



UNITED is the WAY To Build a Community Where All Can Thrive

2024-25 Annual Report



UNITED WAY
Northern Ozaukee

75 YEARS OF
IMPACT

A HEALTHY, GROWING, VIBRANT COMMUNITY

Message From The Board President

For most people, the United Way of Northern Ozaukee is seen as a fundraising organization. We work with local businesses to develop workplace campaigns, organize engaging events to raise money, and seek grant funding from foundations, corporations, and government entities—all this to support local nonprofit organizations that serve the people of Ozaukee County.

But that's not everything we do. We also develop the services that are needed through our own initiatives. In fact, some of the initiatives started by United Way of Northern Ozaukee have been picked up by other communities, nonprofits, and governments. These services have proven effective, efficient, and beneficial over the years.

The Child Advocacy Center of Ozaukee began right here in Saukville. It has expanded with new centers in Washington and Sheboygan counties, and soon, Manitowoc County. Although our Community Navigator Program has only existed for two years, it has become a model for connecting people in need with essential services that can make a profound difference in their lives.

United Way of Northern Ozaukee County is not only a fund developer. It is a convener, a developer, a supporter, and even a solution.

Craig Modahl



Craig Modahl
Board President



Barbara Bates-Nelson
Executive Director

Pictured (Left to Right):

Front Row: Eric Rathgeber, Doug McManus, Barbara Bates-Nelson, Martha Putman, Cindy Nierode

Back Row: Don Bystricky, Kim Boettcher, Jack Linehan, Gerry Antoine, Karen Cohen, Tom Carson

Not Pictured: Bob Haupt, Jerry Faust, Craig Modahl, Cheyenne Streff, Dr. Michael Weber

United Way of Northern Ozaukee

P.O. Box 39, Port Washington, WI 53074 | (248) 613-7855 | www.unitedwayno.org

WHO WE ARE

A Mobilizer, Convener, Collaborator, and Innovator

We are a community-based organization that mobilizes people behind solutions with the greatest potential to move us all forward, inspiring hope and a sense of possibility.

MOBILIZER

We mobilize people behind solutions with the greatest potential.

CONVENER

We actively invite and convene people to join us to make lasting differences.

INNOVATOR

Through collaboration, we address challenges with innovative solutions.

COLLABORATOR

Connect partners to resources to advance community-driven priorities.

WHY UNITED WAY?

Regardless of the challenge, United Way of Northern Ozaukee's comprehensive approach and local community roots enable us to find a way forward.

LOCAL EXPERTISE & PARTNER NETWORK

UWNO is deeply rooted in the community with a strong network of partners that help implement effective and impactful strategies.

INVESTOR

Your gift, combined with those of other donors, support a wide range of local programs and initiatives that address local challenges at every level, which is what makes UWNO a unique and powerful concept.

UNITER

We open pathways for every person and community to thrive, fostering belonging, connection, and unity. Together, we are stronger.

IMPACT OVER THE YEARS

True to our founding spirit, whenever there is a need in our community, United Way is there

In 2024, we invested **\$380,966** and positively impacted over **17,400** residents of Ozaukee County. This impact encompasses specific examples of programs and their corresponding outcomes.

186 people received rent assistance, a 12% increase from 2023.

14,708 neighbors were connected to basic needs such as food, transportation, and health care.

200 hours of counseling & therapy for children who endured violence, abuse, or neglect to build resiliency skills to thrive in the face of adversity.

\$106,000 in savings, thanks to our volunteers who work tirelessly to ensure your dollars go back to support critical programming.

86 adults benefitted from the Adult Literacy Program and gained new skills and credentials to help them secure a livable wage job.

SINCE 1950 ... Neighbors Helping Neighbors

We have reinvested over **\$7.5 million** in a wide range of local programs and initiatives that have touched hundreds of thousands of lives. We worked with over 30 strategic partners and invested in programs that truly made a difference in our neighbors' lives.



A SPOTLIGHT ON HARDSHIP

ALICE

FINANCIAL HARDSHIP IN OUR COMMUNITY

In Ozaukee County, 10,697 households (28%) cannot afford the basics. These families fall below the ALICE Threshold, which includes those in poverty and ALICE (Asset Limited, Income Constrained, Employed). Struggling yet hidden in plain sight, ALICE earns above the poverty level but less than the cost of household basics.

