

2022 IMPACT REPORT

ACTION CREATES

community



Couleecap
your local community *action* program

HOMES CREATE *community*

COULEE
your local community act

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97 people participated in homebuyer education classes.
24 households received down-payment or closing cost assistance to purchase homes.



282 people received housing and financial counseling.
219 households received mortgage assistance to prevent foreclosure.



WELCOME HOME

AFFORDABLE HOUSING CREATES COMMUNITY

When Michelle and Jesus were thinking about a new home for their family, they weren't sure they would be able to stay in the La Crosse area. Then they found an opportunity through Couleecap - a newly built home that was also affordable for them.

The home had been built on a vacant lot donated to Couleecap by a former client. The City of La Crosse awarded \$151,201 in Community Development Block Grant funding to build the home which could then be offered to a family earning up to 80% County Median Income.

There is a critical lack of quality, affordable housing in the City of La Crosse. To fill the gap, Couleecap works with local governments to finance the rehabilitation of unusable properties or to build new homes on vacant lots.

Homeownership is still the American dream. Through critical partnerships, we can work together to make dreams come true for people of all income levels. These opportunities are a win-win. They create affordable housing, increase the tax base, and stabilize neighborhoods.

Couleecap has been an affordable housing development agency since the 1980s. Since that time, the organization has built or rehabilitated more than 22 homes within the City of La Crosse. Many of those homes are within the Coulee Community Land Trust, a nonprofit subsidiary of Couleecap that provides affordable homeownership opportunities to residents while ensuring the housing remains affordable in perpetuity by keeping the land in a trust fund.

Homeownership is a powerful tool to fight poverty, and Couleecap staff love the feeling of handing the keys to a new homebuyer and saying, 'Welcome home!'

Couleecap supports homebuyers through homebuyer education classes, financial counseling, and other support during and after closing. Down payment and closing cost assistance are provided to ensure the home is affordable and the family can be successful long-term.

New homeowners, Michelle and Jesus, moved into their new home in 2022. "Programs like this give opportunities to families, and we are excited to make La Crosse our home."

SHARING CREATES.

community



DRIVING AWAY HUNGER

FOOD PROGRAMS CREATE COMMUNITY

Accessible, healthy food options are fundamental to creating thriving children, families, and communities. Removing barriers to healthy food for all residents makes our community stronger and a better place to live.

Grant funds from the Otto Bremer Trust, WI Department of Health Services' TEFAP (The Emergency Food Assistance Program), Century Foods, and WI Department of Children and Families' Community Services Block Grant allowed Couleecap to purchase a van and supplies for our Sparta food pantry.

With the new van, Couleecap has expanded our capacity to serve more people through our emergency food program and reach those who live in communities surrounding Sparta, such as Norwalk, Leon, Melvina, and Angelo.

Couleecap utilizes TEFAP funds, along with donations of food and other personal/household items from many local supporters, to keep the food pantry stocked. Couleecap then uses the van to deliver food pantry items, such as fresh produce, dairy products, eggs and meat, and canned goods, to households unable to get to our food pantry.





The van also allows us to pick up donations. Immanuel Lutheran Church-Viroqua partners with Couleecap and other area food banks to provide fresh produce from their community garden to area residents. Since the start of the garden in 2014, an average of 6,000 pounds of fresh produce has been distributed to three area pantries.

With new opportunities to reach underserved areas, Couleecap also looked for locations that would benefit from a more consistent presence. Couleecap will be opening a food pantry in Norwalk in 2023.

To all the businesses and supporters of our food pantries - thank you!



3,152,949 pounds of food were distributed in partnership with local TEFAP supported food pantries.



11,759 people received emergency food assistance through TEFAP supported food pantries.



492 food deliveries were made to households unable to get to our food pantries in Prairie du Chien or Sparta.



1,721 Badger Boxes (food boxes) were distributed to households impacted by COVID.



245 Latinx households impacted by COVID-19 received housing-related financial assistance, emergency food assistance, diapers, or baby supplies.

