

2023 IMPACT REPORT



THANK YOU

The volunteers, donors, businesses, community partners, and members featured on this page, throughout this report, and in our community have all raised their hands to fuel our impact. Each individual, family, company, and foundation has a unique reason to give. Together, we form a diverse and unified purpose driving lasting change. ***What's your "why?"***

Visit oshkoshunitedway.org/contributions for a complete list of Leadership Giving and Company contributions.



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FINANCIAL STABILITY

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Mark Cyrulik
Fr. Chris Corbin
Al Hartman

"I support OAUW because I see its impact in Oshkosh and feel personally connected to my community. I trust my contributions are making the biggest difference where they're needed most."

~ Dave Richter

VP Operations, Silver Star Brands & OAUW
Board of Directors/Campaign Co-Chair



CELEBRATING THE POWER OF COMMUNITY

One Raised Hand at a Time

You've seen many of our neighbors struggle this past year with the effects of inflation, as prices increased rapidly for school supplies, food, housing, and nearly every other necessity. Despite these challenges, together we made significant progress in bridging opportunity gaps and improving access to education, income, and health for people in southern Winnebago County.

We talk about how "together" we can create change, and how small gifts can still make a big impact. Remarkably, 40% of our donations are \$100 or less, demonstrating the power of Collective Impact.

In the following pages, you will see shining examples of all that we can accomplish when we work together.

In 2023, new investments in OAUW targeted initiatives such as supporting and expanding childcare resources and amplifying the OAUW Volunteer Center – VolunteerOshkosh.org – significantly expanded our impact in Oshkosh and the surrounding area.

With new challenges in mind, we continued to adapt and innovate, expanding existing initiatives and launching new programs to drive transformational change in our region.

While we've made progress on your community priorities, we have more change ahead of us to ensure every child has the resources and support to excel in school, prepare high schoolers for graduation and future success, support low-income families with pathways to economic stability, and offer opportunities for more people to live healthy, happy, productive lives.

My personal ask of you is to raise your hand, pledge your confidence, your voice, and your support toward our community goals to drive lasting change. Thank you for your commitment to creating access and opportunity for everyone in the Oshkosh area to thrive.

With gratitude,



Beth Oswald
President and CEO



"I am raising my children and working with many colleagues in the Oshkosh area.

I believe the United Way is the most impactful way to ensure our community thrives. By giving to, volunteering for, and advocating for the OAUW, I support my community, my family, and my livelihood."

~ Chris Nimis

VP Product Management, Amcor &
OAUW Campaign Co-Chair



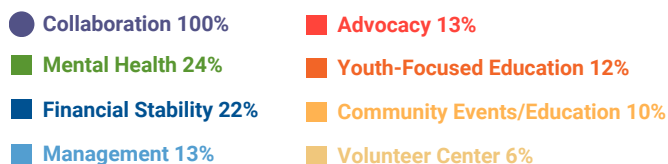
UNITED FOR IMPACT

Strengthening Your Community

In 2023, you invested over **\$1,500,000** to serve residents across southern Winnebago County through the work of OAUW programs and partnerships with local nonprofits. You can see the areas of impact in the chart to the right.

As we shift our approach to serving your community, we recognize that our strength lies in our relationships and our ability to unite and collaborate. We strive to make a significant and lasting impact on our service area by advocating for, creating, leading, and investing in programs that focus on youth-focused education, mental health, and financial stability. These overlapping yet independent initiatives are the building blocks of opportunity.

By supporting OAUW through donations, volunteerism, and advocacy, YOU play a crucial role in the collective IMPACT that helps improve the lives of thousands of your neighbors across Oshkosh and the surrounding area.



ADVOCACY Access Through Local Legislature

Our public systems play a vital role in ensuring that everyone has access to the support they need to thrive. When Oshkosh Area United Way was asked to be part of the Winnebago County ARPA Commission, we gladly accepted the challenge.

