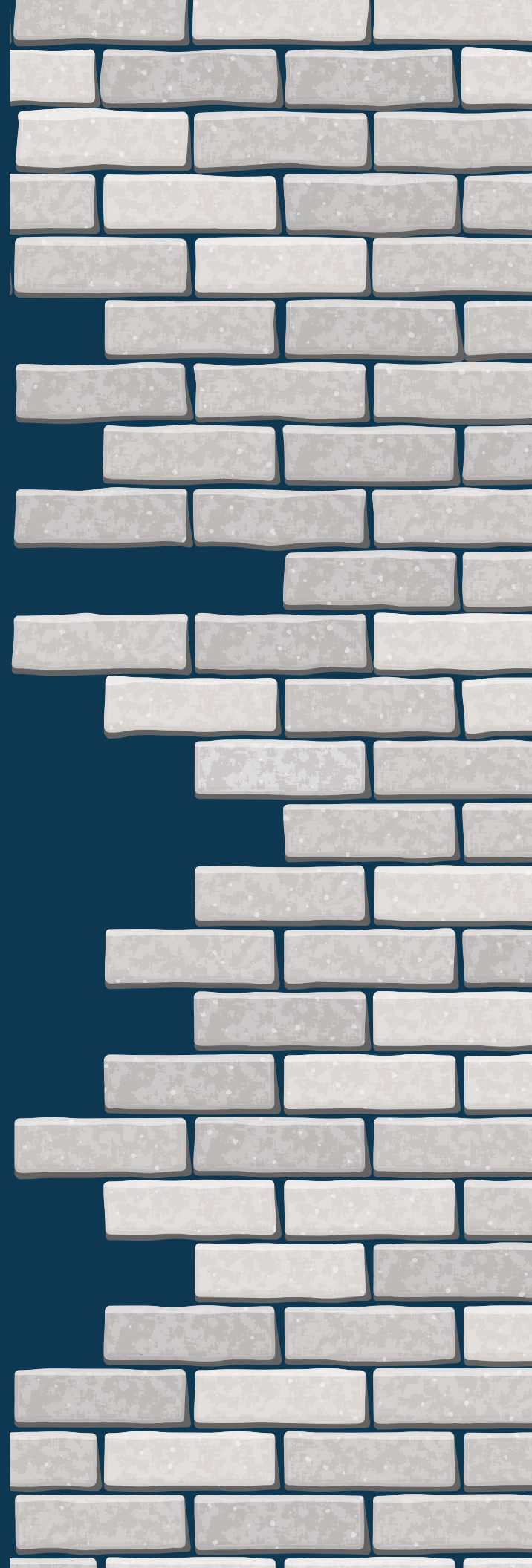


WE
INNOVATE
LISTEN
COLLABORATE
MOBILIZE
FIGHT POVERTY
BUILD

Couleecap

2021 IMPACT REPORT



WE INNOVATE

“THANK YOU!
THIS HAS BEEN
A FANTASTIC
OPPORTUNITY.”

- STEPHEN



ACCESS TO WORK PROGRAM

Innovation is a crucial component to our success at Couleecap. When we identify a need in the community, we work to find an innovative solution.

Couleecap has been operating supportive housing and other programs for people experiencing homelessness for more than 35 years. In our programs, we often work with people who have been homeless for many months or years. Once in stable housing, finding employment can be difficult due to a lack of job readiness skills, work experience, or other barriers.

Couleecap case managers developed the Access to Work program specifically for this population. The program is one of a kind in the region and now helps people in supportive housing programs find meaningful employment. Stephen is one of our best ambassadors.

Stephen began his journey with Couleecap through our homeless program. Stephen worked with his Case Manager to secure safe housing. He worked on his health issues and, when he was ready, was referred to Couleecap's Access to Work program. His employment case manager worked with him to identify

jobs he was interested in. They worked on enhancing the skills he needed to succeed in his employment.

“I did appreciate that the first question they asked was, ‘what don't you want to do?’” Stephen laughed. When asked about the program, he quickly says, “Thank you! This has been a fantastic opportunity. Life is better than it was before.”

His case manager has been with him every step of his journey and today continues to support Stephen and his success at the People's Food Cooperative.

Scott, Peoples Food Cooperative store manager, appreciates the support that Couleecap provides to employers and the value the program is to help people succeed in their employment.

Today Stephen enjoys his job and is nearing his first anniversary with Peoples Food Cooperative. The Access to Work program has been so successful at Couleecap that we have offered it to other local nonprofit agencies serving the homeless population.

