

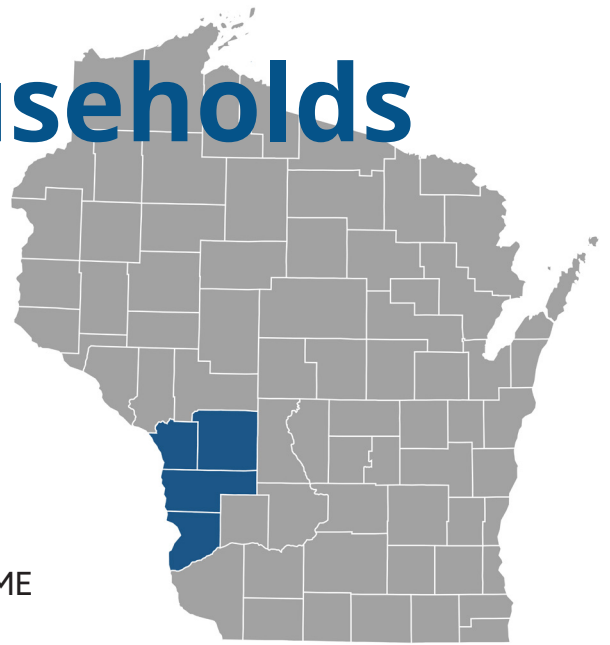
Couleecap

ANNUAL
IMPACT
REPORT



2017

How many households are struggling?



2 in 5



PEOPLE IN OUR AREA ARE CONSIDERED LOW INCOME AND STRUGGLE TO MEET THEIR BASIC NEEDS.

\$54,804



SURVIVAL BUDGET

THE ANNUAL HOUSEHOLD BUDGET A FAMILY OF 4 IN WISCONSIN WOULD NEED TO EARN FOR BASIC SURVIVAL.

CRAWFORD COUNTY



47%

PERCENT OF PEOPLE WHO DO NOT EARN ENOUGH TO MEET THE BASIC SURVIVAL BUDGET.

LA CROSSE COUNTY



43%

PERCENT OF PEOPLE WHO DO NOT EARN ENOUGH TO MEET THE BASIC SURVIVAL BUDGET.

MONROE COUNTY



42%

PERCENT OF PEOPLE WHO DO NOT EARN ENOUGH TO MEET THE BASIC SURVIVAL BUDGET.

VERNON COUNTY



40%

PERCENT OF PEOPLE WHO DO NOT EARN ENOUGH TO MEET THE BASIC SURVIVAL BUDGET.

42%

OF HOUSEHOLDS IN WISCONSIN STRUGGLE TO SUPPORT THEMSELVES.

Your Gift + Our MISSION = Real IMPACT

YOUR SUPPORT OF COULEECAP AND THE PROGRAMS AND SERVICES WE OFFER IS ESSENTIAL TO OUR MISSION. YOUR GIFT HAS AN IMPACT ON OUR AGENCY AND THE THOUSANDS OF PEOPLE WE HELP EACH YEAR. THANK YOU!

YOU **FED**

YOU **BUILT**

YOU **HOUSED**

YOU **TRAINED**

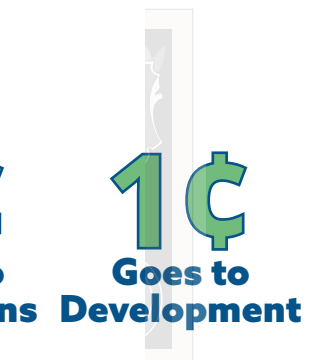
**"I feel like my
community cares."
-Couleecap participant**

YOU **WEATHERIZED**

YOU **IMPACTED**



For Every \$1.00 Spent



Your Gift + Our MISSION =

443



Households received housing counseling or down payment assistance to purchase homes.

1,816,732



Pounds of food were collected and distributed to 15,774 people in partnership with local TEFAP supported food pantries.



1,758

Pounds of medication were collected to prevent drug abuse.



109

People were provided affordable rental housing by Couleecap.

Coulee

your local community



53,395

Hours were volunteered to Couleecap supported programs by community residents.

