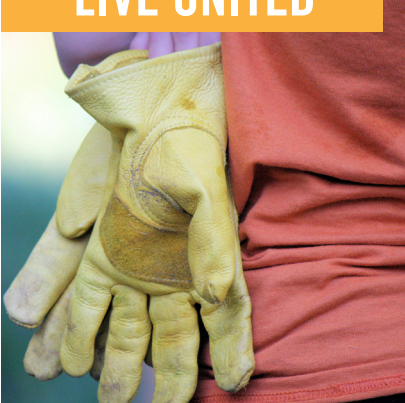


IMPACT IN THE CHIPPEWA VALLEY

United Way Newsletter



LIVE UNITED



Photos by Jessica Schinke

July 2019 Issue

United Way Celebrates 25th Anniversary of Day of Caring with "25 Days of Caring"

2019 marks United Way of the Greater Chippewa Valley's 25th year of hosting Day of Caring. In celebration, United Way is striving to engage more volunteers than ever before by launching 25 Days of Caring.

The organization plans to continue the tradition of hosting the largest community-wide volunteer event in September. In addition, other ways for the community to get involved and learn more about volunteering in the Chippewa Valley will be offered throughout the year.

"The opportunities will vary but the end

goal will remain the same- increase volunteerism in the Chippewa Valley," shared Jan Porath, Executive Director of UWGCV. Each month, there will be different events that the community can participate in. The events will range from volunteering at one of United Way's partner organizations, weaving volunteerism into United Way events, volunteering to support United Way's Impact Initiatives or raising awareness about volunteerism in the Chippewa Valley.

To learn more about upcoming events visit: www.uwgcvc.org/25-days-caring.

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SPECIAL THANKS TO OUR 2019 SPONSORS:



FROM THE EXECUTIVE DIRECTOR

"If you don't know where you're going, any path will take you there."

When you hear the words "strategic planning" do you run the other way? I can proudly say that thanks to the diligence of dedicated volunteers and staff, UWGCV just completed an organizational strategic plan that will take us to 2022.

We conducted what could be considered the usual activities related to strategic planning; survey, community conversations, one community conversation cancelled due to a polar vortex, a S.W.O.T. analysis, lots of post-it notes used, creating a draft, feedback from key constituents, amending the draft, approval by the executive committee and final board approval. The only thing missing was voting with little dots on flip chart paper. But don't worry, we made up for that with my excessive post-it note usage.

The end product is thoughtful and exciting. We kept it simple when possible and expanded when necessary. We have four BIG organizational goals:

- increase our impact
- increase our resources
- strengthen our core and
- increase our community presence

Simple, right? We're dedicated to achieve measurable impact on issues important to the community. We have four BOLD community goals:

- mental health will improve through prevention and intervention programs
- children will enter school ready to succeed
- residents will achieve self-sufficiency by way of training for employment and personal money management skills
- residents will have access to food, shelter and medical care in their time of need

Complex problems, requiring new approaches, collaborations and solutions.

Because of you, United Way is uniquely positioned to mobilize the caring power of our community to tackle these problems. It will take all of us to achieve our goals. We fight for the health, education, financial stability for every person in every community we serve.

We have our plan, we know where we're going, we are on the path. Will you join us?

See more of the plan here: <https://www.uwgc.org/building-stronger-chippewa-valley>



Jan Porath- Executive Director
United Way of the Greater Chippewa Valley

IN BRIEF:

• United Way's Emerging Leaders once again had a sold out show for their annual Dueling Pianos Event. The event was held at the Metro in Eau Claire on Saturday, April 27th and raised \$11,000+ to support programming in the Chippewa Valley.

• Born Learning Trails in community's across the Chippewa Valley will be getting a face lift this spring as volunteers from local businesses and organizations helped with repainting. The interactive trails feature ten signs each including activities such as: "Walk like a Duck" or "Jump like a Frog." The trail's theme of Watch! Stop! Learn! Play! encourages parents and caregivers to follow the child's lead, building the child's curiosity and confidence, and reinforcing the learning already under way. Visit one of United Way's Born Learning Trails. Find all of the locations at: www.uwgc.org/born-learning-trails

• Thank you to Bremer Bank for donating 250 backpacks for Chippewa Valley kids! Backpacks were distributed to Boys & Girls Club of the Greater Chippewa Valley and Western Dairyland Community Action Agency.



ANDREW MARTIN LEADS COMMUNITY CAMPAIGN

POWERFUL is the best word to describe the impact we can make when we unite to change our community. Andrew Martin from Goldridge Properties has stepped up to the plate to serve as United Way's 2019 Campaign Chair. In this role, he hopes to increase awareness around the work of United Way and engage more community members to help make a difference in the Chippewa Valley.

Martin has been an active volunteer and supporter of United Way for 10+ years. He has been a part of United Way's Emerging Leaders Advisory Council and played an important role in the success of their annual fundraiser Dueling Pianos.


