Shawano Area
UNITED WAY

# 2026 ANNUAL APPEAL LETTER




## United is the way we support our communities!

Hello,

On behalf of the Shawano Area United Way, I am honored to reach out to you during our 2026 campaign season. My name is Uriah Williams, and I am the Executive Director of our organization. Our mission this season is to reach our goal of $100,000 raised for the Shawano Area from October 22nd to December 15th. Enclosed you will find our 2026 List of Funded Agencies, Impact Flyer, and Brochure with quick information about our local impact in Shawano and Menominee Counties.

### A Year of Success

2026 was another benchmark year for our organization. Because of your generosity last campaign season, we were able to grant out **$42,000** to 14 agencies operating in Shawano and Menominee Counties. This resulted in over 17,000 individuals being served as self-reported by funded agencies. Everything from free mental healthcare appointments for uninsured youth to clothing for low-income families to hygiene products for food pantry clients. United Way funding made a BIG impact in our service area this year!

Beyond funding, our programs continued to do well. The Snuggled with a Hug Diaper Bank added over **30 new families** that received free diapers and wipes for each of their children 0 to 4 years old. The three Volunteer Income Tax Assistance Sites we're connected with processed over 600 free income tax returns for low-income families. This resulted in more than **$600,000** being returned to families in our service area who need it most.

We also participated in the Techquity WI program in partnership with United Way Fox Cities and United Way of Wisconsin. This statewide initiative aimed to bridge the digital divide by distributing no-cost loaned laptops to qualified individuals. In our area, we distributed just over **200 devices** in partnership with NWTC Shawano, the College of Menominee Nation, the

Ho-Chunk Nation, and more. Everyone from students needing devices to attend school and complete their homework to veterans attending medical appointments online through the VA. This was truly an awesome program!

## Regional Leadership

We wanted to highlight another area our United Way has been playing a critical role in over the past year. Because of how we're uniquely positioned in the community to engage workplaces, nonprofits, and government entities, our United Way has taken on key leadership roles through the Food Coalition and the Housing Coalition. Both were started in response to major happenings in our area. When the call came for an organization to lead these efforts, we answered.

These coalitions are working to find real solutions to food insecurity, emergency management planning, and equitable housing in Shawano and Menominee Counties. This is a new space for our organization, but one we have been proud to occupy and honored to lead. United is the way we tackle big community projects!

## How can you help?

This campaign season, there are a variety of ways you can show your support. We have received $142,000 in grant requests from partner agencies; this is up 38% from last year. If we reach our campaign goal of **$100,000,** we will be able to maintain our current programming for our organization and grant out $50,000 to agencies operating locally. With your support, we believe we can achieve this goal, especially because last year you helped us reach $89,000 during campaign season. This was our best year on record since 2015.

You can help us by donating through your **workplace campaign**, supporting us through **Thrivent on Giving Tuesday** for an even greater matched donation, or donating **directly.** Donations can be sent, cash or check, to PO Box 31 Shawano, WI 54166, or with card online at shawanocountyunitedway.org/donate. You can also reach out to us if you are an employer and would like to begin the process of setting up a workplace campaign.



*Picture of funded agencies and United Way Board Members in 2026.*

## Thank You!

Last year was an amazing year for our United Way. None of it would be possible without the generous support of our community members. Whether you can give a dollar a week or $1,000 a year, your donations help support the whole community of nonprofits in the Shawano-Menominee area. United is the way we create lasting change together. Let's keep building on our positive momentum together!

- Uriah and the Shawano Area United Way Board