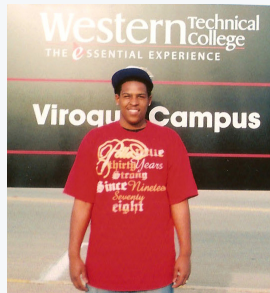
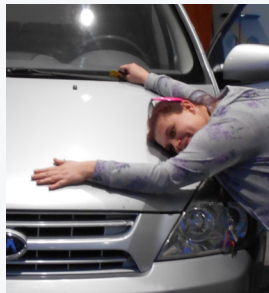




A MILLION Reasons

CELEBRATING 1 MILLION PEOPLE SERVED



2023
IMPACT REPORT

Couleecap
your local community action program

WE'RE Celebrating



1 Million Stories

I'm thrilled to share a remarkable milestone. Since our establishment in 1966, we have initiated more than 247 programs dedicated to addressing poverty in our region, impacting the lives of over 1 million people!

The magnitude of this IMPACT is profound. **One Million** lives have been directly touched by the programs and services provided by Couleecap. Through periods of economic prosperity, natural disasters, recovery, recessions, and even a global pandemic, Couleecap has remained a steadfast source of support within our community.

Behind each number lies a unique story of perseverance and hope. We are privileged to have the opportunity to share these stories with you- testaments to the possibilities created when working together - neighbors helping neighbors - to create a community where everyone can thrive.

Hetti Brown
Executive Director





SINCE OUR ESTABLISHMENT IN 1966, WE HAVE IMPLEMENTED OVER 247 PROGRAMS TO ADDRESS POVERTY IN OUR REGION, SERVING OVER

1 MILLION PEOPLE



Everyone has a story. We are grateful to those who have chosen to share theirs with us. Learn more at couleecap.org/our-stories.html



1 MILLION *Stories*



A Home of his Own

“Before Couleecap, my life was gray for so long. I was stuck in survival mode longer than I care to admit,” shared Jake. Jake is receiving housing through Couleecap’s Housing First Program.

Jake shared that he has experienced homelessness throughout his life, struggling with feelings of instability, discomfort, and personal safety. “As long as I can remember, I have barely even had a home,” shared Jake. “Especially not one that was truly mine. There were parts of life that I had no clue I was missing out on like stability, actual peace of mind, and privacy.”

Jake began working with Couleecap through the supportive housing programs. Offering housing and case management to Jake has allowed him to step onto a path towards a more stable and self-sufficient life.

“At first it was uncomfortable,” Jake noted of his transition to stable housing after having experienced homelessness for such a long time. “Basic things like sitting still and breathing, telling myself it was okay, and convincing myself I didn’t have to run were things I could finally do after such a long

time. I didn’t have to wander; I didn’t have to carry everything I owned on my back. Couleecap provided me with a place where I can “just be”. You don’t realize how important that is if you’ve never experienced the opportunity. You don’t realize how the world is a place you can never truly rest in because you’re always in someone else’s space. Thanks to the beautiful people at Couleecap, I have begun the slow process of healing parts of me that I never knew were hurt. I am so thankful because Couleecap has truly made a difference in my life. The kindness and respect staff have shown me has helped me feel I can fully trust them, which is refreshing. It’s clear the staff at Couleecap are truly here to help people.”

Couleecap programs, such as our Housing First program, serve thousands of people in the Coulee Region each year. These programs are possible because of the generous financial support we receive.

OUR IMPACT IN 2023



289 people received supportive housing services, including case management, emergency housing assistance, housing counseling, and homeless prevention services.



37 people identifying as homeless received Social Security application and housing case management assistance.



818 households impacted by COVID-19 received rent or utility payment assistance.



365 people and 55 landlords received assistance through our Tenant-Landlord Resource office.



99 people or 51 families were housed in Couleecap's affordable rental units.



283 homeowners impacted by COVID-19 received mortgage payment or other housing-related cost assistance.



37 people were provided education and training to improve earnings.



83 people received business development assistance and services.



5 new businesses and 32 existing businesses were created or assisted.

**“I was diagnosed with stage 3 breast cancer and had to stop working. I would have become homeless without this assistance.”
-Couleecap Participant**

1 MILLION *Connections*



Volunteering Provides Community Connections

If you've visited the Couleecap Bargain Boutique in Prairie du Chien within the last decade, you've probably seen Darwin.

Nearly 71 years ago, Darwin was homeless and came to the Couleecap office seeking help. Couleecap was able to help Darwin with a motel voucher, so he had a safe place to stay. From there Couleecap worked with Darwin to get him into an apartment. Now, years later Darwin is living independently, but still involved with Couleecap during his day-to-day life.