He is supported in his efforts by a volunteer Campaign Cabinet which consists of 12 dedicated community leaders and strong supporters of United Way. Each of these cabinet members will invest time into building new relationships and opening new doors with the overall goal of increasing campaign so that more individuals in our community can receive needed services.

With the help of the community, United Way prepares children to enter school ready to succeed, empowers community members to create financially stable lives, and improves the mental health of Chippewa Valley residents. Last year, 21,657 children and adults were supported by United Way services.



Andrew Martin, Goldridge Properties, to serve as the 2019 Campaign Chair for United Way of the Greater Chippewa Valley.



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CHIPPEWA VALLEY 

SPIRIT

AWARDS

Celebrating the Generosity of Our Community



**DAY OF CARING AWARD:
MAYO CLINIC HEALTH SYSTEM**



**SPIRIT OF THE CHIPPEWA VALLEY AWARD:
WIPFLI LLP**



**NONPROFIT EXCELLENCE AWARD:
JUNIOR ACHIEVEMENT OF
WISCONSIN, NORTHWEST REGION**



**OUTSTANDING EMERGING LEADER AWARD:
ANDIE AUNA, XCEL ENERGY**



**SENN AWARD: GERI SEGAL
FAMILY SUPPORT CENTER**



HUMANITARIAN AWARD: DR. LORI WHITIS



**KEYSTONE AWARD:
CHAD TROWBRIDGE, CHIPPEWA
FALLS AREA UNIFIED SCHOOL**

At the Chippewa Valley Spirit Awards, we were able to celebrate the success of the 2018 Campaign, United Way's Community Work and honor many individuals and organizations for their commitment to making the Chippewa Valley stronger. Among many others, we honored:

Chippewa Valley Spirit Award: Wipfli LLP

This is the highest corporate honor given by UWGCV and recognizes a company and its employees for its giving spirit to the Chippewa Valley. Wipfli LLP embodies this giving spirit not only through their involvement with United Way but with their dedication to improving our entire community.

Day of Caring Award: Mayo Clinic Health System

Presented to an organization for their phenomenal support of Day of Caring and community service. In 2018, Mayo Clinic Health System had three teams, for a total of almost 40 employees, volunteering for the day. They are also a financial supporter.

Humanitarian Award: Dr. Lori Whitis

Honors an individual for their efforts to make the Chippewa Valley a better place to live by action, philanthropy, volunteerism or involvement. Dr. Whitis has been an active volunteer with the Chippewa Valley Free Clinic for 12+ years. Staff of the clinic say, "She has become extremely invaluable to the clinic up almost to the point of being irreplaceable."

Keystone Award: Chad Trowbridge with Chippewa Falls Area Unified School District

Presented to an individual who has gone above and beyond in

facilitating a workplace campaign. With over 600 employees, Chad has taken on the huge task of coordinating the pledge campaign for the school district for a number of years. Over the years, Chippewa Falls School District continues to rank as one of our Business Best 25 with over 50% percent of employees contributing annually.

Nonprofit Excellence Award: Junior Achievement of Wisconsin, Northwest Region

Honors a nonprofit agency for their efforts to make the Chippewa Valley a better place to live by demonstrating superior performance, quality, and consistency in pursuit of its mission. The JA program and its dedicated volunteers, bring business and financial literacy concepts into the classroom.

Outstanding Emerging Leader: Andie Auna with Xcel Energy

Honors an individual for their remarkable dedication to United Way's Emerging Leaders. Through Andie's involvement, she has helped plan several events, engaged new volunteers and secured sponsorships.

Senn Award: Geri Segal with Family Support Center

Established in 1998 by Kaye and Steve Senn, this award honors an individual for their professional excellence and achievement in the nonprofit sector. Geri has provided outstanding leadership as Executive Director of the Family Support Center for the past 20 years. She is passionate and extremely thoughtful about reducing domestic violence, sexual assault, and abuse.

SPECIAL THANKS TO OUR 2019 EVENT SPONSORS:



STEPPING OUT FOR ADVOCACY

Kari Stroede, Community Impact Director,
United Way of the Greater Chippewa Valley

It was perhaps the fourth loop around the third floor of the Capitol in Madison, attempting to find the office of the representative serving the Chippewa Valley, that convinced me that I was indeed stepping out of my comfort zone. I was on my own and a bit lost. I was going to walk into an office, and sit down for a thirty minute conversation about what is best for the children in our community. There would be facts and figures and answers to questions. There would be thanks and an “ask.” I was wearing my advocacy hat, and I would be convincing. And when done, I was going to march on to the next of four offices on my list. That was April 2, 2019 – a date when staff from United Way offices across the state joined with Child Care Resource & Referral agencies to meet with almost 40 representatives. We were on a mission.

