

# 2021 Community Stakeholder Survey

## Introduction

United Way of Sheboygan County (UWSC) asked community members from Sheboygan County to complete an online survey to measure public perception of UWSC's performance and rate the importance of each community solution offered.

In conjunction with additional community reports, results will be utilized by UWSC Board of Directors and staff to help guide strategic planning and future priorities within the mission to build a stronger and healthier Sheboygan County.



## Feedback Analysis

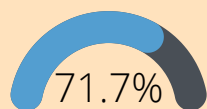
The survey began on March 4, 2021 and closed April 16, 2021. UWSC stakeholders including donors, clients, volunteers, and Sheboygan County community members were asked to complete the online survey.

In an effort to encourage as many community members to complete the survey, the link was advertised in local e-newsletters and through a viral campaign on UWSC social media channels. Another way participants accessed the survey link was by visiting the website or via direct outreach from UWSC staff or board.

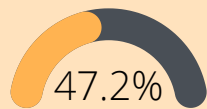
Survey results are available to the public and will be posted online at [www.uwofsc.org](http://www.uwofsc.org). No participant contact information was collected ensuring the anonymity of all participants. All demographic information collected will be presented in aggregate to show the cross-section of community members that took the survey. UWSC recognizes the accessibility gaps due to multiple barriers including providing the survey only in English and in an online format, limiting the representation of the community. Consideration of barriers will be taken into account for stakeholder surveys conducted in the future.

## Participant Information

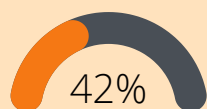
**189 individuals completed the survey.**



134 participants identified as donors



85 participants identified as a volunteer or advocate for UWSC



76 participants identified as an employee or volunteer for an agency that receives UWSC funding

### Gender

23.6% Male  
68.1% Female  
0.55% Other  
7.69% Prefer not to say

### Age

5.52% 18-30  
27.1% 31-45  
41.4% 46-60  
16.6% 61+  
9.39% Prefer not to say

### Location

0.56% Cascade  
1.11% Cedar Grove  
8.89% Elkhart Lake/Glenbeulah  
0.56% Hingham  
1.67% Kohler  
2.22% Oostburg  
16.7% Plymouth  
1.11% Random Lake  
53.9% Sheboygan  
6.67% Sheboygan Falls  
6.67% Other

## Survey Results

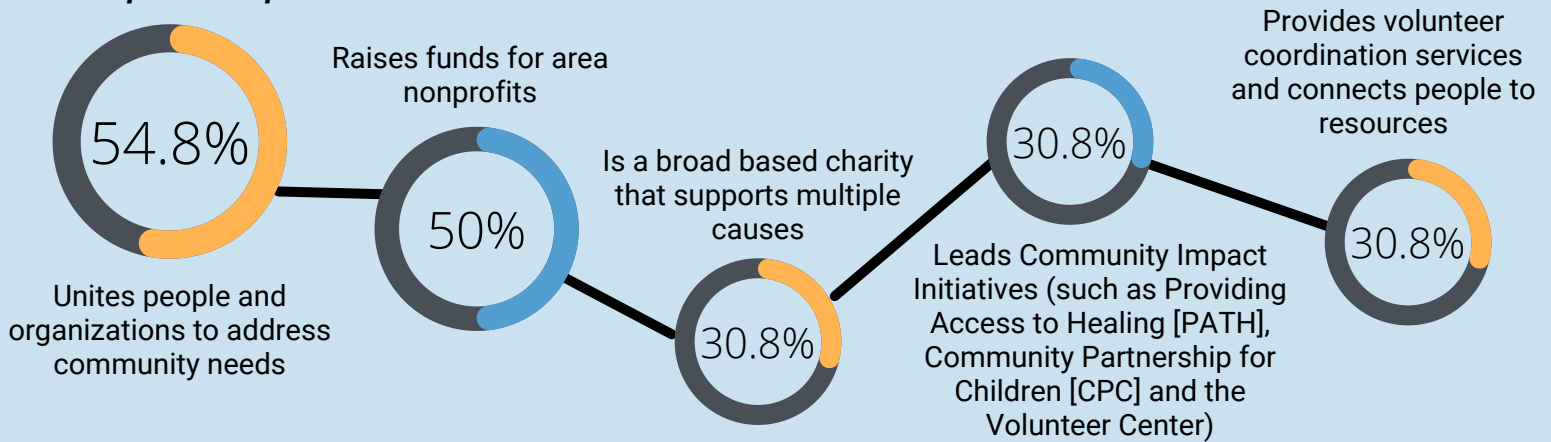
Included in this document is a summary of the findings from the 2021 Community Stakeholder Survey along with the detailed responses to each question.

