



FOR IMMEDIATE RELEASE—March 29, 2010

For Additional Information, Contact:

Janet Schulz, Board of Directors President, United Way in Waukesha County  
Chief Operating Officer, ProHealth Care  
(262) 928-8080

Ken Riesch, 2009 Campaign Chair, United Way in Waukesha County  
President & CEO, R&R Insurance Services  
(262) 953-7163

Linda Wickstrom  
Marketing Communications, United Way in Waukesha County  
(262) 547-8459 ext. 114

### **United Way in Waukesha County Announces 2009 Campaign Results and 2010 Agency Program Allocations**

WAUKESHA—“More than 69,000 people will be helped in 2010 from United Way funded programs thanks to the generosity of so many throughout Waukesha County. That’s a source of pride for our community,” stated Janet Schulz, United Way board president and chief operating officer for ProHealth Care.

Even with the challenges faced during these current economic times, United Way in Waukesha County raised \$4,236,159, a 5% decrease year to year excluding special one-time donations in the previous year’s campaign. Ken Riesch, 2009 campaign chairman, and president & CEO for R&R Insurance Services said, “In this economy, I’d presume some business owners and heads of households would be delighted if their income was down by only 5 percent. Like everybody else, we faced a storm of circumstances. Sure, that made our work more challenging, but it made our work more important than ever.”

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With an understanding of the increased needs in our community, 51% of the organizations that supported United Way in the past increased or maintained their giving levels in 2009, and 92% of employee and individual donors who gave \$50 or more increased or maintained their gift. New corporate donors gave first-time gifts totaling \$26,000. Donors who increased their gifts by more than \$1 per week totaled more than \$468,000 in new donations.

The campaign increases did not offset the decreases. To maximize the total amount available to help meet the needs in Waukesha County, the United Way board of directors voted to utilize up to \$400,000 from United Way reserves to increase the dollars available to fund community programs in 2010.

In the last two quarters of 2009, United Way partner agencies continued to communicate that the number of clients needing services was higher month to month, or year over year. With human need up and donated dollars down, United Way volunteers who allocate donor dollars to agency programs were challenged.

“The allocations process was very difficult this year given the overall high quality of United Way’s partner agencies,” stated Jeff Wiesner, chair of United Way’s Impact Strategies & Results committee. “You can be assured that volunteers worked diligently to be good stewards of donors’ dollars.”

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Utilizing revenue from the campaign and other sources, United Way will allocate \$4,310,872 in 2010 to 69 agency programs provided by 33 agencies and 5 communitywide initiatives to help people meet their basic needs, help people with disabilities and senior citizens become more self-sufficient, and help families become stronger and more resilient.

**2010 United Way Partner Agencies:**

Adaptive Community Approach Program, Inc. (ACAP)  
American Red Cross in Southeastern Wisconsin  
Association for the Rights of Citizens with handicaps (ARCh)  
Big Brothers Big Sisters of Metropolitan Milwaukee & Waukesha County, Inc.  
Boy Scouts of America, Potawatomi Area Council  
Catholic Charities of the Archdiocese of Milwaukee, Inc.  
Community Outreach Health Clinic  
Curative Care Network, Inc.  
Donna Lexa Community Art Center, Inc.  
Easter Seals Southeast Wisconsin  
Energy Services, Inc.  
Family Service of Waukesha County  
Girl Scouts of Wisconsin Southeast (GSWISE)  
Healthy Families of Waukesha County, Inc.  
Hebron House of Hospitality, Inc.  
Interfaith Senior Programs, Inc.  
La Casa de Esperanza, Inc.  
Literacy Council of Greater Waukesha, Inc.  
Lutheran Social Services of Wisconsin & Upper Michigan, Inc.  
Mental Health Association in Waukesha County, Inc.  
NAMI Waukesha, Inc. (National Alliance on Mental Illness)  
Pregnancy Support Connection, Inc.  
Prevention and Protection of Abused Children, Inc. (PPAC)  
Richard's Place, Inc.  
St. Aemilian-Lakeside, Inc. (Spring City Corner Clubhouse)  
St. Joseph's Medical and Dental Clinic  
Salvation Army-Waukesha  
Stillwaters Cancer Support Services  
The Caring Place, Inc.  
The Women's Center, Inc.  
Waukesha Family YMCA  
Wisconsin Community Services, Inc. (WCS)  
YMCA at Pabst Farms

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**2010 Countywide Initiatives Funded by United Way:**

Born Learning  
Caregiver Support  
Financial Stability  
Helping Kids Succeed  
Transportation Access

**2010 Grant to Nonprofit Management Fund** to help nonprofits improve the management effectiveness and efficiencies of their organizations.