



UNITED WAY

Fox Cities

**WELCOME TO OUR 2025 CHAMPION
TRAINING!**

HOUSEKEEPING

- Please grab some coffee and breakfast
- Restrooms are located outside the conference room
- There will be time for questions at the end, but please raise your hand to ask a question at any time



TODAY'S AGENDA

INTRODUCTIONS

WHY UNITED WAY?

CAMPAIGN PLANNING

TOOLS

QUESTIONS

GROUP PHOTO

YOU ARE A CHAMPION!

Introduce yourself to the people at your table

- Your name
- Where you work
- Your role/position
- Why you are a Champion

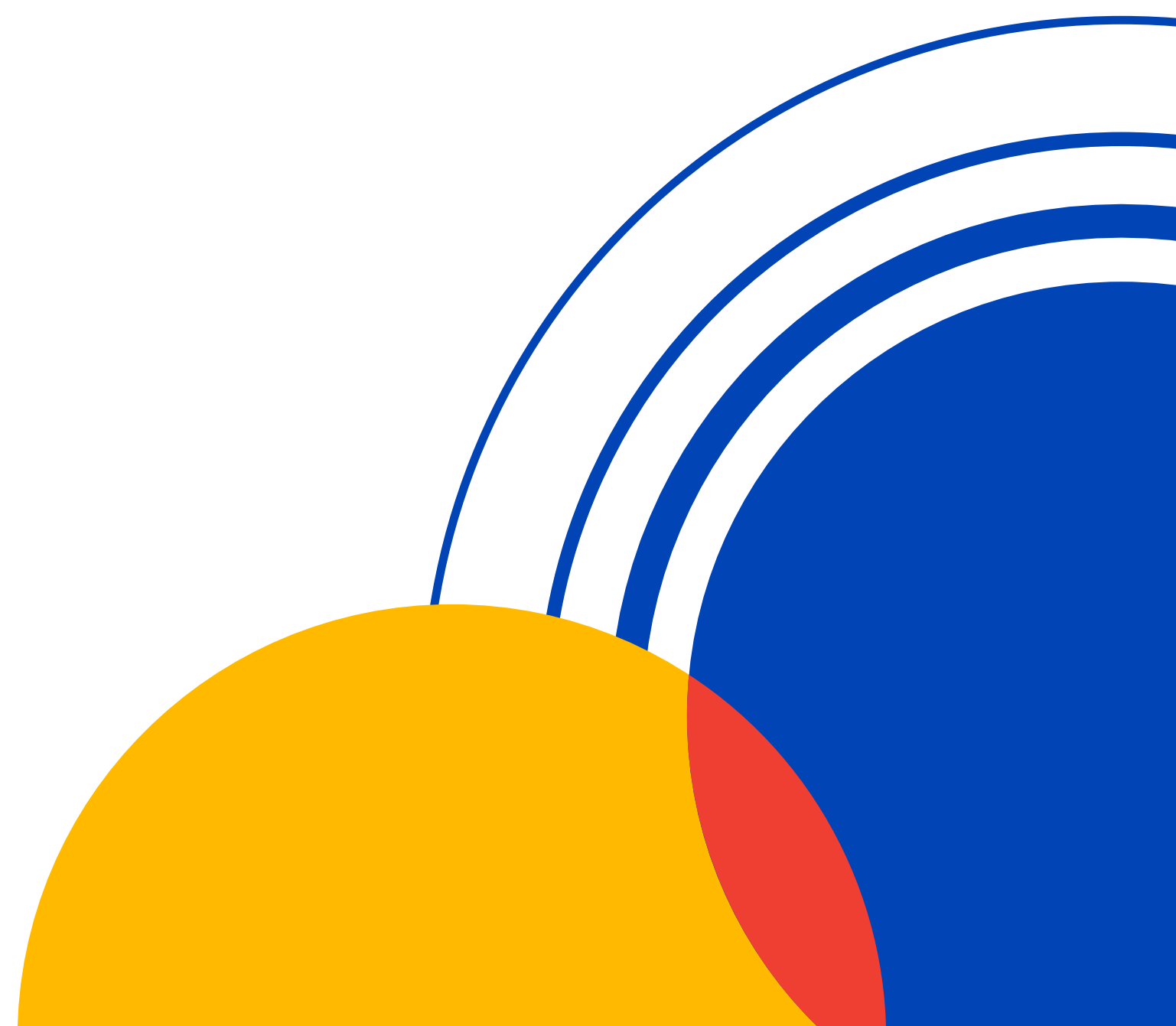




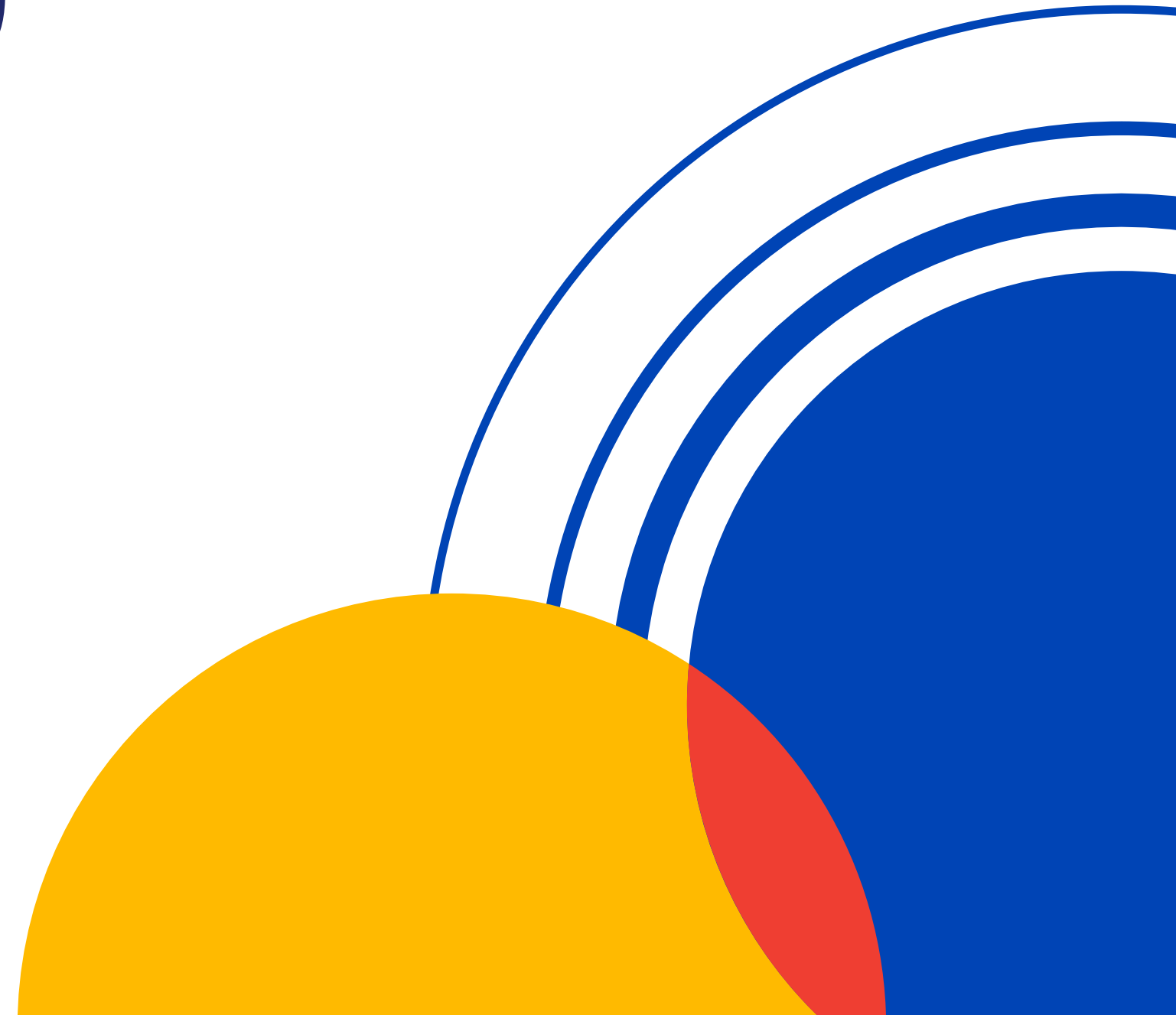
UNITED WAY
Fox Cities

MISSION

**United Way Fox Cities improves lives
by bringing diverse people together
to build a stronger, more caring
community for everyone.**



**WHY UNITED
WAY?**



THE TIPPING POINT



BILL JARTZ





UNITED WAY



COMMUNITY IMPACT

BETH CLAY

Vice President of Community Impact



FRAMING THE FUTURE OF FUNDING...

Impact Based Funding is a data-driven granting model that allows United Way to address the real-time critical needs of our community.

This model provides:

- Greater flexibility in fund allocation
- Ability to maximize impact
- Opportunity to support effective programs & services
- Strategic support for addressing & solving community challenges

What is NOT changing?