# 2021 Community Stakeholder Survey

## Public Perception

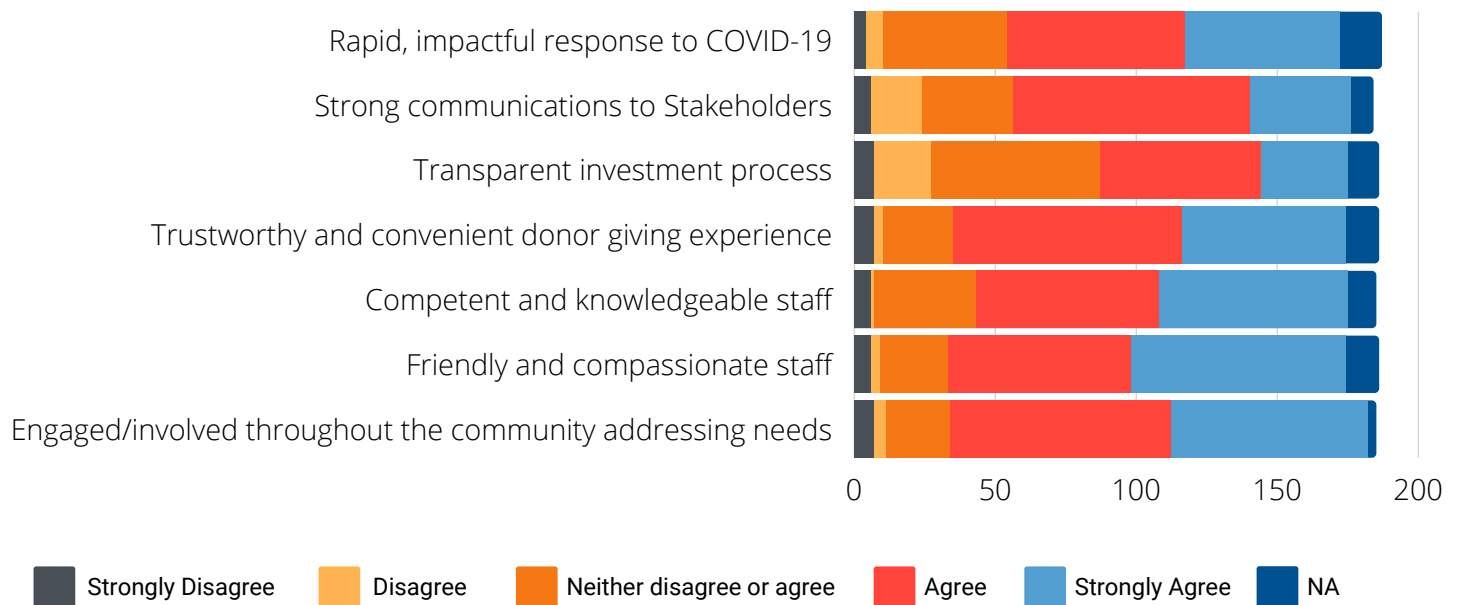
Participants answered "how they best describe what United Way is to them" from a list provided.

The top 5 descriptions are:



Reference: Question 1 of the 2021 Community Stakeholder Survey Detailed Results.

Participants were asked to rate UWSC's performance to the community in the last year.



Reference: Question 2 of the 2021 Community Stakeholder Survey Detailed Results.

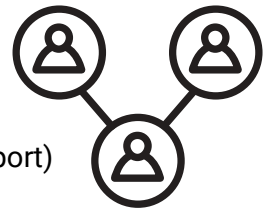
# 2021 Community Stakeholder Survey

## Areas of Importance

Participants were asked to rate the following United Way services based on their level of importance to the community in the present time and future. Average weighted results didn't show any significant variations.

### United Way Services in order by weighted averages:

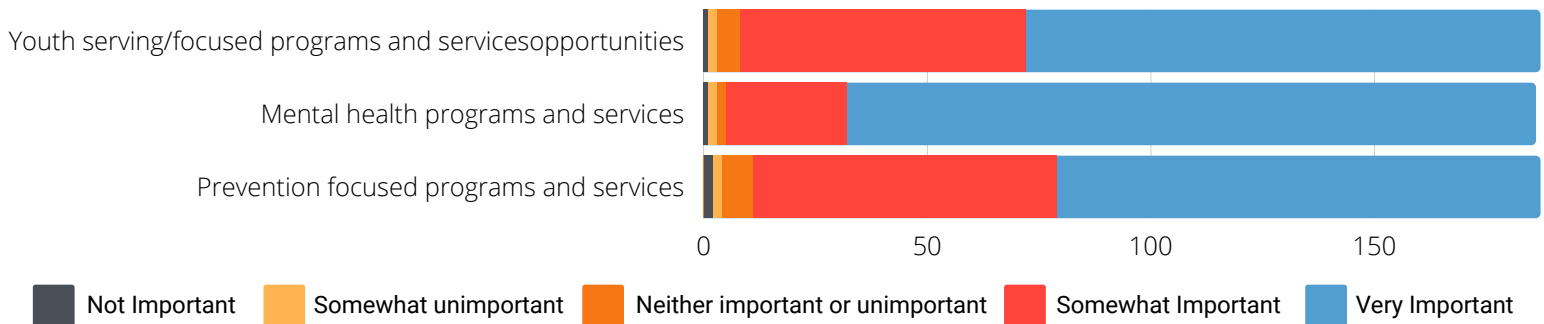
1. Bringing people and organizations together to find solutions and share resources
2. Raising funds and making knowledgeable investing decisions
3. Connecting people to services available in Sheboygan County
4. Providing nonprofit sector reports to donors and our community (such as the A.L.I.C.E. report)
5. Providing donors a choice to direct gifts to a specific agency or program
6. Connecting people to volunteer opportunities in the community
7. Convening community conversations



Reference: Question 5 of the 2021 Community Stakeholder Survey Detailed Results.

