



# WAYS TO MAKE A DIFFERENCE

## UNITED WAY GIVING GUIDE



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# WHY GIVING MATTERS NOW



## A MESSAGE FROM OUR PRESIDENT & CEO, KATE BAER

Thank you for your interest in supporting the work of United Way of Sheboygan County. Whether you're a small business or large scale corporation looking to deepen your roots in the community, this Giving Guide was created with you in mind.

**Now more than ever, the nonprofit sector calls for strong partners.** Rising needs, limited resources, and growing mental health, housing, and economic challenges mean that local organizations are being stretched further than ever before. Your support has the power to create lasting, measurable change right here at home.

Inside this guide, you'll find a range of ways to get involved: from launching a workplace giving campaign to hosting a supply drive, sponsoring an event, or joining a committee. We also offer tailored education sessions and custom volunteer opportunities that can align with your company's goals and values. No matter your size or capacity, United Way is here to walk alongside you – to listen, support, and help build a plan that makes giving meaningful and accessible for you and your team.

We hope this guide sparks ideas, opens conversations, and helps you feel more connected to the needs and many possibilities within Sheboygan County. Together, we can build a stronger, healthier, more equitable community for all.

With Gratitude,



**Kate Baer**

President & CEO

United Way of Sheboygan County



# UNITED IS THE WAY: WHO WE ARE & WHAT WE DO



# UNITED IS THE WAY



## We're committed to creating a lasting impact.

For over 90 years, United Way of Sheboygan County has served as a trusted catalyst for change—uniting people and resources to tackle our community's most pressing challenges. Guided by our mission to improve lives and community conditions in measurable and lasting ways, we remain deeply committed to building a Sheboygan County where everyone has the opportunity to thrive.

Change doesn't happen alone. Thanks to your generosity, **United Way of Sheboygan County invested \$1.77 million this past year –fueling hope, driving solutions, and creating lasting impact** for our neighbors in need. Even in the face of unique challenges, our donors and partners demonstrated an unwavering commitment to making a meaningful difference.

### WE ENVISION...

a community where everyone can achieve their full potential.

### WE STRIVE TO...

improve lives and community conditions in measurable, lasting ways.

### WE SERVE...

those in poverty, the ALICE (asset limited, income constrained, employed) population, as well as other vulnerable groups and the overall Sheboygan County nonprofit sector.



2024-2025 UNITED WAY OF SHEBOYGAN CO.'S CAMPAIGN

# \$1.77 million

investment that collectively supports more than 45,000 people in Sheboygan County

# UNDERSTANDING NEEDS IN THE COMMUNITY

\*Data reflect Sheboygan County Area

## ESSENTIAL NEEDS



**31% struggle**  
to afford the essentials or live in poverty

(Source: United for ALICE Wisconsin, Sheboygan County Report 2024)

**481 are homeless**  
or living “doubled-up”

(Source: Sheboygan County Point In Time Count and Sheboygan Area School District January 2025)

## MENTAL HEALTH



**1 in 6 children**  
are known to struggle with a mental health disorder

(Source: US Census and National Alliance for Mental Illness)

**14% of high schoolers**  
reported having a suicide plan

(Source: Sheboygan County Youth Risk Behavior Survey 2021)

## EARLY CHILDHOOD



**3,159 children under 5**  
are unable to access affordable and quality child care in Sheboygan Co.

(Source: US Census and Wisconsin Dept. of Children & Families 2025)

**38% of 3<sup>rd</sup> graders**  
struggle to read at their grade level

(Source: Wisconsin Dept. of Public Instruction's Report Card for all 9 public school districts in Sheboygan Co.)

As part of the global United Way network, we share four broad areas of impact. **But here in Sheboygan County, we know that one-size-fits-all solutions don't work.** That's why United Way of Sheboygan County focuses on local priorities, informed by data, research, and local voices.

In addition to supporting a strong network of nonprofits, **we also focus on our own United Way initiatives that directly address these priorities.** Local challenges deserve local solutions—that's why we listen, respond, and act right here, where we live.