BUILDING THE FUTURE

COMMUNITY HOUSING EFFORT CREATES COMMUNITY

In April, 2022, Couleecap and the City of Prairie du Chien broke ground on a new housing development to support the local workforce. Less than eight months later, four three-bedroom, two-bathroom homes were offered for sale to families earning up to 80% of the County Median Income. Each home has a full basement and a garage.

This project was a team effort and Couleecap received tremendous support from the City of Prairie du Chien, local businesses and foundations, and the State of Wisconsin. The lack of affordable workforce housing impacts everyone, and the Prairie du Chien community came together to address the issue.

The Prairie du Chien housing development was supported by a grant from the WI Department of Administration, as well as a land grant and 0% interest construction loan from the City of Prairie du Chien.

“The City of Prairie du Chien attended a presentation on the housing study for this

area and understood that workforce housing was a necessity for Prairie du Chien. The City extended the olive branch to our neighbor, Couleecap, for discussions and immediately we began to plan this great development,” said city officials.

Even with the help of the City of Prairie du Chien, the project still had a funding gap due to higher-than-usual construction prices. Couleecap needed to raise at least \$100,000 to make the project move forward.

The decision was made to take the need to the local community. Couleecap and the City reached out to local partners. Those local partners understood the importance of the issue and really stepped up in a big way.

The George Family Foundation, People’s State Bank, Alliant Energy Foundation, TruVant, and Prairie Motor Sports provided the remaining funds needed to complete the project.

Thank you Partners!



City of Prairie du Chien



Ground breaking event brings together the community.



Couleecap built 4 units of workforce housing in Prairie du Chien.



Units are being sold to income-eligible buyers in Crawford County.