- **United Way has Impact Areas**
- **Data guides us to understand pressing needs**
- **Community Impact Volunteer engagement**
- **Community-informed decision making**
- **Having ranked priorities**

Becoming RESPONSIVE & FLEXIBLE



- Annual Granting (starting with the 2026 cycle)
- Funding capacity determined after Campaign
- Community & Data-Driven Decisions
- Transparent Priorities
- Nimble & Responsive to Evolving Needs
- Streamlined & Purposeful Application Process



HEALTHY COMMUNITY

Improving health and wellbeing for all

- Healthcare access
- Maternal & child health
- Nutrition & food security
- Healthy spaces & physical activity
- Mental health
- Substance use recovery & prevention
- Chronic disease

Because everyone deserves what they need to live a healthy life.



YOUTH OPPORTUNITY

Supporting young people to soar from cradle to career

- Childcare & early childhood education
- in-school, after-school, & summer learning
- Family engagement
- Literacy development
- College & career readiness

Because every child deserves the chance to reach their full potential.



FINANCIAL SECURITY

Creating a stronger financial future for every generation

- Homelessness prevention, affordable housing, & home ownership
- Access to technology
- Adult education, job training, & career pathways
- Financial education & coaching

Because everyone deserves a path to financial stability.



COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

- Crisis hotline, referral lines, & support
- Emergency preparedness
- Disaster relief & recovery
- Environmental stewardship & sustainability

Because everyone deserves a community that builds long-term strength & preparedness.

Funding across needs...



1. Crisis Response

Immediate support to ensure safety, stability, and survival.

Examples: Emergency shelter, domestic violence response, food pantries, urgent medical needs, mental health crisis care.

“When someone’s health or safety is at risk, we act fast.”

2. Daily Essentials

Ongoing access to core needs that support daily life and well-being.

Examples: Housing support, food access, transportation, child care.

“Meeting the basic needs that allow people to live with dignity every day.”

3. Upstream Prevention

Programs that help prevent crises by promoting long-term health and wellness.

Examples: Mental health counseling, mentoring, wellness education, family engagement.

“Keeping people strong and supported before challenges escalate.”

4. Pathways & Potential

Skill-building and development opportunities for long-term self-sufficiency.

Examples: Job training, leadership development, financial coaching, literacy programs.

“Equipping individuals with tools to grow, lead, and thrive.”

5. System Solutions

Efforts to address root causes, shift structures, and improve community-wide systems.

Examples: Advocacy, collaboration to reduce barriers, data-informed policy efforts.