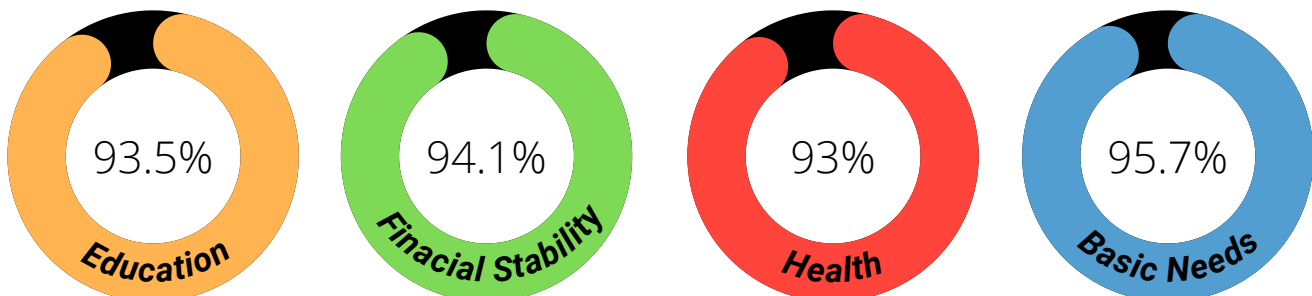
Participants were asked to rate the following focus/priority areas based on their level of importance to the community in the present time and future.

Survey options are based off UWSC's current community impact initiative and focus areas.



Reference: Question 4 of the 2021 Community Stakeholder Survey Detailed Results.

Participants were asked to rate the following building blocks based on their level of importance. Below are the combined ratings for those that selected somewhat important and very important for each building block.



Reference: Question 3 of the 2021 Community Stakeholder Survey Detailed Results.

# 2021 Community Stakeholder Survey

References for data on this page: Questions 6-13 of the 2021 Community Stakeholder Survey Detailed Results.

## Building Blocks to Success

UWSC believes families and individuals can fill their human potential with the building blocks of education, financial stability, health, and basic needs. Participants rated services in each building block and below is a summary of the results.

### EDUCATION

*Focusing on programs so all children have an opportunity to succeed in school*

Survey participants were asked to rate activities in this area.

**The following were ranked the most important for UWSC to focus on:**

1. After-school activities for youth that lead to school success and positive behaviors
2. Parent support and education programs
3. Affordable access to quality preschool and child care programs



*Noting many additional suggestions were given to be included for further review.*



### FINANCIAL STABILITY

*Focusing on programs so all families are financially stable and are able to continuously meet their needs*

Survey participants were asked to rate activities in this area.

**The following were ranked the most important for UWSC to focus on:**

1. Safe and affordable housing
2. Programs that improve family budgeting and money management skills
3. Financial help during a personal crisis

*Noting many suggestions by participants were related to financial literacy.*

### HEALTH

*Focusing on programs so that residents are safe and high risk behaviors are reduced*

Survey participants were asked to rate activities in this area.

**The following were ranked the most important for UWSC to focus on:**

1. Building a trauma-informed resilient community
2. Access to basic health care services for low-income residents
3. Access to affordable mental health services



*Noting specific suggestions related to alcohol/drug abuse prevention programs, LGBTQ+ affirming care, dementia friendly community, and homeless safety.*



### BASIC NEEDS

*Focusing on programs so that residents have a place to turn for immediate assistance*

Survey participants were asked to rate activities in this area.

**The following were ranked the most important for UWSC to focus on:**

1. Prevention and intervention programs
2. Access to adequate hygiene products, clothing, diapers, etc.
3. Emergency shelter/housing programs

*Noting specific suggestions regarding economic mobility and long-term stability.*



United Way of  
Sheboygan County

info@uwofsc.org | 920-458-3425 | [www.uwofsc.org](http://www.uwofsc.org)