COLLABORATION

CREATES

community

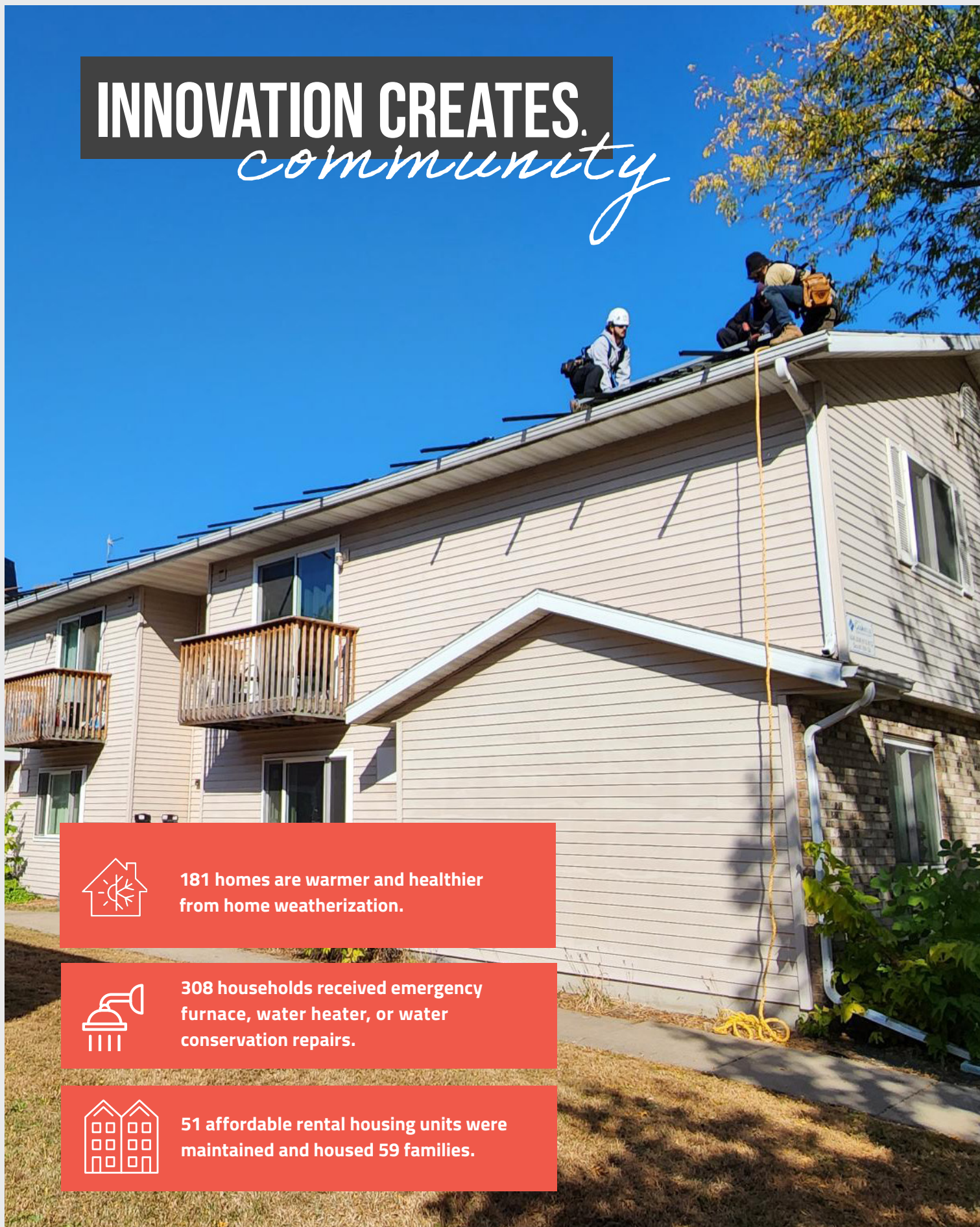


Couleecap
your local community *action* program
We are People Helping People.



5 new, affordable single-family homes were built and offered for sale to low-income families.

INNOVATION CREATES. *community*



181 homes are warmer and healthier from home weatherization.



308 households received emergency furnace, water heater, or water conservation repairs.



51 affordable rental housing units were maintained and housed 59 families.

SOLAR AND HEAT PUMP PILOT PROJECT

ENERGY EQUITY CREATES COMMUNITY

Couleecap has been the area’s Weatherization Service provider since the 1970s. The Weatherization Assistance Program, free to income-eligible residents, makes health and safety improvements to homes and improves how residences function to conserve heat and energy consumption. Measures include air duct sealing, wall and attic insulation, heating system replacements, and repairing/replacing inefficient appliances. This results in cost savings for the residents and less energy used in Wisconsin overall.

Even with these measures, the energy burden is still high for many low-income residents. According to the Low-Income Energy Affordability Data Tool, Coulee Region households living below the Federal Poverty Rate (FPR) pay 12-30% of their income on energy as compared to only 4% paid by households making at least 200% FPR. Residents most impacted by poverty are elderly, disabled, and racially or ethnically diverse residents.

When residents can’t afford utility bills, they often have to rely on state energy assistance programs.

Couleecap created a pilot project to integrate advanced energy conservation technologies, such as solar and air source heat pumps, into existing weatherization programs to further reduce energy costs for low-income households in Wisconsin.

The pilot project focuses on multi-unit apartment buildings, owned by nonprofit housing providers, that provide housing to income-eligible tenants. The goal is to reduce the need for people to rely on long-term energy assistance by making, instead, a one-time investment to improve their financial stability while conserving energy.

The first pilot site, an 8-unit complex in La Crosse, is expected to save residents up to \$9528 annually combined, or up to \$1191 per unit, on energy costs. The State of Wisconsin is projected to save up to \$34,500 over a 10-year period in energy assistance payments. The second site will be located in Monroe County.

Couleecap is working with the State of Wisconsin and funding partners to build a model that can be scaled statewide.



Our new pilot project integrates solar and air source heat pumps into existing weatherization programs to further reduce energy costs for low-income households in Wisconsin.



The Renew Wisconsin Solar for Good program donated the solar panels for the project. This grant will help Couleecap residents gain access to clean, renewable energy and allow them to save money on their utility bills.

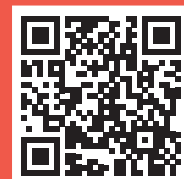


The project is funded by the Wisconsin Department of Administration, Renew Wisconsin Solar for Good, Focus on Energy, Ethos Green Power Cooperative, and a Friend of Couleecap.