“Creating lasting change by transforming the systems behind the

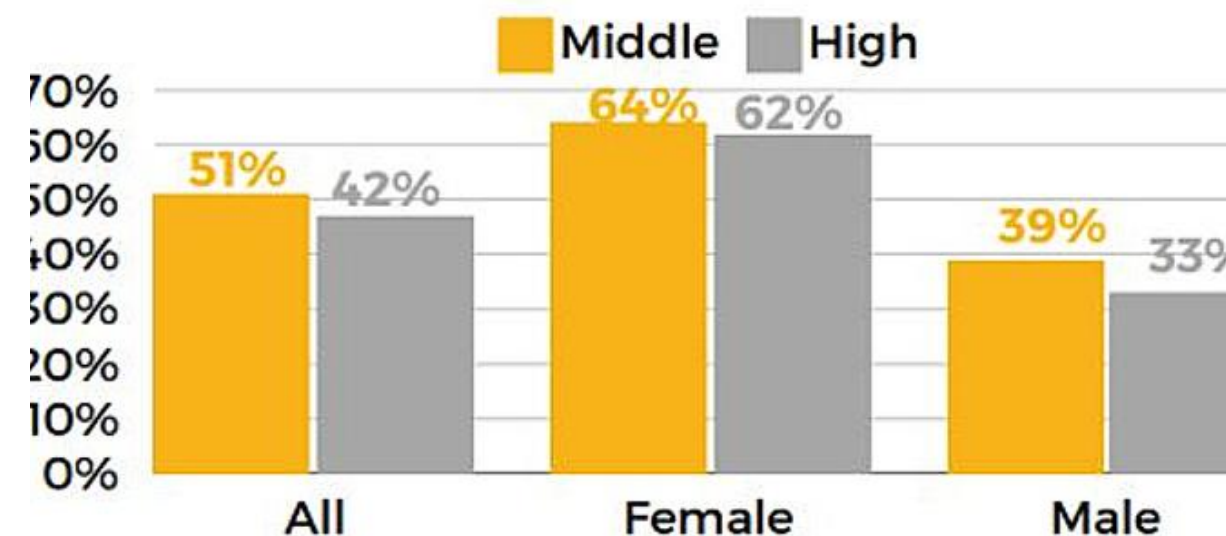
USING DATA TO UNDERSTAND



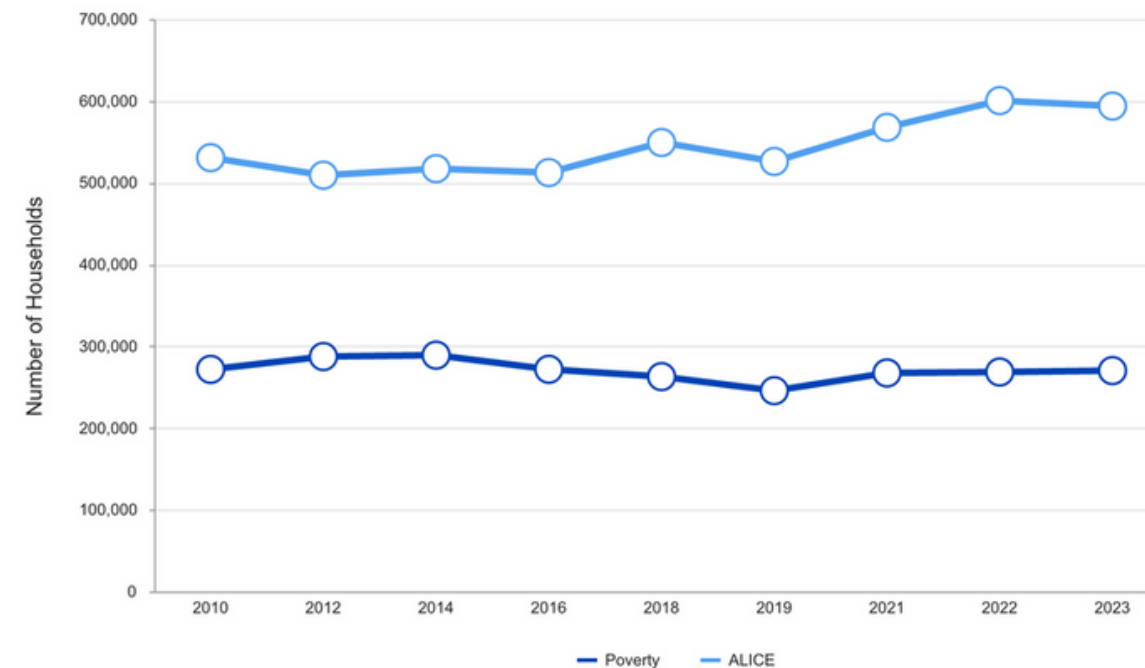
Calumet • Outagamie • Winnebago

- Portal to customize publicly accessible data
- Housing of critical local data sources

In 2023, nearly half of all **Middle School** and **High School** students in the Tri-County experienced significant problems with anxiety (past 12 months).



Number of ALICE and Poverty-Level Households, Wisconsin, 2023



ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, and represents the growing number of families who are unable to afford the basics of housing, child care, food, transportation, health care, and technology.