## IMPACT AREAS

- YOUTH OPPORTUNITY
- HEALTHY COMMUNITY
- FINANCIAL SECURITY
- COMMUNITY RESILIENCY

## LOCAL PRIORITIES

- EARLY CHILDHOOD EDUCATION
- YOUTH MENTAL HEALTH
- ESSENTIAL NEEDS
- VOLUNTEERS & CONNECTION

## OUR PROGRAMS



SHEBOYGAN COUNTY  
COMMUNITY PARTNERSHIP  
FOR CHILDREN



VOLUNTEER CENTER  
OF SHEBOYGAN COUNTY



Get Connected. Get Help.™

## STRATEGIC PARTNERSHIP GRANTEES



Big Brothers  
Big Sisters.  
WI SHORELINE



CASA  
COURT APPOINTED SPECIAL ADVOCATES  
FOR CHILDREN



Family  
Connections



MHA  
Mental Health America  
Lakeshore



SAFE  
HARBOR  
Shelter From The Storm



BOYS & GIRLS CLUBS  
OF SHEBOYGAN COUNTY



CATHOLIC  
CHARITIES  
SERVING NEIGHBOURS IN NEED



Family  
RESOURCE  
CENTER  
SHEBOYGAN COUNTY



LAKESHORE CAP, INC.



SHEBOYGAN  
COUNTY  
FOOD BANK



Consumer  
Credit  
Counseling  
Service



Fresh  
Meals On Wheels  
of Sheboygan County, Inc.



Lakeshore Regional  
Child Advocacy Center



NOURISH



THE  
SALVATION  
ARMY



REINS  
Regional Rehabilitation  
Institute of Sheboygan



SCIO  
Sheboygan County  
Interfaith Organization



# WAYS TO ENGAGE WITH UNITED WAY



## HOST AN EDUCATIONAL SESSION

United Way of Sheboygan County offers a variety of education and outreach opportunities designed to inform, educate, and empower your team. These sessions can be tailored to your workplace and delivered in person or virtually. Whether you're looking to deepen your team's understanding of local challenges or provide tools for personal and professional resilience, our team is here to help.

Available presentations and outreach topics include:

- **Understanding Local Needs & Challenges:** Grounded in findings from local data such as the Community Health Needs Assessment (CHA), Community Health Improvement Plan (CHIP), and other local surveys (like the Child Care Landscape Survey), this session highlights key issues and provides critical insight into the challenges facing Sheboygan County.
- **Youth Mental Health:** Understand local trends, access to care, and ways to support youth in our community.
- **Understanding ALICE:** What does it look like to be working, yet still unable to afford basic need? Learn about the impossible decisions that individuals and families in Sheboygan County make when their income and opportunities are limited.
- **Help in 3 Numbers – 911, 988 and 211:** Do you know where to call in a crisis? Learn the differences between these vital resources, with a focus on 211 – a free, confidential service (web-based, text, and by phone) funded by United Way that connects people to services like housing, food, disaster relief and much more.
- **Engaging in Volunteerism:** Host an engaging presentation on the power of volunteerism and how it can strengthen both your team and the broader community. This session explores the benefits of workplace volunteering, highlights local opportunities, and shares real examples of how businesses are making an impact through service.

Each session is designed to be informative, practical, and rooted in local data and real-life stories, helping your team connect more deeply with the community they serve.

# WAYS TO ENGAGE



## **VOLUNTEER TOGETHER**

Our Volunteer Center can create customized volunteer experiences that combine team-building with community impact. Whether it's organizing a hands-on project at a local nonprofit or bringing a meaningful activity right to your workplace, we'll work with you to design opportunities that engage your team while giving back. It's a powerful way to build morale, strengthen relationships, and make a real difference together.

For those looking to grow in their leadership and community involvement, our **NextGen Leaders** group offers on-going volunteer opportunities, networking and a chance to better understand local challenges and needs. It's a great way for young or emerging leaders in your business to get connected and give back.

## **HOST A SUPPLY DRIVE**

Another great way for workplaces to support the community is by hosting a supply drive. These drives are an efficient and impactful way to engage employees while meeting real, local needs. United Way can help coordinate efforts for a variety of causes, such as the Help for the Homeless Hygiene Drive, a food drive for the Sheboygan County Food Bank, a coat drive for the Salvation Army, or a back-to-school supply drive benefiting Big Brothers Big Sisters and Boys & Girls Clubs. Drives can be customized to fit your team's size, interests, and capacity—and they make a great addition to workplace engagement or seasonal giving campaigns.

