

INCOME

Financial Stability



United Way of South Wood & Adams Counties

GOAL: COMMUNITY MEMBERS LEARN SKILLS TO BECOME FINANCIALLY INDEPENDENT.

40% of Wood County and 43% of Adams County households are struggling financially, despite earning income above the Federal Poverty Level. Living paycheck-to-paycheck, yet unable to afford all essentials or save for emergencies, we term these households **ALICE: Asset Limited, Income Constrained, Employed.**



Less than 1/3 of Wisconsin's struggling households have emergency savings.

United Way brings community members together to share resources & make a greater impact through coalitions – the Financial Stability Coalition helps educate community members through quarterly informational newsletters.

40+

coalition partners shared information about fraud and financial scams in 2023.

Basic financial education is necessary to reach financial stability & independence.

United Way's Financial Stability Coalition established the Finance & Investment Challenge Bowl event, driving student interest & engagement in financial education.

84

High school students from 7 area schools competed in the Finance & Investment Challenge Bowl in 2024.

\$72,500 invested in partner programs in 2024.

\$1,294.52

Was the average return received by the 48 individuals who utilized MyFreeTaxes to file for free in 2023.

2,391

Hours of quality child care were provided through a partner program in 2023 allowing parents to remain employed.

914

Students with financial need received free school supplies through Stuff the Desk in 2023.

100+

volunteers made in impact through Stuff the Bus/Desk, Finance & Investment Challenge Bowl and the Financial Stability Coalition in 2023.

