



Greater Milwaukee  
& Waukesha County

# IMPACT IN WAUKESHA COUNTY



## TOGETHER, WE ARE ENDING FAMILY HOMELESSNESS.

“The idea of losing my home felt absolutely terrifying,” said Crystal, a Waukesha resident and mother. “The best way I can describe the last few years of my life is in one word: trauma.”

Crystal’s challenges were medically related, and the struggles she faced contributed to a loss of income. “As a mother,” Crystal said, “the feeling was overwhelming. I wanted to protect and keep my family safe.”

In 2019, United Way established the Safe & Stable Homes initiative and set a goal: end family homelessness in our region.

One of the strategies of Safe & Stable Homes is to fund programs at nonprofits that assist families facing homelessness. One of those nonprofits is Family Promise of Waukesha County.

“What’s great about Family Promise and Safe & Stable Homes is that it focuses on homelessness prevention,” said Courtney Rutkowski, Director of Family Services at Family Promise. “The support we receive from United Way allows us to do our best to avoid the trauma of having to uproot their lives.”

Over the past several years, great progress has been made in Waukesha regarding family homelessness.

- **There are more shelter beds available for families that need them.** This allows people to have a safe place to stay as they transition to a home.
- **There is improved collaboration of service providers.** Family-serving agencies meet regularly to discuss steps to keep people in their homes.
- **There is improved data collection on family homelessness and an improved Coordinated Entry.** This allows Waukesha to match families to the right resources.

Crystal smiles when she thinks back on the support she received from Family Promise. “If it wasn’t for them, I don’t know where I would be today.”

**In 2023, United Way’s Safe & Stable Homes initiative served over 450 Waukesha County parents and children.**

# UNITED WAY KEY INITIATIVES

Big problems. Big solutions. United Way brings the right people together to explore all the options for our community's toughest challenges.

Our Key Initiatives each have a time-bound, community changing goal for Milwaukee, Ozaukee, Washington, and Waukesha counties.



## REDUCING BARRIERS TO EMPLOYMENT & ADVANCEMENT

**Our goal:** 15,000 people will be ready to start stable careers having overcome key employment barriers by 2029.



## SAFE & STABLE HOMES

**Our goal:** End family homelessness in our entire four-county footprint by 2025.



## TECHQUITY

**Our goal:** We will provide 50,000 computers to people who need them by 2027.



## TEEN MENTAL WELLNESS: EMPOWERING MINDS

**Our goal:** Empowering Minds schools will elevate the mental wellness of 21,000 high school students by 2030.

Project Homeless Connect is a one-day, one-stop event that assists guests who are experiencing homelessness in Waukesha County. Guests received access to nearly 25 services and resources including health screenings, benefits assistance, connection to community nonprofits, and more. They also received boots from Weyco Group.



## WHY GIVE TO UNITED WAY?

Every day, United Way lives out the promise to continue to take our role as stewards of donor dollars very seriously. We have been recognized nationally and locally for high rates of impact, fundraising, efficiency, and fiscal accountability. Donors are looking for transparency so they can trust how their donation is being put to the best use.

Together, we are creating change for thousands of people in need. We are all working to find solutions to some of our area's toughest challenges. These are challenges that some people may find difficult to address. But we know, that when the right people come together, and explore all our options, then put plans into action, great things can happen.

These plans are not temporary fixes. The solutions are focused on creating long-term, sustainable results.

### TOP 10 PROGRAMS USED BY WAUKESHA COUNTY RESIDENTS

Nonprofit Partner	Program
Aurora at Home	Aurora at Home
Children's Wisconsin	Counseling for Children and Families
Eras Senior Network	Faith in Action
Family Service of Waukesha	Mental Health Counseling
Girl Scouts of Wisconsin Southeast	Leadership & Critical Life Skills Development for Girls
La Casa de Esperanza	Financial Stability
Potawatomi Area Council, Scouting America	Scouting
Vivent Health	Food Pantry
Vivent Health	Lifepoint
Waukesha Free Clinic	St Joseph's Medical Clinic