## **SUPPORT AN EVENT WITH SPONSORSHIP**

Throughout the year, United Way hosts community-focused events that raise awareness, celebrate impact and bring our community together. Event sponsorship is a way for local companies to support United Way while gaining positive exposure in the community. By sponsoring an event, your business helps fund important community work and is recognized as a leader in giving back.

# WAYS TO ENGAGE



## JOIN A COMMITTEE

Another meaningful way to get involved with United Way is by sharing your time and talents through committee service. We offer a variety of opportunities for professionals to contribute their expertise, including:

- Board of Directors
- Finance Committee
- Outreach & Visibility Committee
- NextGen Leaders Vision Committee
- Community Partnership for Children's Steering Committee
- Volunteerism Committees | Spirit Awards and Day of Caring's Hype Squad
- Golf for Youth Mental Health Special Event Committee
- Campaign Engagement Committee

## RUN A WORKPLACE CAMPAIGN

A workplace campaign lets businesses easily support their community by enabling employees to give through payroll deductions, with support and customizable tools from United Way of Sheboygan County. It's a meaningful way to unite your team around giving, strengthen company culture, and make a lasting local impact.

## MAKE A CORPORATE GIFT

In addition to employee giving, businesses can make a direct corporate gift to United Way. This one-time or annual contribution demonstrates your company's leadership and commitment to community impact. Corporate gifts can be made independently or in conjunction with a workplace campaign.

# WORKPLACE CAMPAIGN



A United Way workplace campaign, sometimes called an employee giving campaign, is a simple and powerful way for businesses of any size to support their local community. It allows employees to donate directly to United Way through payroll deduction, making charitable giving easy and impactful. Campaigns are typically held once a year and can be customized to reflect a company's values, culture, and capacity.

The team at United Way of Sheboygan County is here to provide you with all the tools, materials, and support needed to run a successful campaign including employee presentations, digital resources, and data that show where the dollars go. Many businesses choose to match employee donations, offer incentives, or tie the campaign to volunteer events or team-building activities.

By hosting a workplace campaign, your company demonstrates its commitment to community impact while empowering your team to give back together. It's more than fundraising – it's about building a stronger, more connected community, one dollar at a time.

**For more information about how to run a workplace or employee giving campaign, contact United Way of Sheboygan County's Fund Development team.**

- Trisha Erpelding, Director of Development | [trisha@uwofsc.org](mailto:trisha@uwofsc.org)
- Meg Scott, Director of Donor Relations | [meg@uwofsc.org](mailto:meg@uwofsc.org)





# SPONSORSHIP OPPORTUNITIES



# SPONSORSHIP OPPORTUNITIES



Throughout the year, we host a variety of events that celebrate local heroes, uplift families, and provide resources to our community. These events align with our mission to create lasting change and foster a more connected, resilient Sheboygan County.

By sponsoring or supporting these initiatives, your company can make a tangible impact while gaining valuable visibility and demonstrating your commitment to corporate social responsibility.

Our annual special events and initiatives include:

## **SPRING**

- Spirit Awards: Celebrating Volunteerism
- Educator Appreciation Social
- Family Fun Passport

## **SUMMER**

- Family Fun Fest
- Golf for Youth Mental Health
- “Thanks A Latte” Nonprofit Appreciation Day

## **FALL**

- Day of Caring & Campaign Kickoff

## **ON-GOING & YEAR ROUND**

- Nonprofit Enrichment & Professional Development Training
- Youth Mental Health Network
- Community Partnership for Children (CPC)
- Custom Volunteer Experiences for Corporate Teams

**For more information about how to sponsor an event or initiative, contact United Way of Sheboygan County’s Fund Development team.**

- Trisha Erpelding, Director of Development | [trisha@uwofsc.org](mailto:trisha@uwofsc.org)
- Meg Scott, Director of Donor Relations | [meg@uwofsc.org](mailto:meg@uwofsc.org)



**The local United Way staff make a huge difference in our community and with encouraging volunteers.**

**I can't say enough good things about how awesome this organization is and how great it is to serve with all of you.**

**The passion, energy and overall goodness that exudes from you all is contagious and I absolutely love being a part of it!**

**- Michelle Zuengler, HSA Bank**





# UNITED WAY

## Sheboygan County



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