Through various sessions, it was determined that over \$16,000,000, representing half of the county's total award, would be allocated to Government Identified Projects. The Commission was responsible for selecting projects that would provide a wide range of services across our county and create a lasting impact.



"Without Beth Oswald's support through the process, our community center wouldn't have received the funds to complete renovations and reopen at our new location. We can soon bring back old programs and introduce new ones for our area."

~ Lynn Kromm
Executive Director
Omro Community Center

Oshkosh Area United Way contributed our expertise on key issues and spearheaded efforts to ensure that a portion of the funding would support our most vulnerable community members. We proudly endorsed initiatives designed to expand access to food, shelter, childcare, emergency and crisis response, and community safety.

*Our efforts succeeded when the Winnebago County Board of Supervisors voted to approve **25 resolutions that touch on our education, income and health goals:***

- \$ 2.8 MILLION in funding secured for early childhood development programs
- \$ 2.4 MILLION in crisis response and mental health initiatives
- \$ 4.1 MILLION in emergency response and community safety
- \$ 7.1 MILLION to clean water, community development, and conservation

Your investment in OAUW has strengthened our ability to advocate for our community.

"In continuing my mother's childcare legacy, I addressed safety concerns by installing a radon mitigation system and fencing, thanks to the support of OAUW and the Dream Up! grant, to meet state licensing requirements."

~ Lisa Lautenschlager
Owner
Miller Family Day Care Center



CROSS-SECTOR COLLABORATION *Together, We Are Stronger*

So much happens in a child's first years. Long before kindergarten, children begin to see the world, forming the patterns of thought and behavior that will shape the rest of their lives. During this time, trusted caregivers can make a huge difference.

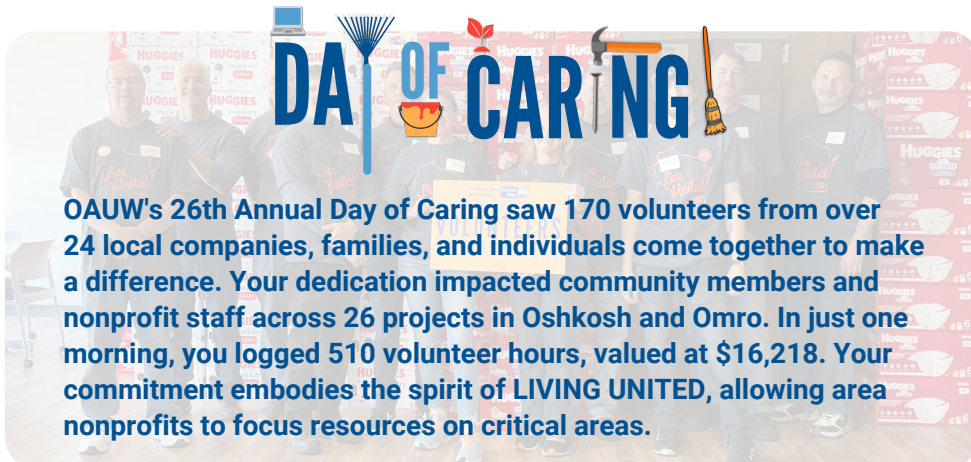
OAUW is proud to be a founding member and convener of the Greater Oshkosh Childcare Taskforce, a first-of-its-kind initiative. In 2022, we unveiled our new early childhood initiative, supporting new career pathways in childcare and expanding existing programs. This initiative requires both public and private funding.

In 2023, the taskforce completed the final phase of a federal childcare-focused grant and was awarded **\$75,000** from Dream UP! to enhance local childcare resources. We united with our community partners—GOEDC, Child Care Resource & Referral, Winnebago County Public Health, Oshkosh Chamber of Commerce, and the Oshkosh Area Community Foundation—and collaborated to **distribute funds to 18 family and group childcare providers** throughout Oshkosh. These funds helped centers stay open by offering support for radon mitigation systems, fencing and building repairs, technology and educational resources, and the training needed to license new providers and open critical childcare slots.

