

United Way in Waukesha County

Financial Stability Initiative

Implemented in 2008

Community Issue: Individuals who lack adequate economic, social and psychological well-being are often times unable to access the resources necessary for attaining employment, health care, food, clothing and shelter.

Targeted Outcome: Hard working families, struggling to meet basic needs, are able to increase their income, build savings, and gain assets.

Targeted Geographic Area: Waukesha County with primary service area being the City of Waukesha.

Issue. The inability of many of Waukesha County's citizens to meet their basic life needs is a problem that affects the entire community. Even though Waukesha County is one of the wealthiest counties in the state, almost 12% of the population is considered low income or working poor. Those who lack adequate economic, social and psychological well-being are often times unable to access the resources necessary for attaining employment, health care, food, clothing and shelter. This creates pressure for public and private health and human service agencies, the health care system and taxpayers in general. Establishing an action plan for the working poor that identifies resources to help with beginning their move to self-sufficiency plays a vital role in overcoming the effects of poverty.

Major Partners: La Casa de Esperanza, Nissen & Associates Staffing Continuum, Associated Bank, AXA Advisors (AXA Equitable – Retirement Benefits Group), Cooperating Congregations of Waukesha County, Employment Readiness Systems, Halquist Stone, Hebron House of Hospitality, Inc., HUSCO, Landmark Credit Union, Mental Health Association in Waukesha County, M&I Bank, QuadGraphics, University of Wisconsin – Waukesha, U.S. Bank, Volunteer Center Division of the United Way in Waukesha County, Waukesha County Technical College, Waukesha State Bank and United Way in Waukesha County.

Intended Results:

- Individuals and families have increased income and/or benefits through employment
- Individuals and families have growing assets
- Employers have dependable workforce

Strategies:

- Develop and enhance job skills and budgeting skills through classroom learning, hands on activities role-playing, field trips to companies and job shadowing.
- Build and increase saving accounts and credit through financial literacy seminars, educational materials and workshops.