

# UNITED WE RISE



United Way of  
Sheboygan County



**Mission:** To build a stronger and healthier Sheboygan County through effectively facilitating community resources, convening broad dialogue, and focusing on the areas of highest need.

**Vision:** A community where all individuals and families can achieve their human potential through education, income stability and healthy lives.

## HOW TO TELL THE UNITED WAY STORY

These are United Way's key messages. In addition to sharing these messages, share your own United Way moment/story – why you believe in United Way.

- We have a stake in creating a healthy, prosperous community. After all, we all win when a child succeeds in school, when a neighborhood is safe, when families have good health, and workers have solid jobs.
- United Way connects people who want to make a difference in our community with the people who need help the most.
- United Way is not a short-term investment; it's about lasting change. We work to address our community's most critical problems.
- We address the complexity of people's lives and communities by focusing on identifying root causes of issues and responding to immediate basic needs.
- Giving to United Way's Community Action Fund is an efficient and powerful way to invest in your community. It is also the best way for United Way to leverage donor dollars strategically and allows charities to make their dollars go further.
- All donations to the Community Action Fund stay local and measured results are reported back to the community annually.
- In addition to making financial investments in programs and community impact initiatives, United Way also helps increase the capacity and efficiency of our program partners through technical assistance and training, as well as connecting them to volunteers and other resources.
- Three top reasons to engage with United Way:
  - **Local.** We invest in 38 programs at local Partner Agencies in the areas of health, education, and financial stability located throughout Sheboygan County.
  - **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community. Individuals can make one annual contribution and know it is impacting many. For organizations, it is not practical to have every nonprofit fund raise at their workplaces. A United Way campaign is a well-organized opportunity for all employees to feel engaged in the community, while benefiting a multitude of local nonprofits and those they serve.
  - **Effective.** We invest in programs at agencies that are in strong financial health. Those programs' results are measurable, sustainable and meet current community needs.
- Change doesn't happen alone. To live better, we must Live United.



# THE BEST WAY TO GIVE

A gift to United Way is any gift directed to our Community Action Fund, one of our three Community Impact Initiatives. Each gift to United Way is combined with those from thousands of donors and invested directly into initiatives and programs that benefit the entire community, not just one program, issue, or population.

### Programs supported by the Community Action Fund:

- Address the most critical issues and community needs.
- Receive oversight and evaluations annually from United Way staff and volunteers.
- Provide financials to be reviewed by United Way staff and trained volunteers.
- Depend on United Way’s ongoing and consistent support, in addition to other funding sources.
- Make a measurable impact in our local community.

### Why the Community Fund is Important:

A gift to United Way’s Community Fund allows you to thoughtfully invest in our community. United Way staff look for gaps and duplications, so Community Action Fund dollars go to the needs everyone is aware of but also to the needs that are less obvious, but no less important. Our community’s problems are interrelated, and only the Community Fund’s diversity of programs work together to address the complex issues– in a way that no single agency, donor, volunteer, or sector of the community can do alone. United Way works to leverage resources, businesses, experts, and other service providers for short-term relief and long-term success.

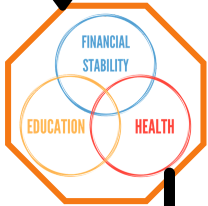
### Community Impact Initiatives supported by the Community Action Fund:

- **Community Partnership for Children (CPC):** A cradle to career initiative focused on prevention and support for children, their families and caregivers. Through this collaboration, CPC can address the diverse needs of families in Sheboygan County.
- **Providing Access to Healing (PATH):** Provides confidential licensed mental health therapy in all public-school districts throughout Sheboygan County. PATH creates increased access to services for youth by removing financial and geographical barriers.
- **Volunteer Center:** Volunteers are a crucial part of general operations and special events for nonprofit agencies. The Volunteer Center helps connect you, your family or your team to the right volunteer opportunity in our community.

## Community Action Fund Donation



You give a gift to United Way of Sheboygan County to change the story for individuals and families.



Each year local programs focusing on education, health and financial stability apply for funding.



Volunteers review program applications and make funding decisions, holding each agency accountable for the funds used.



Funding is invested in 38 programs at 23 agencies and three collective impact initiatives to meet community needs!

## Connect with us

- **Kate Baer**, Executive Director, [kate@uwofsc.org](mailto:kate@uwofsc.org)
- **Emily Kaiser**, Director of Donor Engagement, [emily@uwofsc.org](mailto:emily@uwofsc.org)
- **Katelyn Piper**, Director of Community Development, [katelyn@uwofsc.org](mailto:katelyn@uwofsc.org)