



FACING A PANDEMIC

Couleecap

2020
IMPACT REPORT

The Neighbor You've Relied on for 55 Years

Over the last 55 years our programs may have changed, but our commitment to our community has never wavered. During these unprecedented times, you joined us to meet the challenge. Thank you for supporting our efforts and make our communities work for all people.

Neighbors Who *Inspire* Us



Everyone needs a support system to thrive and for some people, Couleecap is part of that system.

During his time in Couleecap's Housing First program, where people experiencing homelessness are provided housing so they can then focus on other personal goals, Vincent was incredibly dedicated to finding employment. With the help of his case manager, he applied for at least 40 jobs. Vincent came to meetings prepared usually with three to five applications ready to be completed. It worked; he found regular employment and eventually secured more permanent housing with the City of La Crosse Housing Authority. Vincent had successfully exited our program.

Vincent maintained contact with his case manager for three years after exiting our program. When his place of employment closed because of COVID-19, he reached out to her once again. He was struggling to apply for unemployment benefits and meet his

basic needs. His case manager helped him sign up for benefits, coordinated meal and grocery deliveries, updated his rental agreements with the housing authority, and paid off his outstanding rental debt. To ensure he was on a solid foundation, she also connected with local jobs programs.

Vincent's story is a great example of the strong relationships that grow in our Housing Programs and how Couleecap's support does not end when our neighbors leave our programs. Couleecap works to ensure people not only receive housing but that they can thrive in it.

**"I didn't think I would
live past my 20's."
-Vincent**

Neighbors We Reached

22,536

people benefitted from the valuable services of Couleecap supported programs.

ENERGY ASSISTANCE

584 households received emergency furnace repair, weatherization, or emergency utility bill payment assistance.

FOOD SECURITY

1,398,842 pounds of food were distributed to 12,650 people in partnership with Emergency Food Assistance Program pantries.

HOMELESSNESS

246 people who were homeless or at risk of becoming homeless received eviction prevention, housing, and case management.

JOBS & TRAINING

93 people were assisted with education or training to start a business to improve earnings.

HOMEOWNERSHIP & REPAIRS

554 households received housing counseling or down payment assistance to purchase homes. 30 households received critical home repairs.

AFFORDABLE HOUSING

45 affordable rental housing units were maintained and housed 45 families for a total of 103 people.

TRANSPORTATION

10 households received vehicle repair or replacement assistance and 16,840 rides were given to people to get to work.

DRUG PREVENTION

2,559 adults and youth were provided alcohol, tobacco, and other drug abuse prevention education and training programs on substance abuse related issues.





Neighbors Who *Responded*

When Wisconsin's stay-at-home order went into effect on March 24, 2020, Couleecap knew that action was needed. Our neighbors had immediate needs, and Couleecap didn't wait. We quickly reached out to vulnerable communities and engaged funders to implement a financial assistance program and small business recovery programs. We opened our food pantries to five days a week with car-side distribution and added additional services, including home delivery.



Food Pantry Home Deliveries

Couleecap pantries extended hours to meet increased demand and added home delivery services for 102 low-income senior, disabled, and family households who were not able to travel to our pantries for food.

Neighbors Who Care



Emergency Financial Assistance

581 households who had lost or reduced employment due to COVID-19 received emergency bill-pay assistance.



Rental Assistance

865 households who had lost or reduced employment due to COVID-19 received rent or security deposit assistance.



Saving Small Businesses

67 local small businesses impacted by COVID-19 received grants, 0% interest loans, training, and technical assistance.



Healthcare & Migrant Worker Support

Through donor-driven funds, more than 100 rural healthcare workers and 150 migrant or immigrant workers who had lost employment due to COVID-19 received emergency assistance to pay bills and meet household needs.



Your Neighbors For 55 Years



In 1966, a group of like-minded individuals from the Coulee Region came together to act on the bold and ground-breaking idea of localized solutions to poverty. That idea of putting the community into action became known as Couleecap- a local, non-profit Community Action Program recognized and empowered by the Economic Opportunity Act signed by President Johnson just two years before. Fifty-five years later, Couleecap continues to deliver programs that not only change lives but address the very conditions that create poverty. In 2020, the public health and economic crises presented by COVID-19 were among those conditions.

We are proud of our response. Not only did we continue the delivery of our regular programs, we also launched new, and expanded existing, emergency programs. These new and expanded programs help people pay bills during long periods of unemployment, avoid eviction through rental assistance, and receive food deliveries if their health makes it unsafe for them to venture out. We helped small businesses stay open and keep their employees paid despite a downturn in sales. We also set up regional donation drives and created special funds to help populations disproportionately impacted by the pandemic. But our genuine pride is in the way our supporters rallied to our aid.

You enable our work; our ability to act quickly and pivot to a changing situation is because of your support. As businesses closed and unemployment offices became overwhelmed, Couleecap was able to respond immediately because of donations and local grants that provided the flexibility to do so. Organizations like ours, and supporters like you, give government entities time to react - time to establish large-scale infrastructure and programming.

In 2020, Couleecap was recognized by the Governor's Award for Excellence in Community Action for our service to the community through the pandemic. We share this award with you - our community of supporters whose commitment continues to make our work possible.

What started as a bold idea many decades ago has grown into a proven methodology with 55 years of experience. Thank you for continuing to support Couleecap to ensure a better community for all.

Sincerely,

George Kruck
Board Chairperson

Hetti Brown
Executive Director



Financials

FOR THE YEAR ENDING DECEMBER 31, 2020

SOURCES OF SUPPORT

Grant Revenue	\$9,056,337
Program Service Contributions	\$233,369
Contributions	\$552,735
Other Income	\$654,876
Includes rental income, program and interest income	
Total Revenue	\$10,497,317

EXPENDITURES

Affordable Housing, Home Rehabilitation, & Homebuyer Programs	\$1,200,624
Services to Address Homelessness	\$1,044,946
Weatherization, Emergency Furnance & Energy Assistance	\$2,292,054
Emergency Assistance: Food, Clothing, & Homeless Prevention	\$1,625,314
COVID Programming	\$2,214,577
Addiction Prevention Education	\$100,371
Business Development	\$143,418
Employment and Transportation	\$199,810
Misc. Community Programming	\$298,246
Total Program Activities	\$9,119,360
Management & General	\$547,694
Fundraising	\$13,853
Total Expenses	\$9,680,907



\$9,119,360

in programs, services, and activities
to our communities.



Neighbors
Who Helped Us
Face A Pandemic

Thank you!

When we needed assistance, you answered the call. You help us provide food, financial assistance, and more when our community needed it most.

For a complete list of donors, please visit our website.

Together we can do MORE!

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Couleecap

your local community *action* program

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