



ANNUAL REPORT



United Way
of Greater Milwaukee



United Way's Mission:

To improve lives by mobilizing community resources

United Way of Greater Milwaukee's unique approach to community problem solving maximizes resources and results. By pooling our individual contributions, each of us can address a wide range of health and human service needs with one gift.

United Way's goal is to create long-lasting change by addressing our community's most serious problems, focusing on the building blocks to a better life:

EDUCATION: Helping Children and Youth Achieve Their Potential

INCOME: Promoting Financial Stability and Independence

HEALTH: Providing Basic Needs on Improving People's Health & Safety

Everyone deserves opportunities to build a good life — a quality education that leads to a stable job, enough income to support a family through all of life's stages, good health and a safe home. When you give to United Way, you choose to be part of the solution.

In 2010, nearly 70,000 people united for change by giving to United Way in a time of continued uncertainty, raising an astounding \$1 million more than in 2009. This outpouring of generosity proves that here in Greater Milwaukee, we help each other out – not just in the good times, but also during times of greatest need. That's what it means to Live United.

THANK YOU on behalf of the 400,000 people who will benefit from United Way programs in 2011.



Mary Lou Young
President & CEO
United Way of Greater Milwaukee



Edward J. Zore
2010 Chairman of the Board,
United Way of Greater Milwaukee
*Retired, Chairman & CEO,
Northwestern Mutual*



Community Problem Solving

United Way's goal is to create long-lasting change by addressing our community's most serious problems in partnership with 160+ health and human service programs at over 80 local agencies.

To achieve its goal, United Way focuses on the critical issue areas below:



Helping Children & Youth Achieve Their Potential

Today's young Americans are less likely to earn diplomas than their parents, a distinction not shared by any other industrialized country.

United Way works to change that reality by boosting every child's chance for success in school, work and life.



Promoting Financial Stability & Independence

As many as one-third of working Americans do not earn enough money to meet their basic needs and have no ability to save for college, a home or retirement.

United Way provides tools that help families increase and maximize their income to meet daily expenses, but also begin the longer-term process of saving and building assets.



Providing Basic Needs and Improving Health & Safety

Health impacts every aspect of a person's daily life.

United Way ensures people have access to basic human needs like food and shelter, and resources to live healthy

lives from prenatal programs to end-of-life care, and everything in between.

2010 United Way Highlights

Increased health and human service funding in 2010, investing nearly \$40 million in community problem solving at a time of diminishing resources and unprecedented needs.

Welcomed one new program partner in 2010, Centro Legal's Domestic Abuse & Family Law Program.

Awarded \$305,000 to 15 community partners in 2009 and 2010, in addition to and separate from annual funding allocations to help meet the increased demand for services.

Became a member of the Milwaukee Homeownership Consortium and Take Root Milwaukee, focused on growing and sustaining affordable homeownership, and stabilizing Milwaukee neighborhoods.

Continued to provide leadership and direction to Milwaukee's Teen Pregnancy Prevention Initiative.

In October 2010, the City of Milwaukee Health Department announced that for a third consecutive year, Milwaukee's teen birth rate had declined.



Celebrating a Milestone

In 2010, United Way of Greater Milwaukee entered its second century of strengthening our community – a true testament to its leadership, and its track record of results.

Lasting, communitywide change requires a united focus on a common goal: a healthy, safe, thriving community. And Greater Milwaukee proved again in 2010 that it is committed to solving our community's most serious problems through collaboration and action.

Mobilizing Resources

United Way's 2010 Community Campaign raised \$46,539,696, exceeding its \$45.75 million projected goal by more than \$750,000. United Way raised \$1 million more than the \$45,535,143 it raised in 2009.

2010 Highlights

- Co-chairs Rick Graber, Honeywell International; Lynn Sprangers, Mount Mary College; and Dr. Nick Turkal, Aurora Health Care recruited 80+ campaign cabinet members (the largest cabinet in United Way history) and 300+ volunteers who made it happen.
- More than 1,400 organizations made corporate contributions or ran employee giving campaigns, including 143 first-time corporate gifts raised through United Way's new Business Initiative sponsored by Rockwell Automation.
- Johnson Controls achieved the largest annual combined workplace campaign total in United Way's 101-year history, raising \$4.1 million and surpassing last year's total by nearly \$1 million for the second consecutive \$1 million increase.
- The Marcus Corporation raised \$75,000 for United Way through its 100th Anniversary Gala.
- 2,600+ volunteers participated in the two-week Days of Caring program, donating more than 10,500 volunteer hours valued at nearly \$220,000 in work for 101 local nonprofits.

Accountability

United Way of Greater Milwaukee only invests in programs that produce results at agencies that manage their money wisely.

United Way has been recognized nationally and locally for its high rate of efficiency and for ensuring that the most donor dollars are at work in our community solving problems and helping people.



Board of Directors 2011 - 2012

Officers of the Board

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Vice Chair/Chair Elect

Stephen A. Roell, Johnson Controls, Inc.