199



Community partnerships were established and maintained between Couleecap and other entities.

Real IMPACT



647

Households received emergency furnace repair, weatherization, and emergency utility bill payment assistance.



299

People who were homeless or at risk of becoming homeless received eviction prevention, emergency or transitional housing and case management.



86

Households received critical home repairs.

eeecap ty action program



10

People completed financial literacy training or savings development program.

81



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

53



Households received vehicle repair or replacement assistance and 15,560 rides were given to people to get to work.

Annual Expenditures

SPECIFIC ASSISTANCE TO INDIVIDUALS	\$3,361,246
WAGES AND BENEFITS	\$2,879,155
TRAINING	\$27,125
PROFESSIONAL FEES	\$120,559
SUPPLIES	\$73,049
TELEPHONE	\$31,130
POSTAGE AND SHIPPING	\$10,700
OCCUPANCY	\$87,961
PRINTING AND PUBLICATIONS	\$28,833
TRAVEL	\$70,867
INSURANCE	\$72,429
BUILDING AND EQUIPMENT MAINTENANCE	\$70,435
OTHER EXPENSES	\$285,645
TOTAL EXPENSES	\$7,119,134

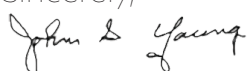
Message from John Young

When I joined the Couleecap Board of Directors in 1970, the organization was still in its infancy, defining what it meant to deliver community-centric programming as part of a national movement to address poverty. Since then, Couleecap has grown to serve over 22,000 people a year with more than 20 programs. We have molded our agency to the needs of the people we serve, provided a strong voice for economic equality, and delivered on our promise of compassion and integrity.

It is with great pride that I look back on a career of service to the organization and reflect on the challenges we were able to overcome. Funding cuts, community crisis, recessions, changing political views on poverty - we have weathered it all. It is also with great trust and belief in the staff, volunteers, and Board of Directors that I retire after 48 years of service. The Couleecap team provides value and service that is unduplicated in the Coulee Region and I am confident in their continued innovative and compassionate spirit.

Finally, I would like to recognize our clients for serving as inspiration throughout the years. Your stories of resilience, ingenuity, and hope when navigating environments of inequality and systems wrought with barriers have moved me to be a better person and public servant. Thank you.

Sincerely,



John Young, Board Chair



John Young, Board Chair

Your Gifts in 2017

FOR THE YEAR ENDING DECEMBER 31, 2017

\$100,00+

OTTO BREMER TRUST

\$25,000+

LA CROSSE COMMUNITY FOUNDATION'S
ROBERT & ELEANOR FRANKE CHARITABLE
FOUNDATION FUND

\$10,000+

CENTURY FOODS INTERNATIONAL
WELLS FARGO FOUNDATION

\$5,000+

DR. JAMES AND ANN DELINE
GEORGE AND ELIZABETH KRUCK
GAIL ZIRNGIBL
GUNDERSEN HEALTH SYSTEM

\$2,500+

ANONYMOUS
DAVID AND KATHRYN THOMPSON
WILLIAM AND MARDELL WINTER
MARINE CREDIT UNION FOUNDATION
MAYO CLINIC HEALTH SYSTEM
PEOPLES STATE BANK
ST. PETER EVANGELICAL LUTHERAN CHURCH
VERNON WOMEN'S ALLIANCE
WOMEN'S FUND OF GREATER LA CROSSE

\$1,000+

A GRATEFUL COMMUNITY MEMBER
PHILIP AND KATHLEEN AAKER
ANONYMOUS
JOHN AND LINDA LYCHE
MARC TUMERMAN
ALLIANT ENERGY FOUNDATION
FIRST PRESBYTERIAN CHURCH
KWIK TRIP, INC.
MGE FOUNDATION
NEXT STEP NETWORK, INC.
OAKDALE ELECTRIC COOPERATIVE
ORGANIC VALLEY
PRAIRIE PULVERIZING, INC.
RIVER CITY GOLD AND SILVER EXCHANGE
ROTARY WORKS FOUNDATION
SCENIC RIVERS ENERGY COOPERATIVE
THEISEN'S HOME, FARM, AUTO
UNITED HEALTHCARE SERVICES, INC.
U.S. BANK FOUNDATION
VERNON ELECTRIC
XCEL ENERGY

