



## Couleecap Helps Meet A Family's Needs With Flexible Funds

At Couleecap, we commonly work with clients going through a challenging time in their lives. No two clients are alike, and our team works diligently to meet each individual client where they are at. [Read more.](#)



**“you don’t know  
what this means to  
me as a parent to  
be able to provide  
for my kids.”  
-WHH participant**

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# Wisconsin Help for Homeowners Ends March 8th



Our WHH team has delivered outstanding service to our neighbors. Their service extended beyond our region, as they provided service to other community action agencies that did not have financial counselors on staff or needed help managing their caseloads.

Wisconsin Help for Homeowners, or WHH, provides assistance to homeowners experiencing financial hardship and housing insecurity due to the COVID-19 pandemic. The program has helped over 400 households in the Coulee Region. The Wisconsin Department of Administration announced on February 5 program will no longer accept applications after March 8, 2024 due to low remaining funds.

The program, locally administered by Couleecap, was launched in March of 2021 to help households in Crawford, La Crosse, Monroe, and Vernon Counties with \$3.2 million dollars of mortgage assistance, property taxes, utilities, sewer and water expenses.

Homeowners in need of assistance from the WHH program can apply online through the Couleecap website, [www.couleecap.org/help-for-homeowners.html](http://www.couleecap.org/help-for-homeowners.html), or by calling a toll-free number 844-260-7709 if they are unable to access the online application. Services are available in many languages, including American Sign Language. Applications must be submitted and/or post marked March 8, 2024. Consideration is based on a first come, first serve basis until funds are expended. Therefore, homeowners are encouraged to submit applications as soon as possible.



## Wisconsin Help for Homeowners Impact on the Coulee Region

Over 400 local households assisted



Local families received \$3.2 million dollars of mortgage assistance, property taxes, utilities, sewer and water expenses



Deadline to Apply:  
March 8, 2024

The WI Help for Homeowners Program, or WHH, is funded by the U.S. Department of Treasury for COVID relief. Couleecap is delivering the program with the WI Community Action Program (WISCAP) in partnership with the Department of Administration.

More information about the Wisconsin Help for Homeowners Program can be found at [www.couleecap.org/help-for-homeowners.html](http://www.couleecap.org/help-for-homeowners.html).

# Energize Wisconsin Brings Affordable Solar Benefits To Our Energy Burdened Neighbors

Couleecap staff were thrilled to notify 137 households that they qualified for the new [Energize Wisconsin program](#) this January. This program is a partnership between Couleecap, Vernon Electric Cooperative, and the Public Service Commission's Office of Energy Innovation to bring the benefits of community solar to households with high energy burdens who qualify for the Wisconsin Home Energy Assistance program.

These households will receive a monthly solar credit on their Vernon Electric Cooperative utility bills. We are projecting this will result in over \$200 savings per year. A huge help for families with high energy burdens.



## Thank You Partners



# Everyone Needs a Little Help Sometimes Donating or Selling Your Property Will Help Local La Crosse County Families

Thriving Families of La Crosse County is a collaborative project between Couleecap, Catholic Charities, and La Crosse County to provide low-barrier, safe, stable housing to families who are experiencing homelessness.

The goal is to provide families with housing and other supports they need to achieve their personal, financial, and permanent housing goals.

Experienced nonprofit organizations, Couleecap and Catholic Charities, acquire and manage quality housing throughout La Crosse County. Case management services are provided to each family by La Crosse County staff.

With your donation, you can support families in your community. [Thriving Families of La Crosse County](#) seeks single-family, duplex, and triplex homes for donations or purchase. All donations are tax-deductible.\*



*To learn more  
contact us!*



# A Dynamic Hub of Innovation and Collaboration

## The Small Business Incubator Brings Entrepreneurial spirit to life



In 2022 Couleecap embarked on a unique venture to launch a business incubator known as The Collective on Main. The initial model of The Collective had vendors working 15 hours and at least one weekend in the store, with rent for their space being on a graduated fee structure.

Over the course of the year, the team supporting The Collective realized that to best serve the small businesses and entrepreneurs working with The Collective, some pivots and growth in the model would be necessary, all while maintaining the community The Collective was created to support.

Through this growth, the structure of The Collective has been re-imagined bringing in more vendors and offering employment opportunities through a partnership with the Service Employment Redevelopment (SER) program for staffing, which is a program which focuses on job opportunities for older individuals who'd like to stay in the workforce. Utilizing the SER workers, small business owners and Couleecap staff can maintain regular open hours and can continue to focus on supporting the growth and innovation happening at The Collective.

Currently The Collective is home to seven different vendors, including an original vendor, Triple Goddess Creations. In addition to Triple Goddess Creations, you can also find six other vendors currently at The Collective. The Collective on Main has become more than a small business incubator as it continues to grow into its role as a dynamic hub for innovation, collaboration, and community empowerment. With The Collective, Couleecap can continue to provide a space where ideas flourish, networks thrive, and the entrepreneurial spirit comes to live.