6%
IN POVERTY

HOUSEHOLDS
BELOW THE
ALICE THRESHOLD

22%
ALICE

DISPARITIES EXIST BY HOUSEHOLD

% Below ALICE Threshold in Ozaukee County:



Single or Cohabiting
(no children)



Under 25 years old



Married
(with children)



25-40 years old



Single-Female-Headed
(with children)



45-64 years old



Single-Male-Headed
(with children)



65 years and over

Data Source: United For ALICE® (2025). *The State of ALICE in Wisconsin*



UnitedForALICE.org
@United4ALICE



75 YEARS OF
IMPACT

BE PART OF
THE SOLUTION

UnitedForALICE.org/WI

CHANGING LIVES

A College Bound Future Awaits

A COLLEGE BOUND FUTURE AWAITS

Ozaukee Family Services (OFS) has provided school-based counseling to a high school student struggling emotionally and academically. The student was not attending school and was also in charge of his two younger siblings. His Dad was in jail, and Mom had significant and severe mental health issues that led to involuntary hospital stays and jail time.



Our counselor engaged the student in school through group activities, peer learning, and creating a safe space for sharing ideas and asking questions. Along with positive reinforcement, these activities improved both his attendance and participation. OFS also enrolled the family in the Coordinated Services Team program and brought a community support team into the circle. This was a little over a year ago. This year, the student just found out he was accepted to college and is receiving a scholarship. He is more engaged with his peers and is making plans for his future.

Your support and involvement made this possible. This is just one of the many personal stories demonstrating our work's impact. These stories of resilience and success inspire us and give us hope for a better future.



WHAT A DOLLAR BUYS

United, We Win!

Your giving to UWNO is not just a donation; it's a direct investment in our shared future and makes our work possible.

Together, let's break down barriers so people can build thriving lives.



\$100

One-on-one training session(s) to enhance literacy skills for local individuals and families.



\$250

Basic needs for a family in crisis.



\$500

One week's worth of healthy food for a family.



\$1,000

14 hours of in-school mental health counseling for uninsured students.



\$1,200

One month of childcare for one infant or one preschooler so that a single parent raising their child can go to work.

UNITED WAY OF NORTHERN OZAUKEE

Network of Partners & Programs



HEALTHY COMMUNITY

Family Sharing of Ozaukee - Food Pantry - UWNO partners with Family Sharing to ensure families that are facing food insecurity can access nutritious meals. This initiative empowers families by alleviating the difficult choice between maintaining their health and managing monthly bills. Their offerings include the Food Pantry, Mobile Food Pantry, and Senior Home Delivery programs, all designed to provide support and nourishment to those in need.

Interfaith Caregivers of Ozaukee - Transportation & Support Services for Seniors/Disabled - At UWNO, we take great pride in collaborating with Interfaith Caregivers to ensure seniors and individuals with disabilities can access essential medical appointments and grocery shopping. This is achieved through dependable, no-cost door-to-door transportation services.

NAMI - Pizza & Nosh Nights - We support NAMI's monthly Pizza & Nosh Nights, where individuals and their families living with mental health challenges can come together in a welcoming environment. These gatherings foster social support and create communities of understanding, offering shared experiences that uplift and connect those who attend.

Sirona Recovery - Healing Point House - Our partnership with Healing Point House is dedicated to assisting men on their recovery journey. This program provides a safe transitional living opportunity, paving the way for individuals to embrace sobriety and rebuild their lives.



YOUTH OPPORTUNITY

Balance, Inc. - Children's Social Skills Program - Every child deserves a chance to reach their full potential. UWNO collaborates with Balance, Inc. on a social skills program that helps children with intellectual and developmental disabilities learn to express themselves clearly and build strong social connections, laying the groundwork for personal and academic success.

Big Brothers Big Sisters - Match Me - We proudly partner with Big Brothers Big Sisters to nurture our youth's mental health by connecting them with caring mentors. These positive role models do incredible work, helping children build resilience and confidence as they navigate their journeys.

Ozaukee Family Services - Parent Education & Youth Mental Health Services - We work together to create a strong foundation for our youth's well-being. OFS's program provides invaluable support and resources for parents and caregivers, equipping them with the tools to nurture their children's healthy growth and development.



FINANCIAL SECURITY

Advocates of Ozaukee - Homeless Prevention Program - A secure home is essential for a stable life! Through our partnership with Advocates, we are dedicated to preventing evictions by managing and distributing rent assistance funds, ensuring families can focus on building their futures.

Adult Literacy - Adult English Language Instruction Program - We believe that strong literacy skills can be transformational. That's why UWNO collaborates with Adult Literacy to help adults enhance their language abilities, empowering them and their families to seize future opportunities confidently.