"I wasn't moved into my apartment more than two or three days before I heard they needed some help at the store (Bargain Boutique)," Darwin explained recently in-between work stocking the shelves at the food pantry. "I went down and talked to them and started volunteering a few days later."

Darwin remained a Couleecap volunteer for about five years until he turned 55 and was able to join the SER Employee Program, which helps keep senior citizens employed. The Couleecap team

works closely with the SER and other employment programs to provide work opportunities at the Bargain Boutique.

Darwin notes of his time volunteering, "After Couleecap helped me out, I wanted to share some of my time as well." Through the years Darwin has picked up on all the jobs at the Boutique, working sorting donations, distributing food, cleaning, and snow removal as well as checking folks out at the register.

"I have an easy, quiet disposition and I really enjoy the work here and helping people," Darwin shared.

OUR IMPACT IN 2023



3,436,394 pounds of food were distributed in partnership with local Emergency Food Assistance Program (TEFAP) supported food pantries.



15,972 people received emergency food assistance through our local TEFAP supported food pantries.



571 food deliveries were made to households unable to get to our food pantries in Crawford and Monroe counties.



3,689 Badger Boxes (food boxes) were distributed to households impacted by COVID-19 in Crawford and Monroe counties.



289 Farmers market coupons were redeemed at a total value of \$1,445 in Crawford County.



448 holiday food baskets were distributed to households in Crawford and Monroe counties.



2,891 people purchased affordable clothing and household items at the Bargain Boutique thrift store.



11 households received new 0% interest loans to purchase or repair vehicles for reliable transportation for employment.

“Very good food, butter, milk, eggs, and meat. I relied on the badger box to feed my family during the really tough times.”
-Couleecap Participant

1 MILLION Challenges



Energy Innovation Overcomes 150-Year Challenge

Coulecap's Energy Services program touches many individuals and families annually. Over the course of a serving a million clients over time, weatherization remains one of the most visible and well-known programs across the four-county region that Coulecap serves.

Among the million served are Janet Kruk and Mark Katz of rural Vernon County. The pair have lived in their quaint, quirky, and nearly 150-year-old cabin since the 1980's. Utilizing only a hand pump, outhouse and a rotating cast of wood stoves in the beginning, the couple made upgrades, including indoor plumbing over the decades, as they were able. However, as the years went by, despite the small upgrades, they continued to notice the drafts in their home growing stronger and their heating bill continuing to climb.

"We had heard of Coulecap and the Weatherization program, but we live in a 150-year-old cabin and didn't know what they could do," Janet noted with a bit of a chuckle gesturing to the exposed logs of the cabin walls.

"It also didn't occur to us to reach out. We didn't feel like we were among the neediest people out there since we weren't in crisis and we work at

living modestly," Mark also explained. "But when we looked at the numbers and saw that we qualified, we spoke with family members and friends who had worked with Coulecap we decided to inquire about the program."

The couple shared that when they were approved and the work was scheduled, they were blown away by how amazing, kind and thorough the crews were. "The crews really seemed to enjoy what they were doing," Janet shared. "What really impressed us was how they took the time to explain everything to us and show us the difference in efficiency through their tests."

Although they continue to burn wood during the brutal cold months, the pair is relieved to know that through this energy efficiency work, they will be able to utilize other forms of heat more effectively during the winter months as they continue to age.

"We encourage anyone to reach out to Coulecap if they're considering the program," Mark explained. "You have nothing to lose, and these people are so kind."

OUR IMPACT IN 2023



197 homes are warmer and healthier from home weatherization.



265 households received emergency furnace repair or replacement.



115,000 Kwh in solar power delivered to low-to-moderate income (LMI) households and initiated another 285,000 Kwh for service in 2024.



159 households received water heater replacement and/or other water conservation measures.



11 households received lead and/or water quality education materials.



38 households received housing rehabilitation assistance.



2 new, affordable single-family homes were sold to income-eligible families.



286 people received housing counseling and financial wellness sessions.



117 people participated in home buyer education classes; 25 households received down-payment or closing cost assistance funds to purchase homes.

**“Yes! Our lead levels have decreased to a safe level and I no longer am so worried about exposed lead in and around our home.”
-Couleecap Participant**

1 MILLION = *Impact*



Leadership Makes an Impact in Local Communities

When he retired, Couleecap Board Member Roger Slama knew he was ready for the opportunity to be active in his community in different ways.

Roger joined the Couleecap Board to represent Crawford County after speaking with fellow Crawford County Resident and Bargain Boutique Thrift Store and Food Pantry Manager Jann Sturmer about the opportunity.

