



United Way  
of Northern Ozaukee

## CAMPAIGN ESSENTIALS FOR YOUR UNITED WAY CAMPAIGN

The pandemic hit all communities but especially those already facing the greatest health and income disparities. In the October 2021 **UW ALICE** (ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED) report, households below the ALICE threshold fared significantly worse than households above the ALICE Threshold financially, physically, and emotionally. United Way has been a champion for improving the life of **everyone** in our community, including ALICE. Through discussions and collective research with our nonprofit partners on best practices, we are launching a new initiative that will provide comprehensive access to health and human services to our most vulnerable and underserved populations through a Community Service Navigator Program.

The Community Navigator is an evidence-based program that will work collaboratively with **multidisciplinary** partners to connect health and human service resources more efficiently. The Community Service Navigator (CSN) would play a key role in outreach and empower community members to overcome the root causes of health problems, maximize their own individual health, and access health and human services. Many individuals in need have difficulty navigating the system of social services available to assist them. This is particularly true when they have complex issues and/or are working through trauma. Currently, a family would have to navigate multiple people from multiple agencies. Under the Community Service Model, the CSN would work alongside individuals and or families and coordinate all community services.

In 2023, we will continue our work ensuring Ozaukee residents have the basics like food, clothing and safe and stable housing. ***At the same time, we're increasing cross-sector resources to empower community members to overcome the root causes of health problems, maximize their own individual health and access health and support services.***

### **United Way is working to raise \$400,000 to advance critical programs**

***Heritage Society*** – Those employees who donate a minimum of \$300 per year, or \$6 per week, become members of the Heritage Society. Each year the names of Heritage donors are publicized. Last year over 300 leadership givers led the way in helping their neighbors achieve a better tomorrow. Encourage your employees to be leadership givers.

***Report Envelope and Report Form*** – There is a Report Form in the Campaign Folder. When your campaign comes to closure, please fill out the form and return the envelope and form to Jill Grimm at the Port Washington State Bank. Email her at [jill.grimm@pwsb.com](mailto:jill.grimm@pwsb.com) or contact United Way of Northern Ozaukee at 248-613-7855. We need the Report Form each year to create the Company History Sheet. **Please try to fill out that form and return it before December 31st.**



## United Way of Northern Ozaukee

**Virtual Campaigns** – If you're unable to pass out brochures and materials, email them to your team and post them on your intranet. No paper pledge forms? No problem! Your United Way contact will help you set up an online giving link making it easy for employees to donate. Contact Barbara Bates-Nelson at [unitedwayno@gmail.com](mailto:unitedwayno@gmail.com). **The timeline for the campaign is September - December. Please try to complete your company campaign during that time.**

**Additional Services** – United Way has partnered with MyFreeTaxes to provide free state and federal tax preparation and filing assistance for qualified individuals. It's easy, safe, secure and 100 percent free. The MyFreeTaxes Partnership's online and in-person tax preparation and filing services have helped millions of families. Tax filing software is provided through MyFreeTaxes.com and powered by H&R Block. If you are interested in learning more, please contact Barbara Bates-Nelson at 248-613-7855 or [unitedwayno@gmail.com](mailto:unitedwayno@gmail.com).

**Volunteer Opportunities** – UWNO has responsibility for volunteer recruitment and connecting your team with volunteer opportunities. If you or your employees are looking for volunteer opportunities, go to [volunteerozaukee.org](http://volunteerozaukee.org). United Way will pair your skills with your interests to find the perfect opportunity with one of our partner agencies. We can also create special corporate volunteer opportunities and team-building experiences. Whether you give an hour, a Saturday or one day a week, your time makes a difference. Contact Barbara Bates-Nelson at 248-613-7855 or [unitedwayno@gmail.com](mailto:unitedwayno@gmail.com) for details.

**Familywise/Single Care** – United Way has partnered with Familywise/Single Care to offer a prescription savings as a great supplement to your company's wellness program. For more information regarding this program, go to [unitedwayno.org/singlecare](http://unitedwayno.org/singlecare).

**Homeless Prevention Fund (Funded by United Way of Northern Ozaukee)** – For some in our community, a medical emergency, loss of job or even unexpected car repair could spiral an individual or family into crisis. If you know of someone in your workforce who is at risk of losing their home, the Ozaukee County Homeless Prevention Program could help. To learn more about the program or to request a packet of material to share within your workforce, please contact Barbara Bates-Nelson at 248-613-7855 or [unitedwayno@gmail.com](mailto:unitedwayno@gmail.com).

**PowerPoint Presentation & Speakers Bureau** – If you would like a UWNO PowerPoint Presentation, a speaker or help with your campaign, please contact Barbara Bates-Nelson at 248-613-7855 or [unitedwayno@gmail.com](mailto:unitedwayno@gmail.com).