“THIS PROGRAM IS A WORTHWHILE INVESTMENT AND A PATH FORWARD FOR PEOPLE.”
- SCOTT, PEOPLES FOOD COOPERATIVE

WE LISTEN

HEALTHY HOMES: HEALTHY COMMUNITY



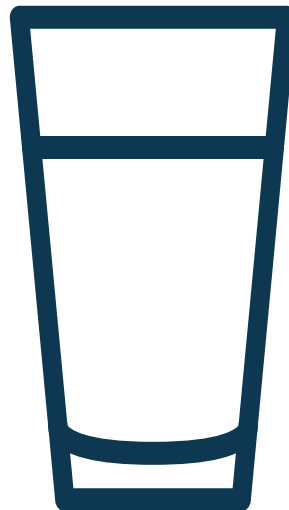
Coulecap surveyed the community and learned that safe drinking water was a concern for many rural low-income residents with private wells, but the cost was a barrier to well testing.



Coulecap worked with community partners and funders to design a new program that made well water testing available to rural homeowners.



More education was needed to ensure rural homeowners understood the importance of regular well water testing. Staff updated all our home counseling materials to include a section on well safety.



Coulecap's home rehabilitation program made funds available to low-income homeowners to repair or replace contaminated wells.



Coulecap found that many wells were older and had contamination that needed to be addressed.

SMALL BUSINESS: PARTNERING FOR SUCCESS

It takes courage to open a business. Entrepreneurs commonly ask themselves, ‘Will my business be successful? Can I afford my rent? How do I reach customers?’ When an entrepreneur is ready, they have a lot on their plates. Luckily, Couleecap’s Small Business programs offer support, technical assistance and training, and financial resources to ease the burden. Most importantly, Couleecap collaborates with small business owners to lend help that is customized to their unique needs.

For example, our Pop Up Shop program provide new entrepreneurs three months of storefront space to test their business plan rent and risk free. “Pop up shop funds made all the difference in the world. Having three months of paid rent alliviated some of my stress,” said Kari Davidson, owner of Blush Boutique. Kari’s business was so successful she realized she needed a larger space after her initial Pop Up Shop grant. She found a new space that fit her long-term needs and signed a lease.

Some entrepreneurs work with the Couleecap Business and Income Developer to create new business plans or identify training they need to grow a product line. Others need help connecting to resources. Business expansion grants are also available to small businesses who are looking to grow their business. That was the case of Jessica Hendrickson, owner of Fine Lines Beauty & Boutique. Her business needed funds for a website to improve marketing and promotion. “People don’t spend money on marketing because they don’t know how,” said Jessica. With Couleecap’s help she was able to hire consultant and redesign a beautiful website that allows her to promote her business and the community.

Some entrepreneurs have been wanting to build their small business but need a partner to encourage them. Amanda was concentrating on her online business when Couleecap staff reached out and offered her assistance with a grant to launch her storefront. “I have always wanted to have my own business,” said Amanda Roe, owner of Prism and Sky. “Westby was where I wanted to be.” Amanda received help with her business plan, technical assistance, and funding to start a business in downtown Westby.

A successful small business economy helps to create a thriving community. Couleecap is proud to collaborate with entrepreneurs and business owners as they help our region grow.



THE POP UP SHOP PROGRAM HELPED BLUSH BOUTIQUE SECURE A STOREFRONT AND TEST THEIR BUSINESS PLAN.



A BUSINESS EXPANSION GRANT HELPED FINE LINES BEAUTY & BOUTIQUE WITH A NEW WEBSITE AND MARKETING EFFORTS TO PROMOTE THEIR NEW BUSINESS.



PRIZM & SKY SECURED A 2021 START-UP GRANT TO HELP MAKE THEIR SMALL BUSINESS DREAM A REALITY.

WE MOBILIZE

TAKING FOOD PROGRAMS ON THE ROAD



A lack of transportation and food availability was preventing aging, disabled, and low-income families from accessing food. Couleecap staff noticed that people were having difficulty getting to food pantries and farmer's markets.



Couleecap contacted property managers of several low-income housing units throughout Crawford County to identify people who needed food pantry deliveries. Couleecap also leveraged farmer's market coupons, provided through a generous grant from the Crawford County Community Fund, to allow residents at a property in Prairie du Chien to purchase produce from local farmers.



Couleecap partnered with the Aging and Disability Resource Center on a project to transport low-income aging and disabled residents to Farmer's Markets in communities where they were available. Couleecap also provided Farmer's Market coupons to each person so they could receive free produce.



Couleecap made regular food pantry deliveries to other low-income housing units throughout Crawford County to ensure no one had to go without food because they lacked transportation.



Food pantry and farmer's market transport projects successfully met the nutritional needs of residents in Crawford County, and farmer's market vendors enjoyed providing their produce to more community members. Plans to expand these programs in 2022 are underway.