RANDY SHARES HIS STORY

Learn more about this project and hear from Randy, a tenant who is benefitting from the program.



SERVICE CREATES *community*



SHANE SHARES HIS STORY



"The primary challenge in my recovery was rebuilding from essentially nothing, having lived on the street out of a backpack for approximately four years."

- Shane



Learn more about Shane and how he has benefited from Couleecap's program.



36 households received home repair assistance.



Couleecap homeless programs served 198 people with housing and supportive services. 52 individuals also received employment assistance.



261 households received services from the Tenant & Landlord Resource Office.



2,238 households impacted by COVID-19 received emergency rent or utility bill assistance.



36 entrepreneurs were provided business development support.



59 people were served through the Work-n-Wheels program so they had transportation to work.

FINANCIAL REPORT

For the year ending December 31, 2022

UNAUDITED

SOURCES OF SUPPORT	
GRANT REVENUE	\$10,061,914.00
PROGRAM SERVICE CONTRIBUTIONS	\$277,551.00
CONTRIBUTIONS	\$614,948.00
SALE OF PROPERTY	\$220,000.00
RETAIL SALES (BARGAIN BOUTIQUE)	\$311,250.00
OTHER INCOME	\$438,078.00
INCLUDES RENTAL INCOME, PROGRAM AND INTEREST INCOME	
TOTAL REVENUE	\$11,923,741.00

EXPENDITURES	
PROGRAM ACTIVITIES	
AFFORDABLE HOUSING, HOME REHABILITATION, & HOME BUYER PROGRAMS	\$1,313,581.00
HOUSING & SERVICES TO END HOMELESSNESS	\$1,453,153.00
WEATHERIZATION, EMERGENCY FURNACE & ENERGY OR WATER ASSISTANCE	\$3,065,278.00
EMERGENCY ASSISTANCE: FOOD, CLOTHING & HOMELESS PREVENTION	\$1,899,080.00
BUSINESS & ECONOMIC DEVELOPMENT	\$131,847.00
EMPLOYMENT & TRANSPORTATION	\$120,582.00
COMMUNITY COLLABORATION PROGRAMMING	\$972,161.00
TOTAL PROGRAM ACTIVITIES	\$8,955,682.00
MANAGEMENT & GENERAL	\$543,245.00
FUNDRAISING	\$65,825.00
TOTAL EXPENSES	\$9,564,752.00
2022 CHANGE IN NET ASSETS	\$2,358,989.00

General accounting standards requires Couleecap to record our housing development assets and REACH Service Center building purchase in the 2022 net asset balance. These are not cash balances. For a more detail financial statement please visit our website Couleecap.org/our-reports.

\$9M+

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

23,765
PEOPLE BENEFITED
FROM COULEECAP
SUPPORTED
PROGRAMS.

OUR 2022 IMPACT REPORT IS AVAILABLE ON OUR WEBSITE. FOR A COMPLETE LIST OF DONORS, PLEASE VISIT COULEECAP.ORG

BOARD OF DIRECTORS

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Jeff Pralle
Larry Quamme
Arlette Rodriguez-Miller
Bill Rudy
Renee Salmon
Roger Slama
Mary Von Ruden
Sam Xiong



Board member Nidia Alcantar is presented the Herb Kohl Helping Hand Award 2022 by Couleecap Executive Director Hetti Brown.

COULEECAP LOCATIONS

Crawford County Office
Bargain Boutique & Food Pantry
200 E. Blackhawk Avenue
Prairie du Chien

La Crosse County Office
700 N. 3rd Street, STE 202B
La Crosse

Monroe County Office & Food Pantry
217 N. Black River Street
Sparta

Vernon County Office
201 Melby Street
Westby

REACH Services & Resource Center
212 11th Street South
La Crosse

The Collective on Main
320 Main Street
La Crosse



Telephone:
E-mail:
Website:

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contactus@couleecap.org
couleecap.org

A United Way member agency

An equal opportunity employer and service provider. Auxiliary aids and services available upon request.

Couleecap
your local community action program

