UNITED WAY OF NORTHERN OZAUKEE
2017 ANNUAL REPORT
our mission

is to fight for the health, education, and financial stability of every person in all of Ozaukee County.

We Win by Living United.
For more than 67 years United Way of Northern Ozaukee has been on this journey, and we thank you for being a part of our progress. Let’s continue to work together with the mutual goal of making Ozaukee County a stronger more caring community.

We worked collectively and diligently with our partner agencies and other organizations in the county to ensure that we drive innovative and impactful solutions to the most complex challenges facing our community.

Through critical conversations and research, we have focused our efforts on helping working families who are struggling to make ends meet, addressing the intensifying needs of an aging population, and protecting and advocating for the most vulnerable amongst us.

We are proud to celebrate our collective achievements with our partners and stakeholders. Our partners, volunteers, and donors are a vital part of United Way. They are the ones who dedicate their time, resources, and talents to bettering the lives of others and the community. The dedication and generosity of our partners make achievements such as:

• Assisting 48% more people who were at risk of becoming homeless
• 95% of parents enrolled in a UWNO funded program reported gaining better parenting skills
• 94% of the children who participated in a United Way-funded Mentoring program reported that the influence of a caring adult helped them focus more on academics and avoid risky behaviors.

Thank you,

Cindy Nierode and
Barbara Bates-Nelson
The 2016-2017 campaign raised more than $316,000 due to the unwavering support of donors who make a positive and lasting difference in the lives of people right here in Ozaukee County. We successfully met our fundraising goal through the generosity of more than 89 local companies and organizations participating in the annual campaign and more than 1,000 donors.

### United Way Campaign Trend

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/2017</td>
<td>$316,956</td>
</tr>
<tr>
<td>2015/2016</td>
<td>$333,895</td>
</tr>
<tr>
<td>2014/2015</td>
<td>$265,268</td>
</tr>
<tr>
<td>2013/2014</td>
<td>$262,974</td>
</tr>
<tr>
<td>2012/2013</td>
<td>$237,845</td>
</tr>
<tr>
<td>2011/2012</td>
<td>$224,399</td>
</tr>
</tbody>
</table>

### United Way of Northern Ozaukee, Inc.
**Statement of Financial Position**
**as of March 31, 2017**

<table>
<thead>
<tr>
<th><strong>Assets</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$179,660</td>
</tr>
<tr>
<td>Pledge Receivables</td>
<td>$181,470</td>
</tr>
<tr>
<td>Other Assets</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$361,130</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Liabilities &amp; Net Assets</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accrued Liabilities</td>
<td>$3,856</td>
</tr>
<tr>
<td>Allocations and Designations Payable</td>
<td>$152,250</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>$156,106</td>
</tr>
</tbody>
</table>

| **Net Assets**                |            |
| Unrestricted Net Assets       | $205,024   |
| **Total Net Assets**          | $205,024   |
|                               | $361,130   |
We are grateful for our two new workplace campaign partners: D.D. Williamson in Port Washington with their matching corporate donation and Columbia St. Mary’s Ascension Systems.

**Source of Donations**
- Workplace Campaigns
- Corporate Donations
- Foundations
- Residential and Small Business
- Events
- Service Clubs
- Grants

**Tocqueville Society**
Our sincere thanks to Charter and Port Washington State Bank for leading the way through their generous leadership giving.

**Corporate Leaderboard**
A special shout out goes to our Corporate Leaders BMO Harris Bank, Charter, Port Washington State Bank, and Sargento for increasing their overall giving by 5% or more.
Community Need

Education is crucial for improving health, financial stability, and a stronger community. Our community has a need to expand Education, Training, and Literacy support for those in need within the county.

17%* of Ozaukee County residents are 65+ years old, and growing (15% in 2010*) - whom will need continued support. Mental Health and Substance Abuse are two of the top emerging health priorities for the county, according to the 2017 Health Rankings Report.

31%** of Ozaukee County residents are at risk of falling into poverty. Food and Income security is a growing problem, and Ozaukee County is not immune.