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TOP FIVE NEEDS OF 2024



5,877

Housing & Shelter



2,126
Mental Health
& Addictions



1,786
Utilities

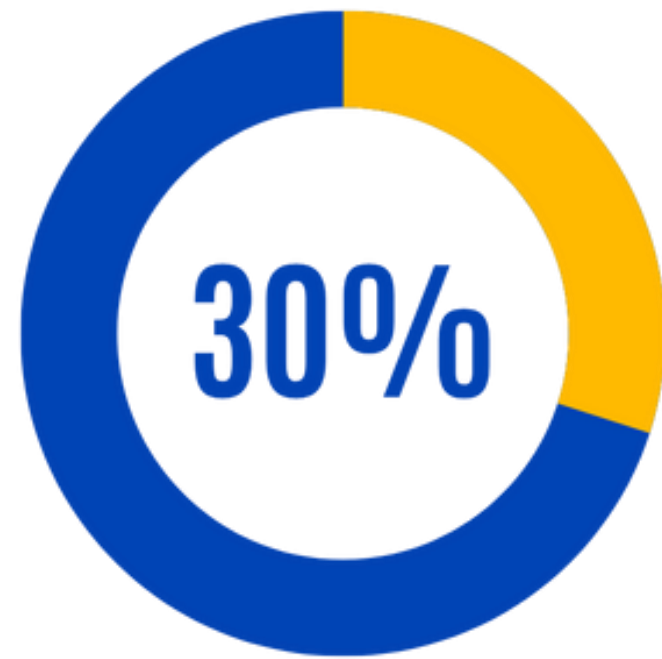


1,701
Healthcare
& COVID

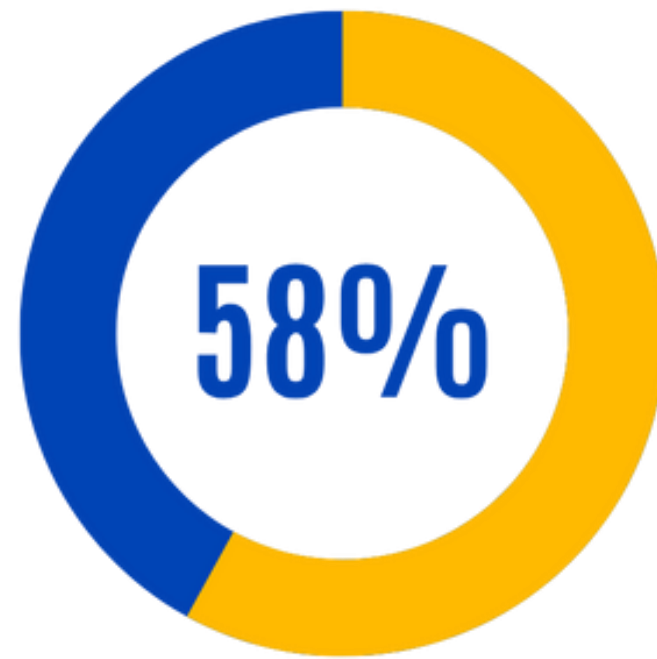


1,544
Employment
& Income

DID YOU KNOW?



**30% of households
living in our
tri-county region are
struggling financially**



**58% of third
graders are not
proficient in
reading**



**1 in 3 Wisconsin teens
report depression,
feeling sad or hopeless
almost every day for two
weeks in a row or more.**

THE NEEDS IN OUR COMMUNITY ARE REAL AND GROWING



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Get Connected. Get Help.™

DIAL 211 FOR FREE, CONFIDENTIAL INFORMATION, AND REFERRALS



Need help? We're here.

211 is a free and confidential service that connects you with thousands of local programs and services. Simply dial 211 on your phone to reach one of our friendly, trained community resource specialists available 24 hours a day, 7 days a week. Or, enter your ZIP code below to easily search for services in your community.

A LISTENING EAR A LIFELINE FORWARD

When Grief and Bills Are Overwhelming

In 2024, a woman reached out to 211 at one of the lowest points in her life. She had recently lost her husband, and not long after, her son. Grieving and alone in her rental home, she was struggling to adjust. On top of her grief, unpaid utility bills put her at risk of eviction.

When she took the step to reach out, a trained call 211 specialist answered with empathy and took the time to truly listen. Together, they talked through her situation and created a plan to address her most urgent needs.

Understanding the urgency, our 211 specialist went the extra mile to make phone calls, connect her with local programs, and advocate on her behalf. In the days that followed, 211 checked in to ensure she received the help she needed.

Thanks to available community resources she was able to stay in her home and focus on healing.



WHAT WE DO

Our Process

IDENTIFY & ALIGN AROUND WHAT WORKS

Use data-driven insights to align on proven strategies and innovative approaches that meet immediate needs while addressing root causes

LISTEN & UNDERSTAND COMMUNITY NEEDS

We go deep to understand the needs of our community, listening to learn what matters most.

BRING PEOPLE TOGETHER

We bring people together to build stronger, more equitable communities where everyone can thrive.



INVEST, ENGAGE & DRIVE IMPACT

We work collaboratively to support the health, education, and financial mobility of everyone living in our community. Together, we help to make the Fox Cities the place we all want to call home!

LEVERAGE THE COLLECTIVE POWER OF GIVING

We maximize the generosity of the Fox Cities. By leveraging donations from individuals and workplaces across our communities, we can address needs on a greater scale.

HOW TO TALK ABOUT UNITED WAY

Your “elevator pitch” is a quick way to share about what United Way is and why it matters

You don’t need to know everything. What matters most is sharing why you care. When you speak with sincerity and energy, you might inspire someone to learn more.

OUR BRAND PROMISE:

United Way Fox Cities mobilizes our
community to action so everyone can
thrive



UNITED WAY LOGO EVOLUTION



United Way Fox Cities



UNITED WAY
Fox Cities

'UNITED IS THE WAY' CAMPAIGN THEME



THERE'S AN OPPORTUNITY TO CONNECT OUR PORTFOLIO MORE INTENTIONALLY



Organizational Brand



Campaigns
Collaboratives



UNITED IS THE WAY...