**20,820** PEOPLE SERVED IN WAUKESHA COUNTY IN 2022-23

### COMMUNITY COALITIONS, COLLABORATIONS, & PARTNERSHIPS

United Way leads or actively participates in the following groups in Waukesha County:

- Anti-Trafficking Coalition of Waukesha County
- Emergency Food & Shelter Board Waukesha
- Housing Action Coalition of Waukesha County
- IMPACT Connect - Board of Managers
- Partners of Change
- Safe & Stable Homes: Waukesha Family Homelessness Workgroup
- Waukesha County Breastfeeding Coalition
- Waukesha County Business Alliance
- Nonprofit Executive Alliance
- Waukesha County Community Foundation Advisory Council
- Waukesha Heroin Task Force



United Way of Greater Milwaukee & Waukesha County has been recognized by both the Better Business Bureau and Charity Navigator for our track record of efficiency. Charity Navigator awarded us a Four-Star Charity rating—their highest rating.



Volunteers from Landmark Credit Union pack diapers as part of United Way's Diaper Bank. Diapers and wipes are mobilized to local nonprofits who then deliver them to families in need.

## UNITED WAY HELPS WAUKESHA COUNTY RESIDENTS

It isn't about what we fund, but who we help. Together, we are changing lives in Waukesha County.

- **Our community is healthier.** Last year, over 8,500 children and adults had increased access to health care programs, and health and wellness services.
- **More young people are succeeding in school.** Last year, over 9,000 children or their parents/caregivers received support for early childhood education, youth development, and educational services.
- **Families facing economic challenges are being helped.** Last year, over 3,300 people utilized financial stability-funded programs. In addition, over 1,500 individuals were helped through the United Way-funded Volunteer Income Tax Assistance (VITA) program at La Casa de Esperanza.

### Helping Kids Succeed

United Way works directly with the School District of Waukesha to address specific needs of select schools. These efforts include supporting parent liaisons, mental health navigators, quality after-school programs, and more.

A few of the highlights:

- The PATH program provided over 100 students with at-school mental health therapy, delivering over 1,900 therapeutic hours to students.
- Playworks delivered high-quality recess programming to five elementary schools that made play safer, more student-led, and more fun for nearly 2,000 students.

## NONPROFIT PARTNERS

Below are the United Way nonprofit program partners that provided help to more than 12 Waukesha County residents last year.

Agency Name	Waukesha County Residents Served
Adaptive Community Approach Program (ACAP)	76
American Red Cross in Southeastern Wisconsin	86
Aurora at Home	2,187
Aurora Family Service	82
Aurora Healing & Advocacy Services	15
Big Brothers Big Sisters of Metropolitan Milwaukee	56
Boys & Girls Clubs of Greater Milwaukee	54
Bread of Healing Clinic	39
Catholic Charities of the Archdiocese of Milwaukee	667
Children's Wisconsin	568
COA Youth & Family Centers	28
Community Outpatient Health Service	347
Community Smiles Dental	270
Curative Care Network, Inc.	66
Easterseals Southeast Wisconsin	214
Eras Senior Network	538
Family Service Agency of Waukesha County	1,596
Girl Scouts of Wisconsin Southeast	5,350
Glacial Community YMCA	146
GPS Education Partners	29
Harry & Rose Samson Family Jewish Community Center	21
Jewish Family Services	24
La Casa de Esperanza	1,542
La Causa	16
Literacy Services of Wisconsin	109
Lutheran Social Services of Wisconsin & Upper Michigan	174
Milwaukee Women's Center	12
NAMI Southeast Wisconsin	46
The Parenting Network	36
Parents Place	121
Potawatomi Area Council, Scouting America	2,035
The Salvation Army-Waukesha County	381
Sixteenth Street Community Health Center	19
Sojourner Family Peace Center	29
Three Harbors Council, Scouting America	62
Vivent Health	1,515
Waukesha Free Clinic	463
Wisconsin Community Services (WCS)	28
The Women's Center	425
YMCA of Greater Waukesha County	188
YWCA Southeast Wisconsin	26