Ozaukee Jail Literacy - Educational Opportunities to Incarcerated Individuals - Our partnership with OJL is designed to support incarcerated individuals working towards reintegration into society. Through educational resources, we offer pathways to succeed and rebuild their lives upon release.

Portal, Inc. - Employment Services & Support Service - At UWNO, we are excited to collaborate with Portal, Inc. to offer mentorship for individuals facing significant barriers to employment. Together, we will equip them with essential workplace skills, helping them secure fulfilling and sustainable job opportunities.



COMMUNITY RESILIENCE

Advocates of Ozaukee - Children's Program - We proudly support Advocates in delivering essential prevention and intervention services for children and teens affected by domestic violence or abuse. Together, we empower these young individuals with coping strategies and resources to help them heal and thrive.

Lakeshore Regional Child Advocacy Center - In partnership with the Child Advocacy Center, UWNO is devoted to supporting children and families impacted by abuse, neglect, and family violence. Together, we ensure every child has an advocate who champions their needs and fosters resilience.

Advocates of Ozaukee - Community Services Navigator - We are grateful to collaborate with multiple Community Services Navigator Program partners to connect vulnerable residents with vital resources. From medical care and mental health support to housing and basic needs, we strive to provide comprehensive assistance to those who need it most.

FINANCIAL INFORMATION

Statements of Financial Position as of March 2025

ASSETS:

Cash & Cash Equivalents	\$434,255
Pledge Receivables	\$110,718
Other Assets	\$13,805
Total Assets	\$558,778

LIABILITIES:

Other Liabilities	\$1,230
Allocations & Designations Payable	\$297,900
Total Current Liabilities	\$299,130

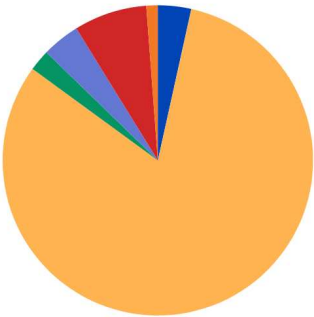
NET ASSETS:

Unrestricted Net Assets	\$259,648
Total Net Assets	\$259,648

REINVESTMENT STRATEGY

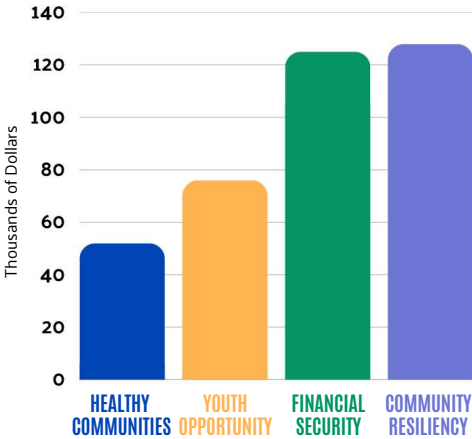
Our work is not just making a difference in the community; it's transforming lives. We're advancing financial security, providing opportunities for young people, and improving health and well-being for all. This is the power of collective action, which gives us hope for a better future.

2024-25 EXPENSE BREAKDOWN



- Accounting Expense
- Agency Allocations
- Fundraising Expenses
- Management & General Expenses
- Salary Expense
- United Way Membership Dues

Total Reinvested: **\$380,966**



HEALTHY COMMUNITIES

- Family Sharing of Ozaukee
- Interfaith Caregivers of Ozaukee County
- NAMI
- Sirona Recovery

YOUTH OPPORTUNITY

- Balance, Inc.
- Big Brothers Big Sisters
- Ozaukee Family Services

FINANCIAL SECURITY

- Advocates Homeless Prevention Program
- Adult Literacy
- Ozaukee Jail Literacy
- Portal, Inc.

COMMUNITY RESILIENCY

- Advocates Children's Program
- Lakeshore Regional Child Advocacy Center
- Advocates Community Service Navigator

WITH GRATITUDE TO OUR SUPPORTERS

Thank You for Investing in our Community



GIVE BACK

- Increase your pledge
- Consider a legacy gift
- Honor a loved one with a tribute gift

TAKE ACTION

- Use your voice to make an impact
- Support advocacy opportunities in Ozaukee County
- Follow us on social media to learn about advocacy opportunities

GET INVOLVED

- Volunteer to support people in need
- Read with a child for one hour a week
- Drive a senior shopping or to a medical appointment



**Yes, I want to
donate!**



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