United is the Way to a healthier community.



United is the Way to financial security.



United is the Way we thrive.



UNITED
WAY



Download the UWFC Brand Package

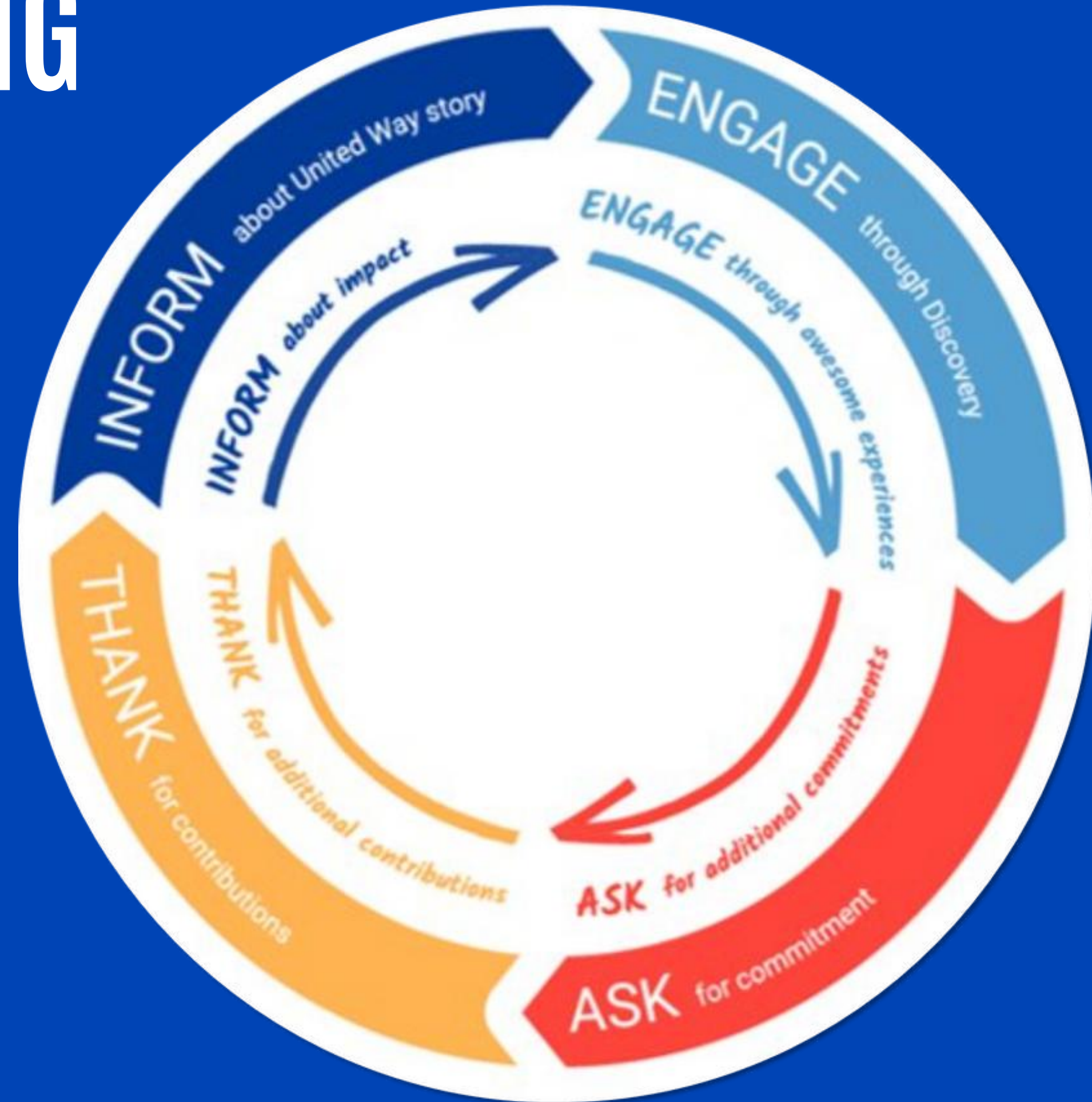


CAMPAIGN PLANNING

NEW THIS YEAR

Pre-Campaign Email from UWFC

On-Site Thank You from UWFC



ON-SITE PRESENTATION OPTIONS



You Decide

Presentation Time: 20 Minutes

An interactive activity where the audience is given 3 real life scenarios that reflect the current struggles in our community. The audience is forced to make the hard decision as to who to help, when you're only allowed to help one. Ending with the education and impact the United Way Fox Cities can help support all in need.