Secretary

Linda Gorens-Levey, Stark Investments

Treasurer

James R. Popp, Chase

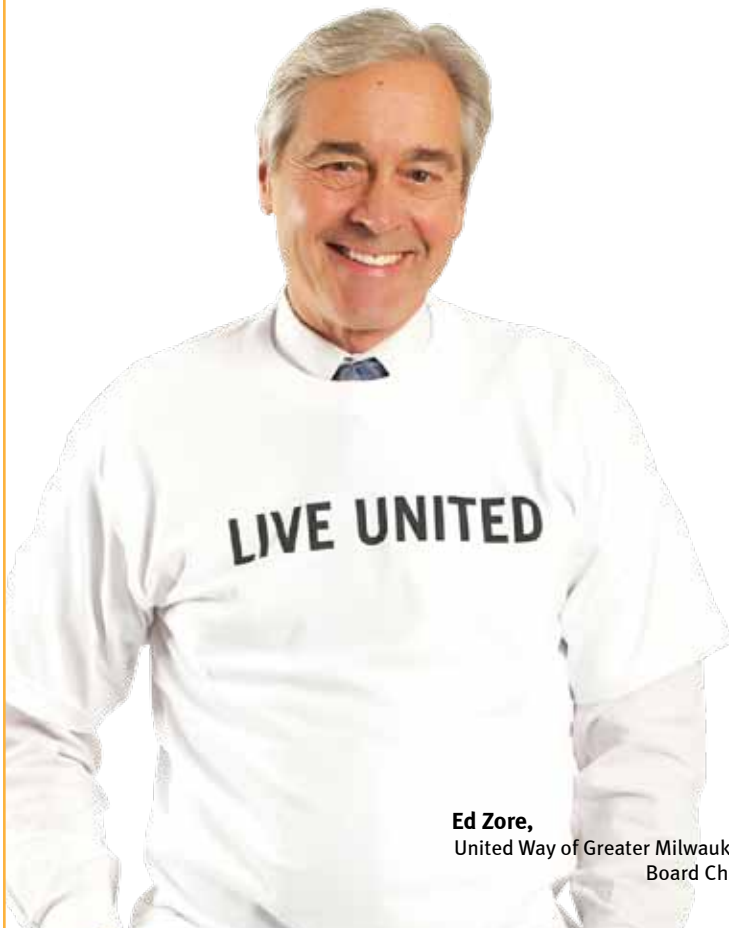
President & CEO

Mary Lou Young, United Way of Greater Milwaukee

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Lynn Sprangers, Mount Mary College
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Gordon J. Weber, Associated Banc-Corp
Gregory M. Wesley, Gonzalez Saggio & Harlan LLP
Beth Wnuk, PNC
Scott A. Wrobbel, Deloitte LLP
Anne Zizzo, Zizzo Group Marketing + PR + Media



Ed Zore,
United Way of Greater Milwaukee
Board Chair

Statement of Financial Position

As of June 30, 2010

Assets:

Current assets:

Cash and cash equivalents	\$ 2,697,384
Investments	7,703,187
Pledges receivable – net	11,849,982
Prepaid expenses and other	144,049
Total current assets	22,394,602

Pledges receivable, less current portion	811,418
Investments – Endowment fund	3,654,852
Land, building and equipment – net	859,743
Other assets	610,623
Total assets	\$ 28,331,238

Liabilities & Net Assets:

Liabilities:

Current liabilities:

Donor designations payable	\$ 3,692,590
Amounts payable under fiscal agent responsibilities	1,854,936
Grants payable	832,544
Other amounts payable	71,914
Accrued payroll and other current liabilities	473,118
Total current liabilities	6,925,013

Other liabilities	610,623
Total liabilities	7,535,636

Net assets:

Unrestricted:

Undesignated	(6,018,945)
Investment in land, building and equipment	859,743
Accumulated net growth in permanently restricted net assets	105,821
Board designated for allocations to member agencies and partners	20,827,570
Board designated endowment fund	732,676
Board designated for capital improvements	477,456
Total unrestricted	16,984,321
Temporarily restricted	2,644,563
Permanently restricted net assets	1,166,718
Total net assets	20,795,602
Total liabilities and net assets	\$ 28,331,238

Statement of Activities

Year end June 30, 2010

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Public Support & Revenue				
Campaign revenue:				
Gross campaign results	\$44,900,595	\$1,072,100	\$ -	\$45,972,695
Less: Donor designated funds	(18,217,255)	(242,230)	-	(18,459,485)
Net campaign results	26,683,340	829,870	-	27,513,210
Less: Provision for uncollectible pledges	(795,220)	(34,100)	-	(829,320)
Net campaign revenue	25,888,120	795,770	-	26,683,890
Contributions received in prior period released from restriction	643,389	(643,389)	-	-
Contributions received in current period released from restriction	208,700	(208,700)	-	-
Service fees – Campaign	451,854	-	-	451,854
Memorials and bequests	569,007	-	-	569,007
Sponsorship of United Way events and activities	331,096	-	-	331,096
Total campaign revenue	28,092,166	(56,319)	-	28,035,847
Non-campaign revenue:				
Dividend & interest income	295,465	43,470	-	338,935
Net realized & unrealized gains on investments	867,780	125,799	-	993,579
Transfer to unrestricted for disbursement of temporarily restricted funds	163,161	(163,161)	-	-
Rental income and other	74,558	-	-	74,558
Total non-campaign revenue	1,400,964	6,108	-	1,407,072
Total revenue	29,493,130	(50,211)	-	29,442,919
Expenses				
Agency distributions:				
Gross agency distributions	39,467,351	242,230	-	39,709,581
Less: Donor designated funds	(18,217,255)	(242,230)	-	(18,459,485)
Net agency distributions	21,250,096	-	-	21,250,096
Program services: Community Impact	1,295,367	-	-	1,295,367
Supporting services:				
Fundraising	3,766,270	-	-	3,766,270
Management and general	1,351,218	-	-	1,351,218
Total supporting services	5,117,488	-	-	5,117,488
Total expenses	27,662,951	-	-	27,662,951
Change in net assets	1,830,179	(50,211)	-	1,779,968
Net assets at beginning of year	15,154,142	2,694,774	1,166,718	19,015,634
Net assets at end of year	\$16,984,321	\$2,644,563	\$1,166,718	\$20,795,602

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED[®]

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UnitedWayMilwaukee.org



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