



# United Way of Marathon County

# New Mission and Bold Goal

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## UNITING TO THRIVE

Lift **10,000** Community Members to  
Financial Stability by 2033.

# To achieve this mission, United Way:

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- **Evaluates** – we review data, monitor trends, and stay informed about local issues. This information helps us set priorities to guide our investments and initiatives.
- **Invests** – we strategically invest donor dollars in programs that help us achieve our bold goals.
- **Convenes** – we bring together people from businesses, non-profits, schools, government, and the faith community to create a greater collective impact.
- **Mobilizes** – we recruit, promote, and support volunteers within the community.
- **Connects** – we connect people to services and resources, through United Way's 211.

# Who is Alice?

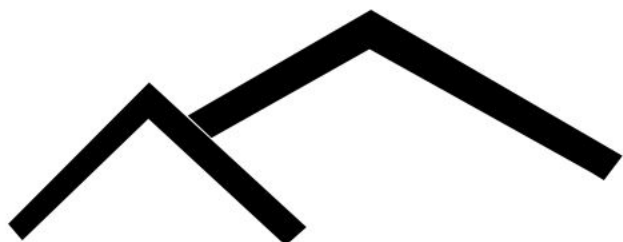
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- Asset Limited Income Constrained Employed
- 42% of the population of the City of Wausau falls within ALICE.
- Parents working two or three jobs but struggling to pay the bills.
- Retirees living on a fixed income and the price of living continues to rise.
- Alice is your server, nursing assistant, mail carrier, cashier etc.



# 2022 Impact

YOUR dollars made a difference in 2022. United Way funding provided Childcare assistance to **109** families, relieving the financial strain on their households.



## HOUSING TASKFORCE

An initiative of United Way of Marathon County to partner with 15 entities that focus on reducing the number of individuals experiencing homelessness, connecting those individuals to resources and permanent solutions, advocating for affordable housing solutions, and leveraging our partnerships to create sustainable change and solutions to the housing environment in Marathon County.

## BECAUSE OF THE TASKFORCE ...

**569** individuals accessed emergency shelters and transitional living programs.

**114** individuals were able to move into permanent housing.

**553** households received rent/mortgage assistance and were able to stay in their homes.

- 🏠 Implement Outreach Case Management Pilot Program.
- 🏠 Advocate for 365 Day Shelter funding and Day Time Servicing. (First time in the Wausau Area.)



The Clothing Closets at United Way offer new and gently used clothing for families at no cost. These services allow families to gain some financial independence and maintain their dignity in challenging economic times. This year Rebecca's Closet served **20** different agencies in the Wausau Area and more than **740** children.

**MAKE A  
DIFFERENCE  
DAY** |  **2022**

On this day, more than 500 volunteers raked **130** yards for 768 hours, for community members who are elderly or physically unable to do fall yard work themselves. This allows them to remain in their homes and provides a needed service free of any cost.