Key 2016 Programs Supported

- Youth Development
- Girl Leadership Experience
- Mentoring
- Parents As Teachers (PATS)
- Jail Curriculum & Testing
- Employment Opportunity Services
- Adult Literacy Tutoring

- Child Advocacy & Support
- Supported Living Programs
- COPE Help Line
- Senior Respite Care & Volunteer Training
- Recreational Programs for Families/Individuals with Disabilities
- Food Distribution
- Anti-Drug/Substance Abuse Support & Prevention

- Homeless Prevention
- Food Distribution
- Ozaukee Transportation Initiative
- Emergency Vouchers

*US Census Bureau   **2014 United Way ALICE Report
<table>
<thead>
<tr>
<th>Partner Organizations</th>
<th>United Way Financial Contribution</th>
<th>Total Program Impact</th>
</tr>
</thead>
</table>
| • Boy Scouts/Girl Scouts  
• Big Brothers/Big Sisters  
• Ozaukee Family Services  
• Ozaukee Co. Jail Literacy  
• Portal | $110,300 | Helped train, educate, and support 4,993 Ozaukee Residents. |
| • Advocates  
• Balance  
• COPE  
• Interfaith Caregivers  
• Portal Family Circle  
• Starting Point | $122,500 | Helped 19,385 Ozaukee Residents with their mental, emotional, and physical health. |
| • Advocates  
• Family Sharing of Ozaukee  
• Interfaith Caregivers  
• Salvation Army | $60,400 | Helped provide income security for 22,017 Ozaukee Residents, through food, clothing, transportation, and emergency financial assistance. |
ALICE is Asset Limited, Income Constrained, Employed

In 2016, with the ongoing support of generous community members, businesses, and partner organizations, we provided positive outcomes for struggling working families. Look at what we were able to accomplish together.

$61,476
is the annual household survival budget for an average Ozaukee County family of four.

9,000 families in Ozaukee County are struggling and working, but barely able to afford basic household necessities.

1 IN 20 individuals received food share in Ozaukee County.

75% of families were able to keep their homes after receiving short term rent assistance provided by Homeless Prevention efforts by Advocates of Ozaukee, United Way of Northern Ozaukee and additional nonprofit partners.
Ozaukee County residents were helped by United Way of Northern Ozaukee.

- **97%** of Match Me Youth Development Outcome Survey respondents reported **improvement in being on track to graduate** or get to the next grade level.

- **6,200+ RIDES** were provided to seniors and individuals with limited mobility to medical and therapy appointments in and out of Ozaukee County through the Ozaukee Transportation Initiative, a partnership of Interfaith Caregivers, Ozaukee County and United Way of Northern Ozaukee.

- **46,000** Ozaukee County residents were helped by United Way of Northern Ozaukee.
FORWARD LOOKING

Great trust has been placed in our volunteers, staff, and our community partners to wisely and purposefully use your contributions of time and money.

United Way fights for...

...The recent college graduate unable to afford to live on his/her own

...The young family strapped by childcare costs

...The people with disabilities or the elderly unable to find transportation to medical services or community events

According to the 2017 Health Rankings Report, two of the top emerging health priorities for Ozaukee County are mental health and substance abuse.

You can expect us to continue working collaboratively with the county and our partner agencies to make the difference in our community. We forge unlikely partnerships to identify and tackle even the most complex and daunting problems in Ozaukee county.

Our goals for 2017 and focus will be to continue our work on homeless prevention efforts and to provide additional support in the area of child advocacy, substance abuse, and mental health.

Our challenges are significant, but so are the opportunities to make a positive difference today and for tomorrow. We continue to turn to the generous individuals, organizations, and businesses in Ozaukee County to continue our mission to fight for the Health, Education, and Financial Stability of each person in every community in Ozaukee County.
United Way of Northern Ozaukee County and our partner agencies thank you for your financial and volunteer support that improves our community.

We are pleased to report support for your local community continues on an upward trajectory. Through the generosity of corporate campaigns, individual donations and fundraising activities, financial support for United Way of Northern Ozaukee County has grown 19% from 2014-2016! We would also like to recognize the dedication of our partner agencies and the contagious energy from our expanding volunteer base making it possible to make a positive difference within the community.

Consistent increases in funding and volunteer support enables United Way of Northern Ozaukee County to keep pace with aggressive plans to meet the needs of your local community by supporting agencies that provide services within three key initiatives: Education, Financial Stability and Health. Through our collective efforts we can help those households that need short term financial support to pay rent, those in need of assistance helping someone through a drug or alcohol addiction issue and for the elderly who need transportation to their healthcare provider.

It is our plan to continue to build on this momentum during 2018. We can only do this through you. Please join us in support of United Way of Northern Ozaukee County; as a volunteer, a donor or in support of a partner agency.

Thank you,
Rick Sternhagen and Mike Wood
WE WIN BY LIVING UNITED

United Way of Northern Ozaukee
www.unitedwayno.org