The Balancing Act

Presentation Time: 30 Minutes

A real life simulation that brings the audience through a month-long journey for an ALICE family. The audience can "choose" their path and feel the everyday struggles and decisions that need to be made for those struggling in our community. Ending with the impact that United Way Fox Cities can have throughout this entire cycle for those who are in need.

The Tipping Point

Presentation Time: 30 Minutes

An interactive tower building experience that shares a story about someone in our community who experiences hardship at every turn. The audience feels the "stress" when making decisions that may cause their world to "tumble down".

Guided Conversations

Presentation Time: 60 Minutes

A guided conversation that breaks the audience into groups and walks them through current community needs. Allowing groups to share what they are seeing and how it impact them and those around them. Ending with a group conversation including how United Way can help and any opportunities in our community that we can all make an impact.

ENGAGEMENT CALENDAR

Ideas to keep your team connected all year long



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Ideas to keep your team connected all year long.

SEPTEMBER

RAISE AWARENESS

Diaper Need Awareness Week falls in September. Schedule a volunteer opportunity at the Kimberly-Clark Eastern Wisconsin Diaper Bank or host a diaper drive at your workplace.

OCTOBER

ENGAGE UP-&-COMING LEADERS

Host an in-person information session about your campaign. United Way Fox Cities' Resource Development staff would be happy to join you.

NOVEMBER

HIGHLIGHT GIVING TUESDAY

Encourage your teammates to join the movement of radical generosity by promoting Giving Tuesday, held on the Tuesday following Thanksgiving.

DECEMBER

ENTER TO WIN

December marks the last call to qualify for the sweepstakes vehicle! Remind your teammates of the upcoming deadline in December. Check UnitedWayFoxCities.org for more details.

JANUARY

SAY THANK YOU

Find thoughtful and meaningful ways to thank your teammates for engaging in this year's United Way campaign.

FEBRUARY

211

SHARE THREE NUMBERS

February 11 is National 211 Day. Share social media content from United Way Fox Cities to inform your teammates about this community resource.

MARCH

CELEBRATE COMMUNITY

Celebrate standout campaigns and share the good happening in our community, online or in person.

APRIL

ENCOURAGE VOLUNTEERING

April is National Volunteer Month. Encourage your teammates to explore their passions at United Way Fox Cities and throughout the community.

MAY

BREAK THE STIGMA

May is Mental Health Awareness Month. Promote all the mental health resources available in our community.

JUNE

GATHER FOR GOOD

Launch campaign season by attending United Way Fox Cities' Campaign Kickoff and learn about your United Way and how it supports your community.

JULY

PLAN AHEAD

It's a great time to start planning for your next campaign. Recruit others to join the effort with you.

AUGUST

JOIN THE FUN

Launch campaign season by working with your teammates to develop fun and engaging activities promoting your organization's kickoff.



WE WANT TO HEAR FROM YOU!

- Use the Post-it notes at your table to write down ideas that you have for each stage of the Campaign Process and Year-Round Engagement
- Share these ideas with the people at your table

- Put them on the appropriate chart paper around the room:

Inform

Engage

Ask

Thank

Year-Round Engagement



Ideas from Champion Training

Inform

- Branch presentations
- Kick-off meeting
- UWFC presentation/activity during staff meeting
- Issues/causes/4 pillars fair

Ideas from Champion Training

Engage

- Volunteer activity following information session/volunteer week (VTO/PTO)
- Lunch 'n learn
- Interactive stories that employees can vote to see the outcomes
- Tie needs to the impact that UWFC has on those needs
- Employee picnic
- Carnival w/ issues/focus areas
- Tours

Ideas from Champion Training

Ask

- Email updates from leaders through the campaign
- Provide incentives
- Incentives for early donation

Additional Fundraising Ideas

- Chili cookoff
- Golf outing
- Cornhole tournament
- Penny wars
- Pie in the face
- Bingo



Ideas from Champion Training

Thank

- Handwritten thank you cards
- Employee picnic
- Note with candy
- Video thank you to employees
- Treats
- Incentives: parking spot (shovel out, scrape windshield)

Ideas from Champion Training

Year-round Engagement

- Monthly committee meetings
- Tour & inform- follow up fliers to employees
- Share more local visibility for volunteer opportunities year-round through email blasts
- Volunteer of the week in April
- Highlight UW in newsletter