UNITED WAY AGENCIES

GREAT RIVERS UNITED WAY
PRAIRIE DU CHIEN AREA UNITED WAY

172 OTHER GENEROUS DONORS

Our Board of Directors

ELLEN BARUM
RICK BLASING
BOB BRAGUE
THERESA BURNS-GILBERT
KAREN DAHL
MAUREEN FREEDLAND
MARI FREIBERG
BETH HARTUNG

TERRY HICKS
KAREN JOOS
LARRY KELLEY
GEORGE KRUCK
MONICA KRUSE
CELESTA LEIS
SONYA LENZENDORF
KAREN LONG

JOE MCDONALD
GAIL MULLER
BILL RUDY
ROGER SLAMA
GARY THOMPSON
KATIE WESTERMAN
JOHN YOUNG

Thank you for supporting our **MISSION**

EVERY CONTRIBUTION IS IMPORTANT TO US, AND YOUR CONTINUED SUPPORT MAKES OUR WORK POSSIBLE. REGRETTABLY, SPACE LIMITATIONS FORCE US TO CONFINE THE DONOR LISTING TO DONATIONS OF \$1,000 OR MORE. COULEECAP MAKES EVERY EFFORT TO ENSURE ACCURACY. PLEASE CONTACT COULEECAP AT 608.424.2532 WITH ANY ERRORS OR OMISSIONS.

Our Vision for 2018

I sincerely appreciate the community, our supporters, and the team at Couleecap for welcoming me as the new Executive Director in 2017. I am proud to have joined a strong legacy of advocacy, service, and community commitment.

As we look forward, our greatest opportunity lies in leveraging our strong foundation to build a new future for the organization and those we serve. In 2017, we received more requests for assistance than we could accommodate. We hear about low unemployment rates and a growing economy in the Coulee Region. In reality, low wages, diminishing public benefits, expensive housing, and other barriers still keep many families from achieving economic stability and advancement.

With your help, we can meet the needs of our neighbors. In 2018, we plan to decrease the rate of homelessness across our four-county service area by securing housing for 330 people who are homeless or at risk of becoming homeless. We will provide healthy food directly to over 3,200 people and will distribute over 1.5 million pounds of food to pantries in the region. Couleecap will help 35 working households secure reliable transportation, 2,500 people with affordable or free clothing and household goods, and 80 people with financial counseling and savings account development. In 2018, our team will provide critical home repairs for over 200 households and energy assistance and emergency furnace repair for almost 500 people. Couleecap will provide down payment assistance to low-income households to purchase their first home, and will help people seeking advanced education or training to start a new business.

In 2018, we are seeking funding to build new programs to meet the evolving needs in the Coulee Region. As leaders in the effort to end poverty, Couleecap also leverages opportunities to influence state and federal policies and collaborates with other public and private entities to advance entire systems of service.

Thank you for your support and we hope we can continue to rely on you as we deliver on our goals.

Sincerely,



Hetti Brown, Executive Director

<p>CRAWFORD COUNTY OFFICE 200 E. BLACKHAWK AVENUE PRAIRIE DU CHIEN, WI 53821 PHONE: 608.326.2463</p>	<p>LA CROSSE COUNTY OFFICE 700 N. 3RD STREET, STE 202B LA CROSSE, WI 54601 PHONE: 608.782.4877</p>	<p>MONROE COUNTY OFFICE 217 N. BLACK RIVER STREET SPARTA, WI 54656 PHONE: 608.269.5021</p>	<p>VERNON COUNTY OFFICE 201 MELBY STREET WESTBY, WI 54667 PHONE: 608.782.4877</p>
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WEBSITE: COULEECAP.ORG

COULEECAP IS AN EQUAL OPPORTUNITY EMPLOYER AND SERVICE PROVIDER. AUXILIARY AIDS AND SERVICES AVAILABLE UPON REQUEST.

