



United Way
Manitowoc County, Inc.

County-wide Priorities

2018-2025

As we transition to focus on community building and engagement, our goal is to bring community assets together to identify ways to cooperatively address issues affecting youth mental health, basic needs and early childhood learning.



Community Engagement:

United Way Manitowoc County strives to offer a positive volunteer experience that enriches community life. We do this by engaging the public and bringing together passions, expertise, and resources in diverse ways to accomplish community goals. We also work hard to connect community members to local information and services.

Our Current Products:

- United Way 2-1-1™ Helpline
- Online Volunteer Center



Youth Social & Emotional Wellbeing:

In 2017, one in seven students surveyed in Manitowoc County identified as seriously considering suicide. Through a new county coalition of schools, United Way Manitowoc County is working on new partnerships to ensure a therapist is present in every school. With increased education and advocacy, United Way strives to improve attitudes, behavior, and circumstances surrounding the use of mental health services.

Our Current Partners:

- Healthiest Manitowoc County
 - * Mental Health Coalition
 - * Substance Abuse Prevention Coalition
- Kids at Hope
- Manitowoc County Public Schools Student Social & Emotional Wellbeing Consortium



Basic Needs:

United Way Manitowoc County is part of the grassroots movement of over 300 United Ways in 14 states in partnership with Rutgers University on documenting financial need. The 2016 ALICE® (Asset Limited, Income Constrained, Employed) Study of Financial Hardship identified 34% of working residents in Manitowoc County who work at lesser-paying jobs, have little or no savings, and are one emergency away from falling into poverty. United Way Manitowoc County works to go beyond singular or temporary fixes to advocate on behalf of ALICE® while collaborating with citizens, businesses, churches, and other nonprofits in providing long-term solutions.

Our Current Partners and Products:

- Emergency Food & Shelter Program
- Familywise®
- Lakeshore Continuum of Care
- MyFreeTaxes®
- United Way ALICE® Project



Early Connections & Literacy:

Sixty-one percent of children from low-income families have no children's books in their home. By age five, a child from a low-income home recognizes only 9 letters while his/her peers recognize 22. United Way Manitowoc County is working to increase community understanding about the important of birth-to-three interactions and connections with caring adults. With the development of United Way Born Learning® trails throughout Manitowoc County, opportunities for children to interact with caring adults in fun and active ways is increasing.

Our Current Partners and Products:

- Healthiest Manitowoc County
 - * Investing Early
- Reach Out and Read®
- United Way Born Learning®

LIVE UNITED
GIVE. ADVOCATE. VOLUNTEER.

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