# 2021 Community Stakeholder Survey

## Detailed Results

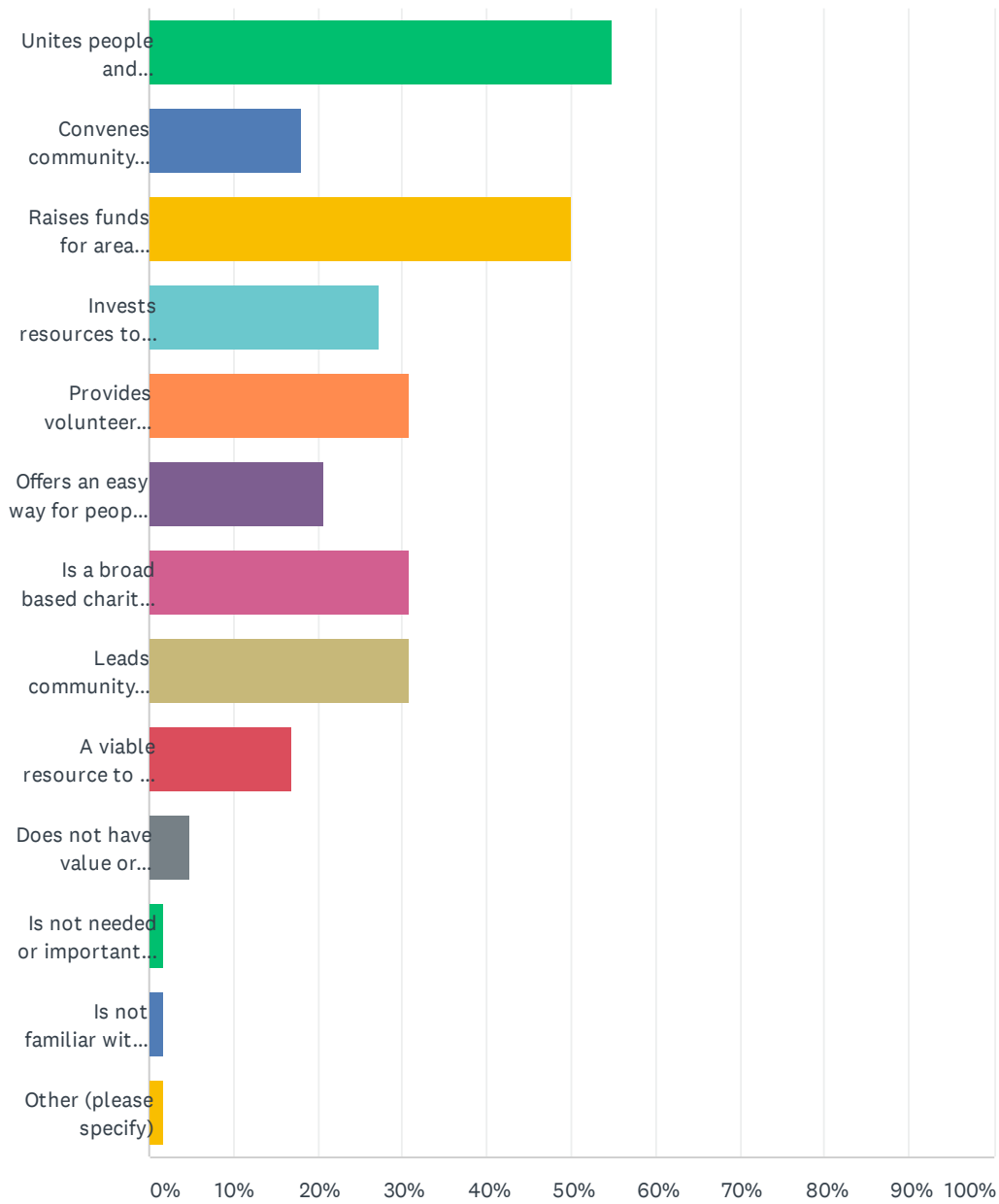


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# Q1 Please select up to three (3) items from the the list below that best describes what United Way is to you.

Answered: 188 Skipped: 1



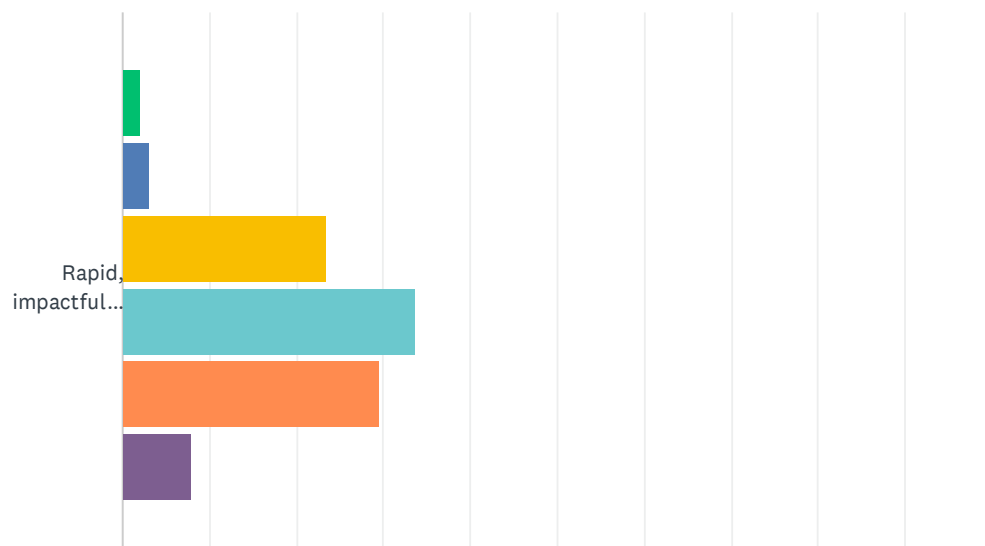
## United Way of Sheboygan County (UWSC) Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Unites people and organizations to address community needs	54.79%	103
Convenes community conversations around local needs	18.09%	34
Raises funds for area nonprofits	50.00%	94
Invests resources to make this a better community	27.13%	51
Provides volunteer coordination services and connects people to resources	30.85%	58
Offers an easy way for people to give money to help others	20.74%	39
Is a broad based charity that supports multiple causes	30.85%	58
Leads community impact initiatives (such as Providing Access to Healing [PATH], Community Partnership for Children [CPC] and the Volunteer Center)	30.85%	58
A viable resource to the nonprofit social sector in Sheboygan County	17.02%	32
Does not have value or interest to me	4.79%	9
Is not needed or important to the community	1.60%	3
Is not familiar with me, I do not know how to describe it	1.60%	3
Other (please specify)	1.60%	3
Total Respondents: 188		

