grant ever received by Brown County United Way, for the development of a community based center, located in a Green Bay neighborhood. Later in February 2023, the city announced BC UW as a major partner in the project now known as City East.

The City East Center will be a comprehensive, neighborhood-based community center where people of all ages come together to learn, find assistance when needed, and build relationships with other residents to strengthen their sense of belonging in the neighborhood. Rather than simply addressing one problem or social condition, we hope to build and enhance relationships around the community to transition individuals from intervention to self-sufficiency through various social service programs and partnerships. City East also incorporates mixed housing, aligning with the city's goals for promoting affordable housing. The center will be located in the Joannes Park neighborhood.





# ADVOCACY SOLUTIONS



Brown County United Way has been an active advocacy leader for many years. In January 2020, we formally established an Advocacy Council comprised of community influencers, including nonprofit representatives. The Advocacy Council's purpose is to work together with us in developing our Advocacy Priorities and impacting positive policy and systems change, with special attention on the one in three households in Brown County that struggle to meet daily basic needs and the people and populations experiencing marginalization and discrimination.

## **Our Advocacy Priorities focus on the following:**

**Basic Needs Equity:**  
Improved access to community resources and supports

**Education Equity:**  
A strong education system from cradle to career

**Financial Equity:**  
Improved access to financial assistance and resources

**Health Equity:**  
Improved access to health and well-being at community and clinical levels

**Equitable Connection to Community:**  
Support policies and practices that foster social cohesion, belonging, and improved service delivery



# ADVOCACY SOLUTIONS



A crucial component of our Equitable Connection to Community Priority Area is supporting policies that promote a strong, vibrant nonprofit sector and a “no wrong door” approach between all human service providers. To that end, the Advocacy Council worked to envision new, innovative ways to ensure more equitable access to social services throughout Brown County. The council subsequently wrote and secured an Equitable Recovery Grant from the State of Wisconsin. This \$999,737 grant is supporting the launch of the HubCAP (Community Access Partnership) Initiative. Through the use of specialized vehicles staffed by community navigators and local partner organizations, the HubCAP’s goal is to increase equity and remove disparities by bringing vital community services and information to people where they live, work, and gather.

## HubCAP Initiative

## 2022 Advocacy Forum

Brown County United Way and the Greater Green Bay Community Foundation organized and co-hosted a free Advocacy Forum for nonprofits during 2022. Topics included what advocacy is and why it’s important; advocacy success stories from local nonprofits; and guidelines and rules around nonprofits’ participation in advocacy efforts according to the Wisconsin Ethics Commission. The forum was a central component of Brown County United Way’s recognition of United Way Worldwide Day of Action in June 2022 and the Greater Green Bay Community Foundation’s Nonprofit Impact Initiative.





# 2022 Generous Workplaces

American Transmission Company	Green Bay Area Public School District	The Boldt Company
Aon Risk Services, Inc. of WI	Gustave A Larson Company	The Salvation Army of Greater Green Bay
Ashwaubenon School District	Herb Kohl Philanthropies	Thrivent
Associated Bank	Hinkfuss, Sickel, Petitjean & Wieting	Town Bank
AT&T Master	Humana, Inc.	Tweet-Garot Mechanical, Inc.
Aurora Baycare Medical Center	Hurckman Mechanical	U.S. Bank
Baker Tilly	Hydrite Chemical	U.S. Venture Brown County
Bay - Lake Regional Planning Commission	Imperial Supplies, LLC	UnitedHealth
Baycare Health Systems	J. J. Keller & Associates, Inc	University of Wisconsin - Green Bay
BelGioioso Cheese, Inc.	Jacobs Engineering	Verkuilen and Associates
Bellin Health	JBS	Walmart
Bergstrom Automotive	Johnson Financial Group	WBAY TV - 2
Big Brothers Big Sisters of Northeastern WI	Kadant/Granttek Inc.	We Energies
BMO Harris	KerberRose & Associates	WEC Energy Group
Border States Electric	KI	Werner Electric
Boys & Girls Club of Green Bay	Kimberly-Clark	WFRV TV - 5
Breakthrough Fuel	Kinectrics	WIPFLI
Brown County United Way	Kohler	Wisconsin Bank & Trust
Camera Corner/Connecting Point	Lakeland Care District	Wolter Group
Capital Credit Union	Legal Action of Wisconsin, Inc.	Woodward Communications, Inc.
CASA of Brown County	Leonard & Finco Public Relations	WPS Charitable Foundation
Caterpillar	Medical College of Wisconsin	WPS Health Solutions
Catholic Charities of the Diocese of Green Bay	Meijer	Xcel Energy
Catholic Diocese of Green Bay	Miron Construction Company	
Century Fence	Morley-Murphy Company	
Clifton, Larson, Allen LLP	Moski Corporation	
Community First Credit Union	N.E.W. Community Clinic	
CONNECT	Nationwide Insurance	
Constellation Energy Generation, LLC	NEW Water	
Costco	Northeast Wisconsin Technical College	
Cummins NPower, LLC	Nsight/Cellcom Telservices	
Curative Connections, Inc.	O'Reilly Auto Parts	
De Pere School District	Paper Converting Machine Company	
DigiCopy	Pathology Consultants of Green Bay	
Duke Energy Corporation	PCM Credit Union	
Encompass Early Education and Care, Inc.	Pieper Automation	
Experis Finance	Pomp's	
Faith Technologies	Prevea Health	
Family & Childcare Resources of N.E.W.	Procter & Gamble	
Family Services of NEW	Pulaski School District	
Fed Ex	Radiology Chartered Physicians	
Festival Foods	RGL	
Foth	Robert W. Baird & Company	
Foundations Health and Wholeness	Rockwell Sales Offices	
Fox Communities Credit Union	Ruder Ware	
Georgia - Pacific	Sargento Foods Inc.	
Girl Scouts of the Northwestern Great Lakes	Schneider	
Godfrey & Kahn	Schrieber Foods	
Golden House, Inc.	Seven - Up Bottling Co.	
GRAEF	St. Norbert College	
Green Bay Insurance Center	St. Vincent Hospital	
Green Bay Packaging	Streu's Pharmacy Inc	
Green Bay Packers	Target Stores	



# 2022 Board Members

Allison Barthen

Vicki Bayer

Angie DeWitt

Tony Fisher

Michael Gasick

Michelle A Hasen

Joel Hansen

Scott Hansen

Christopher Howald

Adam Jackson

Kristin Jacobs

Corey King

Nathaniel King

Karen Lancelle

Julie Marthaler

Steve McFarlane

Eric Peterson

Edward Policy

Dr. H Jeffrey Rafn

James Ridderbush

Steve Schmeisser

Paul Spicer

Brian Stenzel

Thomas Vandenberg

Erin Van Zeeland

Jody Wilmet

## Brown County United Way Staff

**Robyn Davis**, President & CEO

**Cheryl Cerrato**, Chief Financial Officer

**Rashad Cobb**, Chief Operating Officer

**Corrissa Frank**, Chief Philanthropy Officer

**Victoria Headrick**, Information System Strategist

**Sarah Inman**, Principal Strategist Community Investment

**Jill Sobieck**, Impact Initiatives/Outreach Strategist

**Holly Ladwig**, Program Investment/ 2-1-1 Strategist

**Steve Zinda**, Campaign Strategist

**Cierra Ivey**, Communication/Engagement Strategist