These efforts solidified the importance of the Greater Oshkosh Childcare Taskforce in addressing capacity challenges and finding solutions.

VOLUNTEER CENTER *Your Time is Valuable, but Your Impact is Priceless*

Volunteers are essential for keeping costs down for nonprofits, showing the next generation how they can make a difference, teaching young leaders additional skills, and enabling community members to give back while discovering new resources. Recognizing the need for a central volunteer center in Oshkosh, OAUW launched the user-friendly website, VolunteerOshkosh.org, in December 2019. In 2023, **40,378 volunteer opportunity views**, a 51% increase in views from the previous year, led to **727 volunteers responses** to over 200 Oshkosh area opportunities, a 66% increase in responses over 2022.



INFORMATION & REFERRAL SOURCE

United Way's 211 Resource Helpline

Your support provides access to the **free resource and referral hotline** that connects callers from southern Winnebago County to local health and human service resources – whether financial, family, health, or disaster-related.



2,507

Calls, Texts, or Chats



4,741

Referrals

TOP 5 REQUESTS

- 1) Housing & Shelter - 1,209
- 2) Transportation Assistance - 403
- 3) Utilities - 337
- 4) Mental Health & Addictions - 336
- 5) Healthcare & COVID-19 - 305

This collaboration is made possible by your generous gifts to our annual campaign.

NONPROFIT AMPLIFICATION

The Power of Our Network

In 2023, we partnered with more than **45 direct-service programs** throughout the greater Oshkosh region. While we are here to serve the entire community through volunteering, kit packs and donations, **no one person or organization can do it alone**. We prioritize funding to partners that provide access to youth-focused education, mental health, and financial stability.

Collectively, we call this set of partners our Community Investment Portfolio. Your donations help fuel these partnerships to support a robust nonprofit sector providing access to:

- Comprehensive **early education and youth programs** aligned with developmental and cultural needs.
- Essential **mental health** programs and services that provide counseling, resources, and support to individuals and families in our community.
- Vital food, shelter, and holistic services to stabilize lives, work-related transportation, job training, and **financial** education to empower individuals.

"By posting our volunteer needs on the OAUW Volunteer Center site, we are far more visible to those looking to give back to our community with their time, passion, and skills."

~ Pam Schutz
CEO, Covey



YOUTH-FOCUSED EDUCATION

BACK 2 SCHOOL

The annual Back 2 School Fair event, organized by nearly 20 nonprofits including OAUW, serves low-income and at-risk populations in the OASD. With 41% of Oshkosh area residents not being able to afford their basic needs*, the fair provides essential school supplies, clothing, hygiene products, and shoes. This sets students up for success as they begin the new school year.

562+
pairs of shoes
funded with your support

850+
school supplies
generously donated by
OAUW supporters



Literacy is the foundation for life skills. Students falling below the proficient benchmark risk falling behind in reading and other developmental areas.

Your generosity directly addresses this challenge through the Growing Readers after-school tutoring program, a collaboration between the University of Wisconsin – Oshkosh and the Oshkosh Area School District (OASD). This program targets 3rd-grade students, the critical stage when children transition from learning to read to reading to learn. UW-Oshkosh students provide one-on-one tutoring to young learners for at least three hours a week, helping them reach grade-level proficiency.



74
OASD students
qualifying for
tutoring program



34
UWO students
providing
1-on-1 tutoring



1,621
hours of reading which
is nearly double of what
was projected

*Source: 2023 UnitedForAlice.org/Wisconsin.

MENTAL HEALTH

Your local mental health programs are vital for community well-being. Untreated mental health challenges can lead to unemployment, homelessness, substance abuse, suicide, and poor quality of life, highlighting the urgent need for us to prioritize mental health support.



The 2023 mental health survey by the Professional Fire Fighters of Wisconsin Charitable Foundation and Rogers Behavioral Health revealed alarming findings about firefighters' mental health. Of the 93% who reported exposure to traumatic events, approximately 16% experienced depression, 17% screened positive for anxiety, 14% experienced self-harm ideation, and over 8% experienced PTSD in the past two weeks. This data highlights the need for robust and comprehensive mental health support for your community's public safety professionals.