**405 FARMERS MARKET
COUPONS DISTRIBUTED**

**398 HOLIDAY FOOD BASKETS
DISTRIBUTED**

**278 FOOD DELIVERIES TO HOUSEHOLDS
UNABLE TO GET TO FOOD PANTRY**

WE FIGHT POVERTY.

609

HOUSEHOLDS WERE WEATHERIZED,
PROVIDED FURNACE REPAIRS, OR
UTILITY ASSISTANCE.

46

HOMES WERE REPAIRED
OR WELLS TESTED.

109

PEOPLE LIVE IN COULEECAP
AFFORDABLE RENTAL PROPERTIES.

14

FAMILIES WERE PROVIDED
DOWNPAYMENT ASSISTANCE TO
PURCHASE THEIR FIRST HOME.

374

PEOPLE WERE SERVED THROUGH
HOMELESS PREVENTION AND
SUPPORTIVE HOUSING PROGRAMS.

42

EMPLOYED PEOPLE SUPPORTED
THROUGH THE WORK-N-WHEELS
TRANSPORTATION PROGRAM.

DEAR FRIENDS,

At Couleecap, we are always looking forward – finding new ways to build a community where every person and family can realize their economic and personal goals. Fighting poverty is not just about being there when our neighbors fall on hard times, experience an emergency, or need specialized programming to overcome persistent barriers. It is also about drafting the blueprint to prevent poverty, and designing a future where communities are more resilient to situations that create hardship.

So, what is the blueprint Couleecap is working from? Our 2022-2024 strategic plan focuses on:

- Address energy poverty through the expansion of weatherization and the integration of renewable and innovative energy technologies into existing programs.
- Grow our Access to Work program to provide job readiness, work experience, and employment services to people who are formerly homeless.
- Expand affordable housing availability, access, and quality while closing disparities in homeownership.
- Mobilize food pantry services and addressing food deserts in rural areas with high rates of poverty.
- Build innovative housing systems and collaborative solutions to address homelessness, reduce duplication of services, and improve client outcomes.
- And more...

Your support of Couleecap has made a difference in the lives of thousands. Your continued engagement will create the framework for a better community.

Sincerely,



Hetti Brown,
Couleecap Executive Director

EVERY DAY.

WE BUILD

FINANCIAL REPORT

FOR THE YEAR ENDING DECEMBER 31, 2021

UNAUDITED

SOURCES OF SUPPORT	
Grant Revenue	\$ 7,528,424
Program Service Contributions	\$ 488,550
Contributions	\$ 431,280
Other Income	\$ 517,395
Includes rental income, program and interest income	
Total Revenue	\$ 8,965,649

EXPENDITURES	
Affordable Housing, Home Rehabilitation, & Homebuyer programs	\$ 1,197,259
Services to Address Homelessness	\$ 1,245,358
Weatherization, Emergency Furnace & Energy Assistance	\$ 2,871,560
Emergency Assistance: Food, Clothing, & Homeless Prevention	\$ 1,345,766
COVID Programming	\$ 840,196
Business Development	\$ 108,665
Employment & Transportation	\$ 144,343
Misc. Community Programming	\$ 310,041
Total Program Activities	\$ 8,063,188
Management & General	\$ 537,601
Fundraising	\$ 40,521
Total Expenses	\$ 8,641,310

\$8M+

INVESTED IN PROGRAMS,
SERVICES, AND ACTIVITIES
IN OUR COMMUNITIES

THANK YOU!

We innovate, listen, collaborate, mobilize, fight poverty, and build! We can do this because of our generous supporters! You respond to the needs of your community - thank you!

TOGETHER WE CAN DO MORE!

Our 2021 Impact Report is available on our website. For a complete list of donors, please visit couleecap.org.

Couleecap

ALL WHO SERVED ON OUR BOARD OF DIRECTORS DURING 2021

Nidia Alcantar
Rick Blasing
Randall Brown
Theresa Burns-Gilbert
Judy Clark
Danya Day
David Eggen
Michele Engh
Maureen Freedland

Mari Freiberg
Peg Gallagher
Karen Joos
George Kruck
Monica Kruse
Mai Lee
Alan Morovits
Gail Muller

Anastasia Penchi
Larry Quamme
Arlette Rodriguez-Miller
Bill Rudy
Roger Slama
Gary Thompson
Pater Ly Tong-Pao
Mary Von Ruden

We dedicate this report to the memory of our friends, allies, colleagues, and Couleecap Board members Sharon Folcey and Larry Kelley. They truly embodied the spirit of community action and building better communities.

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Prairie du Chien

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La Crosse

Monroe Co Office
217 N. Black River St
Sparta

Vernon Co Office
201 Melby Street
Westby



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