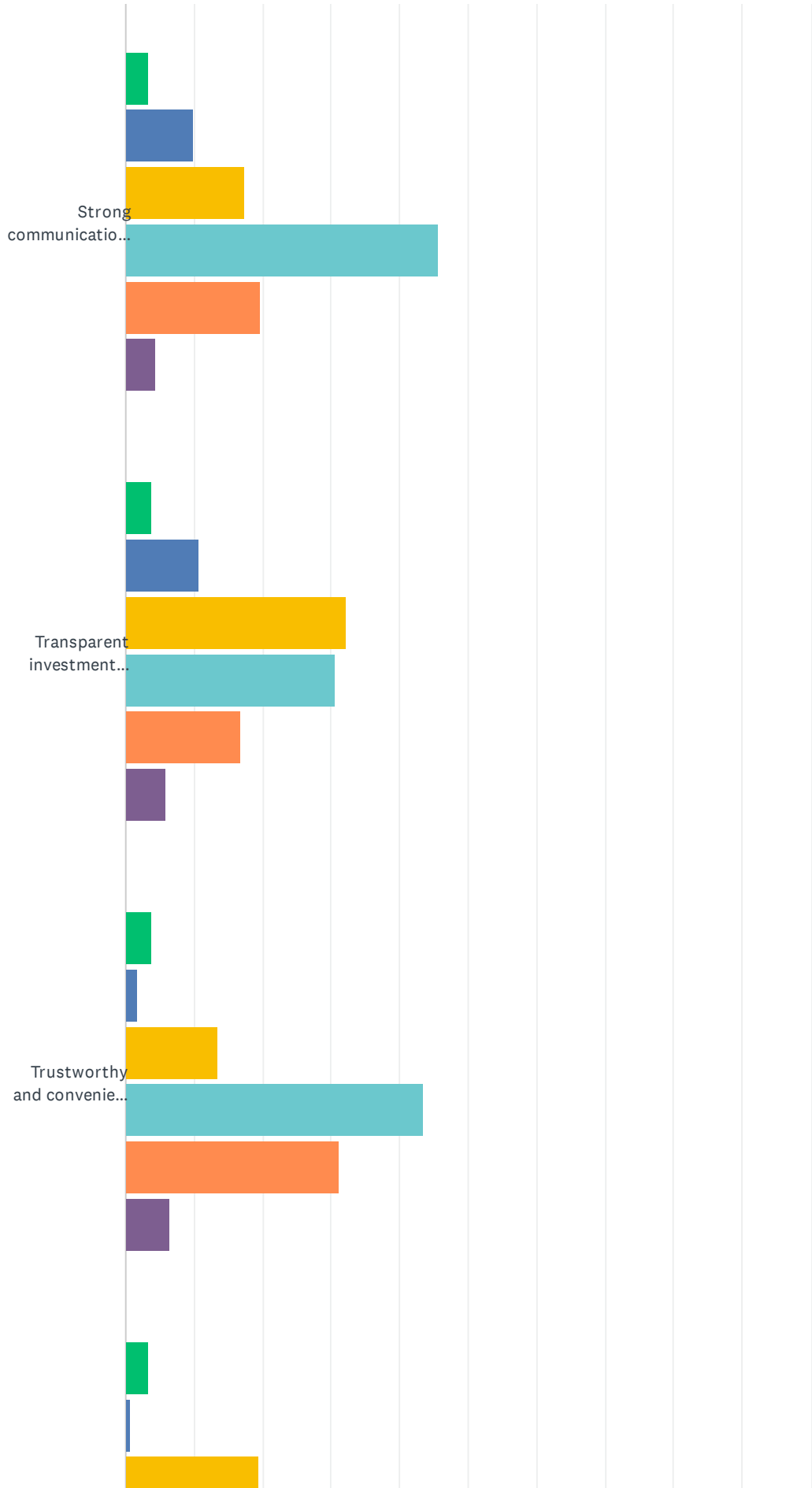
#	OTHER (PLEASE SPECIFY)	DATE
1	Promotes and supports specific nonprofit sectors	4/8/2021 11:26 AM
2	Accountability for local non-profits	3/27/2021 9:29 AM
3	Unhelpful	3/12/2021 8:40 AM