"After talking to Jann, I went and spoke with Hetti (Couleecap's Executive Director) and the rest was history as they say!" Roger shared with a chuckle. "I knew absolutely nothing about Couleecap at first aside from the Bargain Boutique, and now I come home after board meetings and tell my wife how impressed I am with all the things Couleecap is doing to help people, it's really quite uplifting. I continue to be impressed by the employees and their dedication, the diversity on the board, and the number of programs we have available to help people."

In addition to serving on Couleecap's Board of Directors, Roger is also an active volunteer, helping distribute food during holiday events and COVID relief projects, and driving the Couleecap food

pantry van to deliver food to Senior Citizens or others who cannot make it to the food pantry. He even used his own vehicle to pick up donated food at local stores when the Couleecap van was out of order for maintenance.

Roger has recruited volunteers and other board members and always gathers a team to play in the annual golf fundraiser that raises money for Couleecap supportive housing programs. Roger is also a generous donor and utilizes his employer's match program to double his donation's impact, a program still available to him as a retiree.

"I have had friends who had a different perspective on programs like Couleecap," Roger reflected. "I've invited them to come and volunteer at the events, and they end up having a blast helping."

I always tell anyone whose thinking about volunteering 'Why don't you come with me and volunteer a little bit and you'll see a lot of your friends and neighbors that we're helping!'"

FINANCE *Report*

For the year ending December 31, 2023

UNAUDITED

SOURCES OF SUPPORT	
GRANT REVENUE	\$9,913,736.15
PROGRAM SERVICE CONTRIBUTIONS	\$227,555.25
CONTRIBUTIONS	\$308,017.00
SPECIAL PROJECT DESIGNATED CONTRIBUTIONS	\$799,758.00
SALE OF PROPERTY	\$420,000.00
RETAIL SALES (BARGAIN BOUTIQUE)	\$331,650.00
OTHER INCOME	\$651,338.60
INCLUDES RENTAL INCOME, PROGRAM AND INTEREST INCOME	
TOTAL REVENUE	\$12,652,055.00

EXPENDITURES	
PROGRAM ACTIVITIES	
AFFORDABLE HOUSING, HOME REHABILITATION, & HOME BUYER PROGRAMS	\$1,720,268.00
HOUSING & SERVICES TO END HOMELESSNESS	\$1,588,879.00
WEATHERIZATION, EMERGENCY FURNACE & ENERGY OR WATER ASSISTANCE	\$3,318,266.00
EMERGENCY ASSISTANCE: FOOD, CLOTHING & HOMELESS PREVENTION	\$2,530,115.00
BUSINESS & ECONOMIC DEVELOPMENT	\$264,614.00
EMPLOYMENT & TRANSPORTATION	\$289,531.00
COMMUNITY COLLABORATION PROGRAMMING	\$703,275.00
TOTAL PROGRAM ACTIVITIES	\$10,414,948.00
MANAGEMENT & GENERAL	\$601,675.00
FUNDRAISING	\$63,201.00
TOTAL EXPENSES	\$11,079,824.00
2023 CHANGE IN NET ASSETS	\$1,572,231.00

General account standards requires Couleecap to record our housing development and REACH Service Center building assets in the 2023 net asset balance. These transactions do not always equate to an increase in cash balance. For a more detailed financial statement please visit our website couleecap.org/our-reports.

Thank you Donors!

\$10M+

INVESTED IN OUR COMMUNITY THROUGH PROGRAMS, SERVICES, AND ACTIVITIES.

OUR 2023 IMPACT REPORT IS AVAILABLE ON OUR WEBSITE. FOR A COMPLETE LIST OF DONORS, PLEASE VISIT [COULEECAP.ORG](https://couleecap.org)

24,436

PEOPLE BENEFITED FROM COULEECAP SUPPORTED PROGRAMS

Our Board of Directors

2023-2024

Nidia Alcantar
Bill Brockmiller
Randall Brown
Theresa Burns-Gilbert
Owen DuCharme
David Eggen
Michele Engh
Joey Esterline
Mark Forsythe
Maureen Freedland
Mari Freiberg
Kim Hawthorne
Karen Joos
George Kruck
Monica Kruse
Gail Muller
Anastasia Penchi
Jeff Pralle
Larry Quamme
Arlette Rodriguez-Miller
Renee Salmon
Roger Slama
Mary Von Ruden
Michelle Wanders
Emily Weaver
Sam Xiong



Help Us Reach A Million More!

When You Make a Gift Today!



Telephone: 1-866-904-4508
Email: contactus@couleecap.org
Website: couleecap.org

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