Our mission was a reminder about the importance of the early years of a child’s life. Investment in these early years has a high impact and an equally high return on investment. Those years are critical. Programs such as Home Visiting services focus on our most vulnerable children and their families. These services improve parenting skills, support early brain development, connect families to resources and help build strong parent-child relationships right in their own home.

At United Way of the Greater Chippewa Valley, we recognize the importance of these early years. We know that our community understands that investing in children and their families is a worthy investment. We support Home Visiting in the Chippewa Valley by funding these important programs. We walk the walk. Our role in advocacy is to also talk the talk. To share, recommend, suggest and advise. To use our voice to make a change for our neighbors.



Kari Stroede, Community Impact Director at United Way of the Greater Chippewa Valley joined staff from other United Way offices across the state to advocate for the importance of early childhood education.

Read to Me

SPONSOR BOOK MONTH

\$500 supports books and literacy activities for one of 12 communities in the Chippewa Valley.

Contact Us to Learn More:
715-834-5043 or info@uwgcv.org



FINANCIAL COACHING PROGRAM

In 2018, United Way of the Greater Chippewa Valley (UWGCV) established a financial coaching program to assist local residents with developing skills and confidence in managing personal finances. UWGCV recruits local volunteers to serve as financial coaches. The volunteers are trained by UW-Extension in the financial coaching model and then paired with community members to assist them with developing a spending plan, taking control of their credit, finding ways to save money or other financial goals. UWGCV currently has sixteen volunteer financial coaches that are available to work individually with community participants to help them set and meet financial goals over a period of 4-6 months.

The program was developed to fill a service gap in the Chippewa Valley. The idea was initiated by the Financial Stability Advisory Council. UWGCV staff then pulled together a group of local nonprofit professionals who offer financial education to discuss the program idea and ensure no duplication of services. After receiving buy-in from local

professionals, UWGCV staff initiated the development and implementation of the financial coaching program.

This program is a great example of how UWGCV works with community partners to identify service gaps, and mobilize current resources to meet the needs of our community. Together, we are working to ensure that individuals and families in the Chippewa Valley will have effective personal money management skills to achieve financial self-sufficiency.



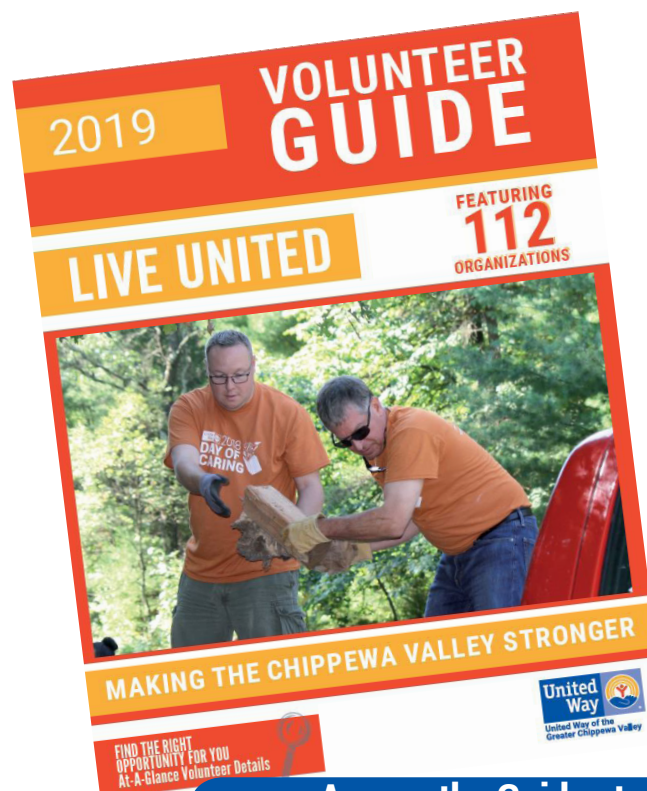
MAKE THE CHIPPEWA VALLEY STRONGER THROUGH VOLUNTEERISM

In celebration of National Volunteer Month, United Way of the Greater Chippewa Valley released their 2019 Volunteer Guide in April. This year, the guide features over 110 local non-profits that are seeking additional help. The guide is available at the United Way of the Greater Chippewa Valley's office or online at www.uwgc.org/volunteer.

In an effort to make the Chippewa Valley stronger by helping to drive volunteerism, this guide helps residents find volunteer opportunities that are a good fit for themselves, their families or groups they are a part of. The guide is categorized by interest areas and provides some basic information about volunteering with each organization listed.

Whatever skill set or talent a resident possesses, there truly is something for everyone to help out with. Community members can check out United Way of the Greater Chippewa Valley's Volunteer Guide to find their perfect fit at www.uwgc.org/volunteer.

Thank you to our 2019 Sponsors:
Eau Claire County Aging and Disability Resource Center
Huebsch Services
UnitedHealth Group



Access the Guide at:
www.uwgc.org/volunteer

UNITED WAY NEWSLETTER

IMPACT IN THE CHIPPEWA VALLEY

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