## Q2 How would you rate United Way of Sheboygan County's performance to the community in the last year?

Answered: 187    Skipped: 2

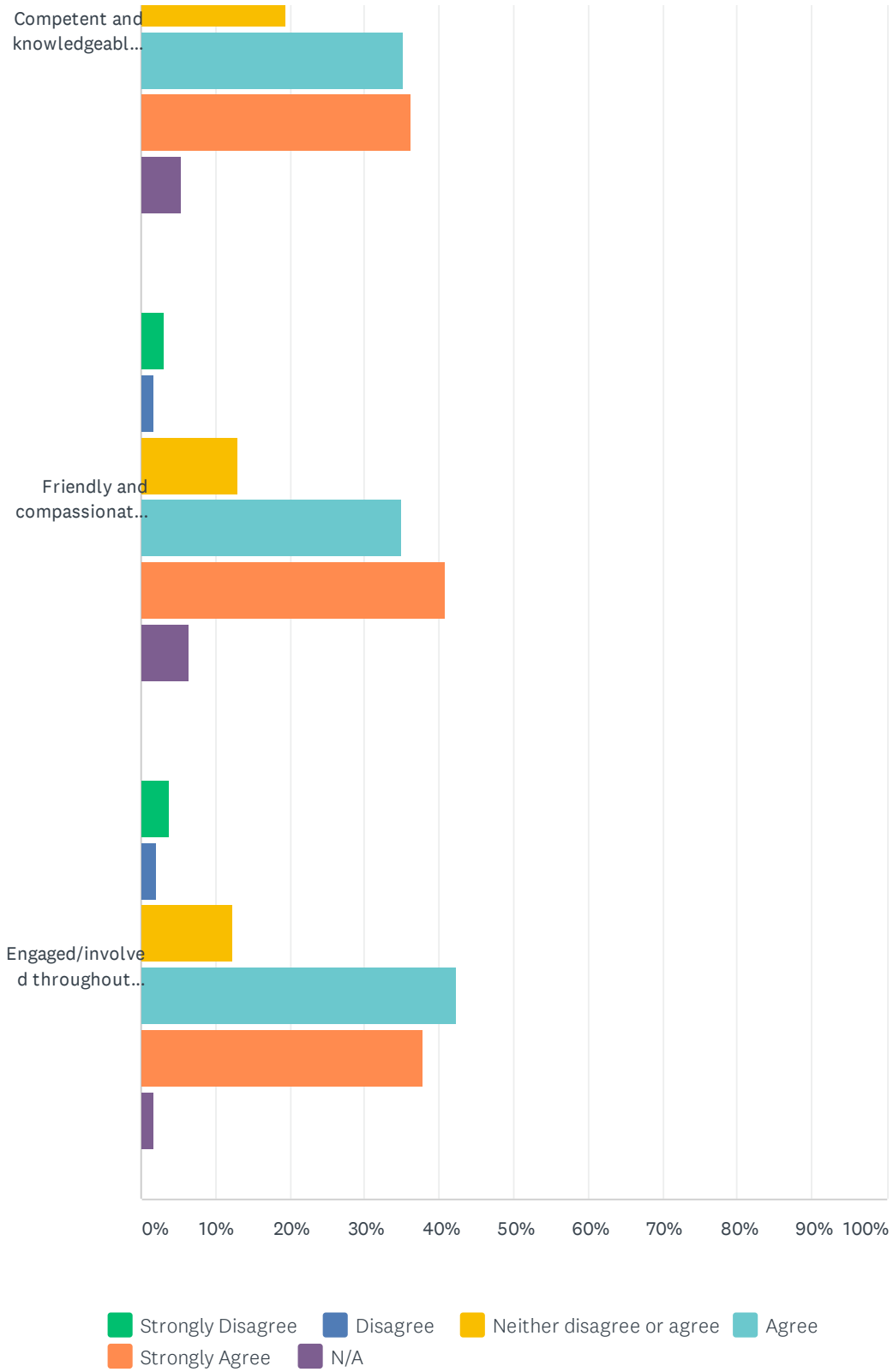


# United Way of Sheboygan County (UWSC) Stakeholder Survey





# United Way of Sheboygan County (UWSC) Stakeholder Survey



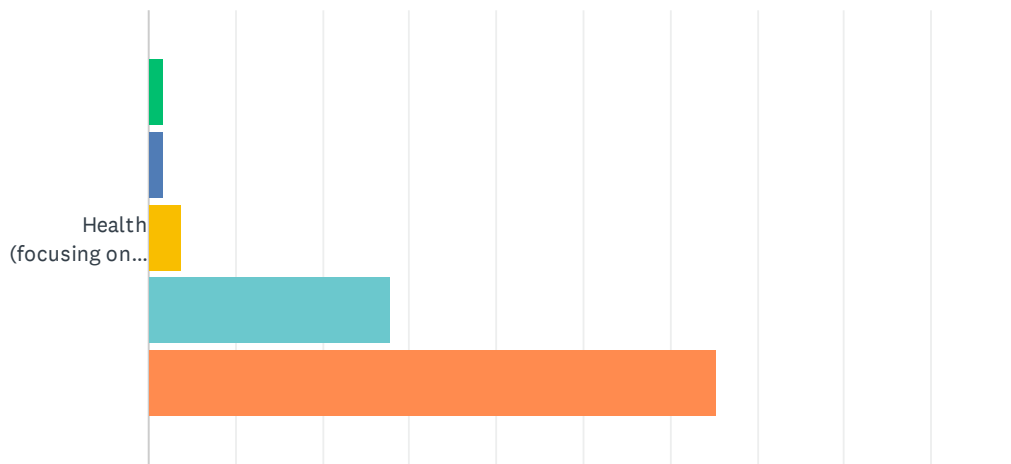
United Way of Sheboygan County (UWSC) Stakeholder Survey