### The Collective on Main Vendors

#### Triple Goddess Creations

Triple Goddess Creations curates a unique collection, featuring a blend of handcrafted and other items including jewelry, candles, crystals, clothing, and accessories.

#### Luckey Us Handmade

The owner, Lisa personally crafts darling children's clothes by hand, using up-cycled materials. Her focus and commitment to sustainability shine in her meticulously created pieces.

#### WCC Brands

A screen-printing and embroidery company with locations also in Lancaster and Kieler Wisconsin. Following the loss on their management team in their La Crosse location, they reached out to Couleecap for assistance in maintaining their relevance of their brand in the La Crosse area.

#### WordNerd

Owned by Amanda who is a author, workshop leader, presenter and 'authorpreneur' coach who finds joy in the art of storytelling. Amanda offers several copies of her works at The Collective on Main.

#### Crystal Eclipse

Naomi, a dedicated certified massage therapist is deeply passionate about eastern medicine. She also operates an established gift shop in Sparta and decided to join The Collective as an exciting opportunity to expand her business and explore the vibrant market in downtown La Crosse.

#### Mr. Hygiene

A new business owned by fresh entrepreneur Bobby. Bobby has created a line of high quality grooming products designed to cater to the modern mans needs.

#### Khaotic Kreation

A woman-owned business that specializes in crafting custom items such as tumblers, pens, key chains, mugs and shirts. Previously working with vendor fairs and Etsy, the owner Desiree decided to join The Collective to help further expand on her entrepreneurial journey.

# Join us for the 5th Annual



**Wednesday, June 26th 2024**

**The Golf Club at Cedar Creek**

**8:00 AM Event Registration**

**9:00 AM Shotgun Start**

**3:00 PM Lunch**

**4:00 PM Awards**

**Scramble Format Rain or Shine**

**4-Person Team**

**Support our Work!**

**Sponsorship Opportunities Available!**



**Early Bird Special - Register by April 15th**  
**\$160/person      \$640/foursome**

Event proceeds support Couleecap Homeless Programs. Couleecap is the area's only provider of long-term supportive housing. Couleecap provides housing, case managements, and other supportive services to 75-100 formerly homeless individuals and families.



**Early Bird Deadline  
April 15th!**  
**Register at  
[Couleecap.org/Golf](https://Couleecap.org/Golf)**



Toll Free: 1.866.904.4508  
Website: [www.couleecap.org](http://www.couleecap.org)  
Email: [contactus@couleecap.org](mailto:contactus@couleecap.org)

Crawford County  
200 E. Blackhawk Avenue  
Prairie du Chien, WI 53821  
Phone: 608.326.2463

La Crosse County  
700 N. 3rd Street, STE 202B  
La Crosse, WI 54601  
Phone: 608.782.4877

Monroe County  
217 N. Black River Street  
Sparta, WI 54656  
Phone: 608.269.5021

Vernon County  
201 Melby Street  
Westby, WI 54667  
Phone: 608.782.4877

A United Way member agency



## What if Your Actions Could Last a Lifetime?

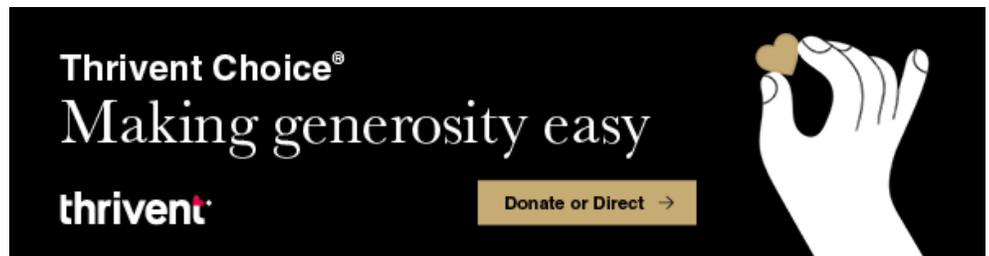
Did you know you don't need to be wealthy to leave a legacy? Making a charitable gift through your Will or trust is a simple and tax-friendly way to support your community for future generations.

### Sample Language for Charitable Bequests

I hereby give, devise and bequeath \$\_\_\_ (or a percentage of my estate) to Couleecap Inc., a non-profit organization located at 201 Melby St., Westby, WI 54667, Federal Tax ID #39-1077614, for Couleecap's general use (or to support the following area(s) of charitable interest).

These are important actions. Please take time to consult your financial advisor when considering a gift.

[We encourage you to share your plans with us.](#) Your plans remain confidential and we are able to ensure that when the time comes, Couleecap understands and can abide by your bequest intentions.



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Thrivent Choice® can have a tremendous impact on organizations like ours. Eligible Thrivent clients with membership: Don't forget to direct 2023 Choice Dollars® before March 31, 2024. And, please consider directing Choice Dollars® to us. For more info or to direct Choice Dollars, call 800-847-4836 and say "Thrivent Choice." Or click here > [thrivent.com/thriventchoice](http://thrivent.com/thriventchoice)

*Donate Food & Supplies from our*



**Thanks for supporting Couleecap programs like our food pantries**