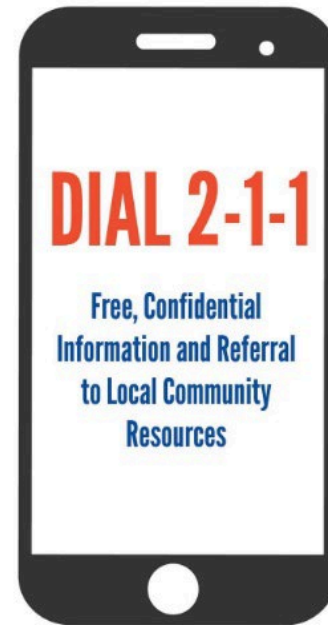
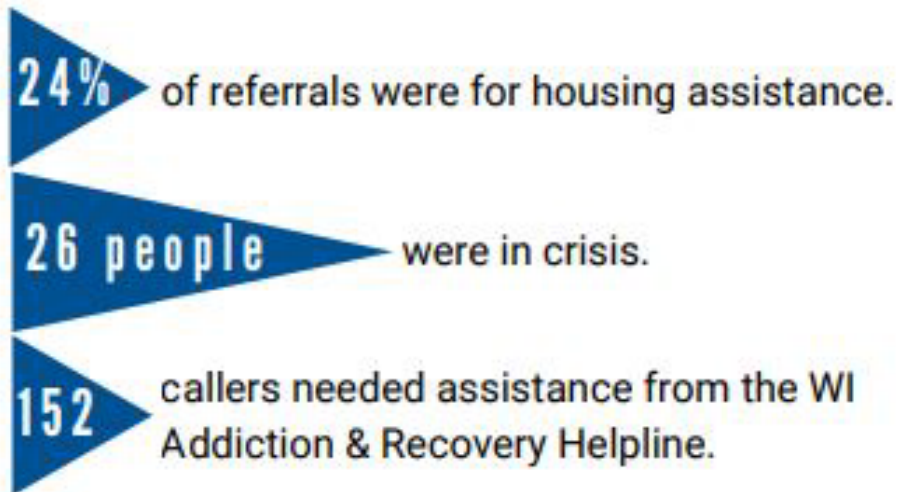
# The Marathon County Hunger Coalition

- The Coalition works with numerous pantries from around the county to provide nutritious food throughout the year.
- The Marathon County Hunger Coalition collected over 7,000 lbs of fresh produce from the Wausau's Farmers' Market and delivered it to 55+ Living Centers across Wausau through a program called Share the Harvest.
- The Marathon County Hunger Coalition distributed Community Supported Agriculture (CSA) boxes bought from local farmers. Red Door Family Farms, and Cattail Organics bring nutritious food to tables in our area, connecting those in need to fresh & locally grown produce. Partnering with local farms and offering fresh, locally-grown produce allows 100% of donated funds to stay in the community.



United Way's 211 is our community's information and referral service. In 2022, 6,038 calls were answered for help from Marathon County residents, providing **10,921** referrals to community resources.

211 is available 24 hours, 7 days a week, 365 days a year, for anyone.



**ONE NUMBER.  
ONE EASY WAY TO  
FIND HELP.**





# Community Closets

- **United Way Community Closets** are volunteer-run, donation-driven projects. They are housed in the same building as the United Way office, in space donated by Ghidorzi Companies.
- The goals of the Closets- to help low-income individuals and families overcome barriers that stand in the way of their success. For many who are struggling financially, a little help with clothing can make a big difference. The entire family can receive clothing at no cost!
- **Coming Soon!** The Mobile Community Closet will allow United Way to bring clothes to families at schools, non-profit organizations, and rural communities. This removes the barrier of transportation and time to get to the United Way office.



# YEAR-ROUND AND LONG TERM OPPORTUNITIES

Community Closets - United Way of Marathon County operates Community Closets that provide clothing to individuals and families in need to alleviate that financial burden. There are two regular volunteer opportunities (minimum of 2 shifts per month):

- Guest Experience Volunteer: Ensure that guests receive friendly, generous service and can shop without judgment. Contact Carly for more information!
- Donation Processing Volunteer: Work behind the scenes, ensuring that the items coming into the Community Closet are high quality and in keeping with our inventory management practices.

Donation Drives: Collect high-need items for local families and individuals. These could include things like hygiene products, cleaning products, food, winter clothing, etc. United Way will either distribute these items through our community closets or direct them to local agencies supporting community needs.

# UNITED WAY OF MARATHON COUNTY WOMEN UNITED®

Women United provides members with the opportunity to be part of a dynamic, philanthropic, and fun organization of women leaders that care about our community

You can attend events, volunteer for projects, join a committee or graciously make a financial contribution to support projects.





# United Way *Emerging Leaders*

**United Way Emerging Leaders** is the next generation of professionals who want to make a difference in our community.

Our members enjoy exclusive opportunities to network with business leaders, volunteer for projects, and improve the community we serve.



# THANK YOU!

**For more information visit:  
[www.unitedwaymc.org](http://www.unitedwaymc.org)**

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