	STRONGLY DISAGREE	DISAGREE	NEITHER DISAGREE OR AGREE	AGREE	STRONGLY AGREE	N/A	TOTAL	WEIGHTED AVERAGE
Rapid, impactful response to COVID-19	2.14% 4	3.21% 6	23.53% 44	33.69% 63	29.41% 55	8.02% 15	187	3.92
Strong communication to Stakeholders	3.26% 6	9.78% 18	17.39% 32	45.65% 84	19.57% 36	4.35% 8	184	3.72
Transparent investment process	3.76% 7	10.75% 20	32.26% 60	30.65% 57	16.67% 31	5.91% 11	186	3.49
Trustworthy and convenient donor giving experience	3.76% 7	1.61% 3	13.44% 25	43.55% 81	31.18% 58	6.45% 12	186	4.03
Competent and knowledgeable staff	3.24% 6	0.54% 1	19.46% 36	35.14% 65	36.22% 67	5.41% 10	185	4.06
Friendly and compassionate staff	3.23% 6	1.61% 3	12.90% 24	34.95% 65	40.86% 76	6.45% 12	186	4.16
Engaged/involved throughout the community addressing needs	3.78% 7	2.16% 4	12.43% 23	42.16% 78	37.84% 70	1.62% 3	185	4.10

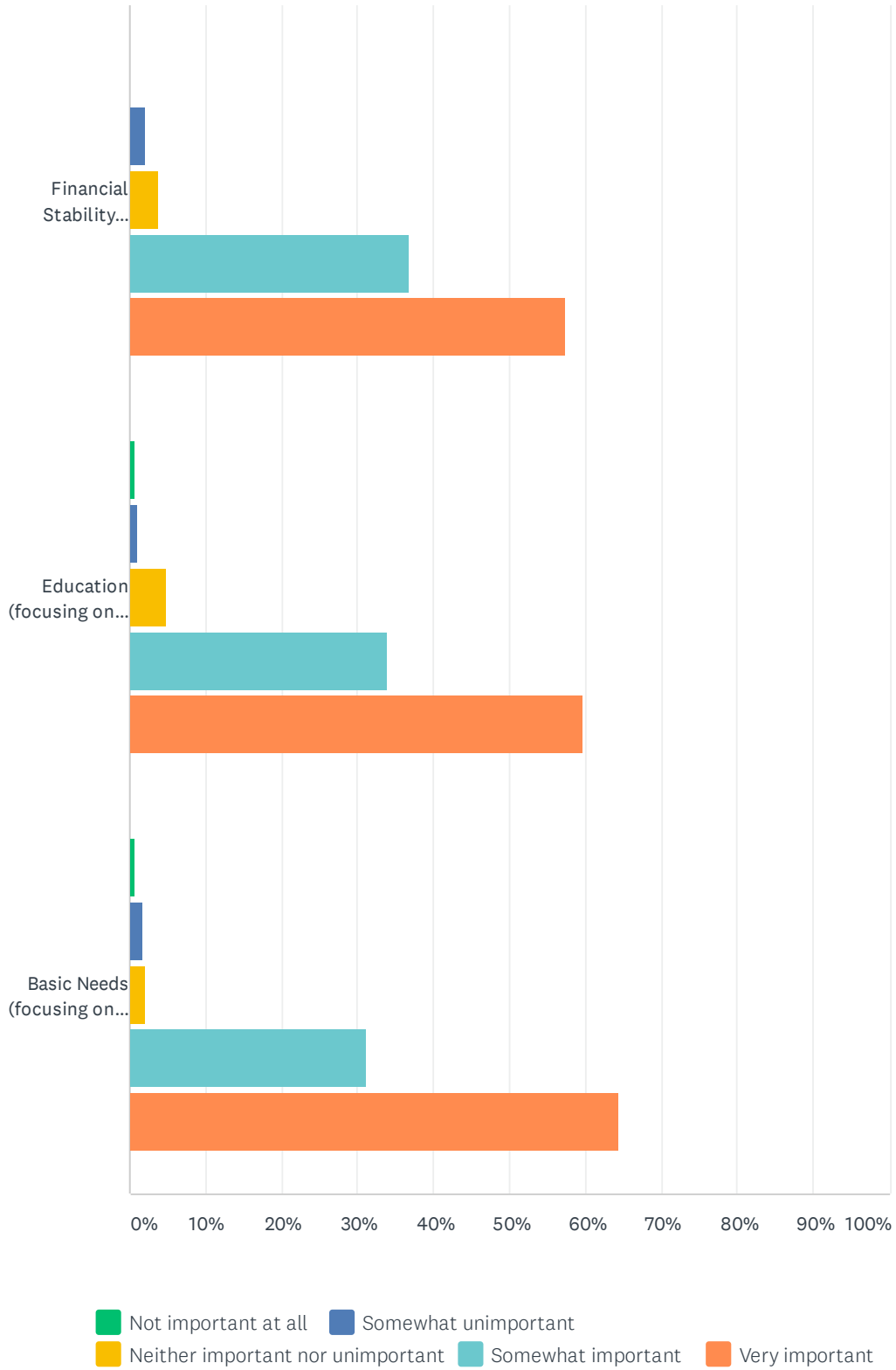
#	OTHER (PLEASE SPECIFY)	DATE
1	I can not say yes or no to these questions. My response would be "unknown"	4/11/2021 7:55 AM
2	Heard the director on the radio!	3/24/2021 12:43 PM
3	I am not able to give feedback on this question because I haven't heard about United Way's efforts last year at all. This may be because my focus has been entirely on COVID and other personal affairs though.	3/12/2021 9:43 AM
4	I do not know, and I do not live in Sheboygan County.	3/11/2021 5:01 PM
5	Partner Agencies had to pivot to serve clients in creative ways last year, but UW increased reporting requirements. More busy work on top of the work they're already doing to serve those in need.	3/4/2021 11:28 AM

Q3 Please rate the following building blocks based on their level of importance to the community in the present time and future.