CAMPAIGN WRAP-UP

End of Campaign Reporting

Champion & Finance Survey



YOUR TOOLKIT

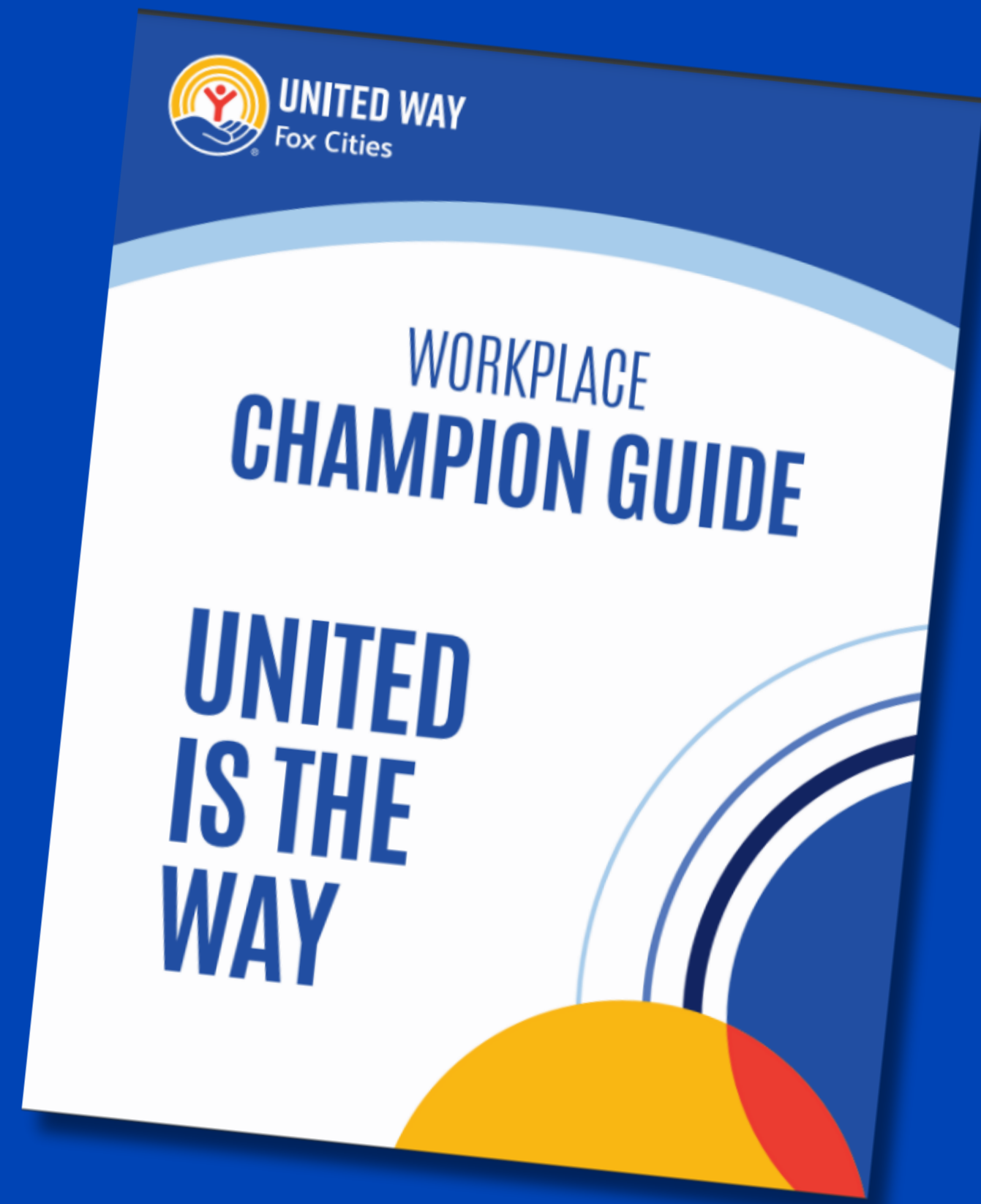
NEW THIS YEAR

Co-branding opportunities for gear
and t-shirts

Raffle information

New on-site presentation options

Ordering Campaign Materials



YOUR UNITED WAY TEAM



Jen Rottier

Associate Director of Resource Development



Kyle Brauer

CRM Coordinator



Meghan Sherwood

Associate Director of Community Engagement



Alicia Frank

Associate Director of Resource Development



Amanda Vander Logt

Resource Development Coordinator



Josh Lambrecht

Associate Director of Resource Development



Renae Verstegen

Resource Development Specialist

QUESTIONS?



DRIVEN BY PURPOSE, FUELED BY COMMUNITY

WIN A 2025 KIA

K4!



Donated by





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Fox Cities

UNITED IS THE WAY

For you to make
a difference!