A major obstacle is the stigma surrounding mental health in the firefighting community, with only 63% willing to seek behavioral health support, though 98% would encourage a colleague to seek help. To combat this, the Oshkosh Fire Department has enhanced the accessibility and effectiveness of mental health resources.

With your support, the Oshkosh Fire Department has taken proactive strides to bolster mental health resource accessibility and effectiveness by investing in a Peer Support Team to focus on uniform training, competency maintenance, and resource provision to better support your firefighters.

82%

of OFD served by one-on-one Peer Support have adopted healthy behaviors and improved coping skills with your gift



Children with overlooked or unmet developmental needs can be at risk for mental illness, bullying, educational decline, and generational poverty.

Because of you, BBBS breaks this cycle through mentoring, as the power of one strong adult relationship is a key ingredient in resilience — a positive, adaptive response in the face of significant adversity.

37

new Big matches made with your support



9

officers were matched in the new Bigs with Badges program because of you



TRANSIT

By providing on demand rides, Access to Jobs helps meet the employment-related transportation needs of qualifying, low-income individuals when buses are not in service or don't have a stop within reasonable walking distance. This also includes child care transportation related to employment.

Nearly 40% of those that qualified for the program in 2023 wouldn't have without your support.



53

additional individuals received transportation to work because of your generosity

FINANCIAL STABILITY

With over a third of households in our service area making tough choices between quality child care and paying rent, financial stability is a key focus for your OAUW.



The market's Bonus 10 Program, funded by you, encourages SNAP/EBT benefit use to purchase healthy, locally produced foods, enhancing family nutrition by doubling purchasing power with a \$10 weekly match. This program is vital for low-income individuals, the disabled, and the aging population, helping them make it through the month and keep their families fed.

The Bonus 10 Program boosts EBT customers' ability to buy healthier food, supports family eating habits, influences future generations' food choices, and bolsters local food producers' business, contributing to a successful market.

800

\$10 match tokens were distributed to eligible clients

116

weeks of healthy eating were provided to a child

"I support the OAUW because I believe in the power of community to drive positive change."

By contributing, I help address critical needs and improve lives in our area, becoming part of a collective effort that makes a lasting impact."

~ Rachel Hansen
Senior Community Engagement Specialist,
Oshkosh Corporation



Your generosity fostered collaboration and bridged critical service gaps, directly benefiting your friends, family, neighbors, and coworkers.

TOMORROW'S IMPACT

What's Next for Oshkosh Area United Way

The year's Community Campaign began in the spring of 2023, challenging our community to raise \$1,650,000 to benefit your area. Our approach to "partner with" rather than simply "funnel through" resonated with you, our supporters, and **together, we surpassed our goal, raising a record-setting \$1,757,726 to invest in our community's evolving needs in 2024!**

Our objectives for this year include:

- **Leveraging** our strengths in collaboration and advocacy to bridge service gaps so that our community can thrive.
- **Providing** support to ALICE (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) families and those living in poverty — turning setbacks into bounce backs.*
- **Strengthening** community engagement through volunteerism via VolunteerOshkosh.org.
- **Collaborating** with our Greater Oshkosh Child Care Task Force to stabilize child care for families in our community.
- **Enhancing** youth education to improve overall success and create pathways to financial stability.

Raise your hand to empower your community with your gift.
Donate today at oshkoshunitedway.org/donate.

*Source: 2023 UnitedForAlice.org/Wisconsin.



**SAVE THE DATE FOR OUR
22ND ANNUAL
RACE FOR THE LIGHT
SATURDAY,
DECEMBER 7, 2024**

oshkoshunitedway.org/race

THANK YOU

Thank you for **giving** your time and resources, **advocating** for our work and believing in our mission, and **volunteering** to make a difference in your community by giving everyone the opportunity for a better tomorrow.



GIVE. ADVOCATE. VOLUNTEER.

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