

## Money would maintain current funding levels for 13 nonprofits

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OZAUKEE COUNTY — United Way of Northern Ozaukee is asking for help from Ozaukee County's communities to raise

**Barbara Bates-Nelson**

\$30,000 before the end of March.

Barbara Bates-Nelson, executive director of UWNO, put out the call Friday.

“As we close the 2017-18 United Way campaign this month and implement our countywide initiatives, we find that we have a shortfall of approximately \$30,000, and we are asking for your support. It's going to take the whole community to do its part to help meet the growing needs in the community,” Bates-Nelson said in a press release.

Bates-Nelson said that UWNO makes commitments each year at the end of March to its 13 partner agencies, nonprofit service organizations throughout Ozaukee County, including Advocates of Ozaukee, Big Brothers Big Sisters, Family Sharing and others. The funding those agencies receive from UWNO is part of their annual budgets.

“The \$30,000 is if we want to give at the same level as last year,” Bates-Nelson said Monday.

Last year, Bates-Nelson said the local United Way gave about \$205,000 in its annual commitments. That amount is what UWNO is seeking right now to continue the current level of funding; it would not account for the 23-percent increase the agencies requested to cover increased needs and costs of services.

Bates-Nelson said the shortfall is caused by a variety of things, rather than one problem. There was one workplace fundraising campaign that came in lower than expected, and a company that traditionally donates went through reorganization and did not do so this year. Other variables contributed as well, bringing UWNO to today with the \$30,000 needed in the coming month to maintain funding levels.

“We're still hoping; we have 30 days to get \$30,000,” Bates-Nelson said.

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See **NEED**, PAGE **A7** “The need is there, the need is great. We're just trying to respond.”

Executive Director United Way of Northern Ozaukee



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Moving forward, Bates-Nelson said UWNO will be trying to increase its fundraising capacity, both to support its partner agencies and its community impact grants.

Outside of funding service organizations, UWNO gives out cause- or project-related grants, such as \$30,000 last year to the Lakeshore Regional Child Advocacy Center. The CAC was established last year, and the grant was to assist in start-up and operation costs.

Bates-Nelson said that in the coming year, UWNO intends to work aggressively on mental health initiatives, but for March, the goal is to maintain agencies’ funding. She said that the goal is not unattainable if many people were willing to give even small amounts toward it.

Those wishing to support UWNO may send their gift to help a neighbor in need to United Way of Northern Ozaukee, P.O. Box 39, Port Washington, WI 53074, or go to the website at [unitedwayno.org](http://unitedwayno.org) and donate today.

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