Answered: 187 Skipped: 2



# United Way of Sheboygan County (UWSC) Stakeholder Survey



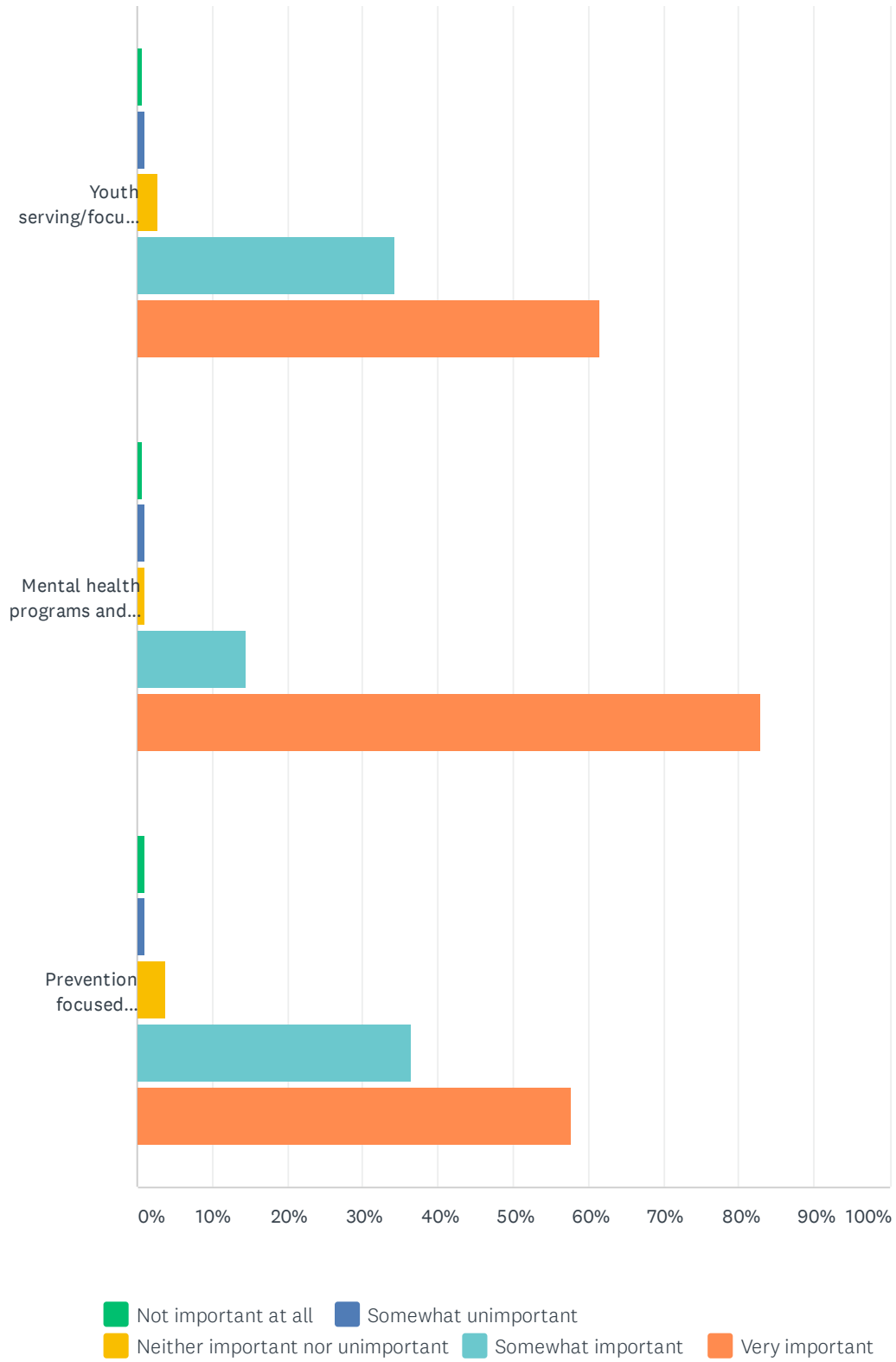
United Way of Sheboygan County (UWSC) Stakeholder Survey

	NOT IMPORTANT AT ALL	SOMEWHAT UNIMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Health (focusing on programs so that residents are safe and high risk behaviors are reduced)	1.60% 3	1.60% 3	3.74% 7	27.81% 52	65.24% 122	187	4.53
Financial Stability (focusing on programs so all families are financially stable and are able to continuously meet their needs)	0.00% 0	2.14% 4	3.74% 7	36.90% 69	57.22% 107	187	4.49
Education (focusing on programs so all children have an opportunity to succeed in school)	0.54% 1	1.08% 2	4.84% 9	33.87% 63	59.68% 111	186	4.51
Basic Needs (focusing on programs so that residents have a place to turn for immediate assistance)	0.54% 1	1.61% 3	2.15% 4	31.18% 58	64.52% 120	186	4.58

**Q4 Please rate the following focus/priority areas based on their level of importance to the community in the present time and future.**

Answered: 187 Skipped: 2

# United Way of Sheboygan County (UWSC) Stakeholder Survey

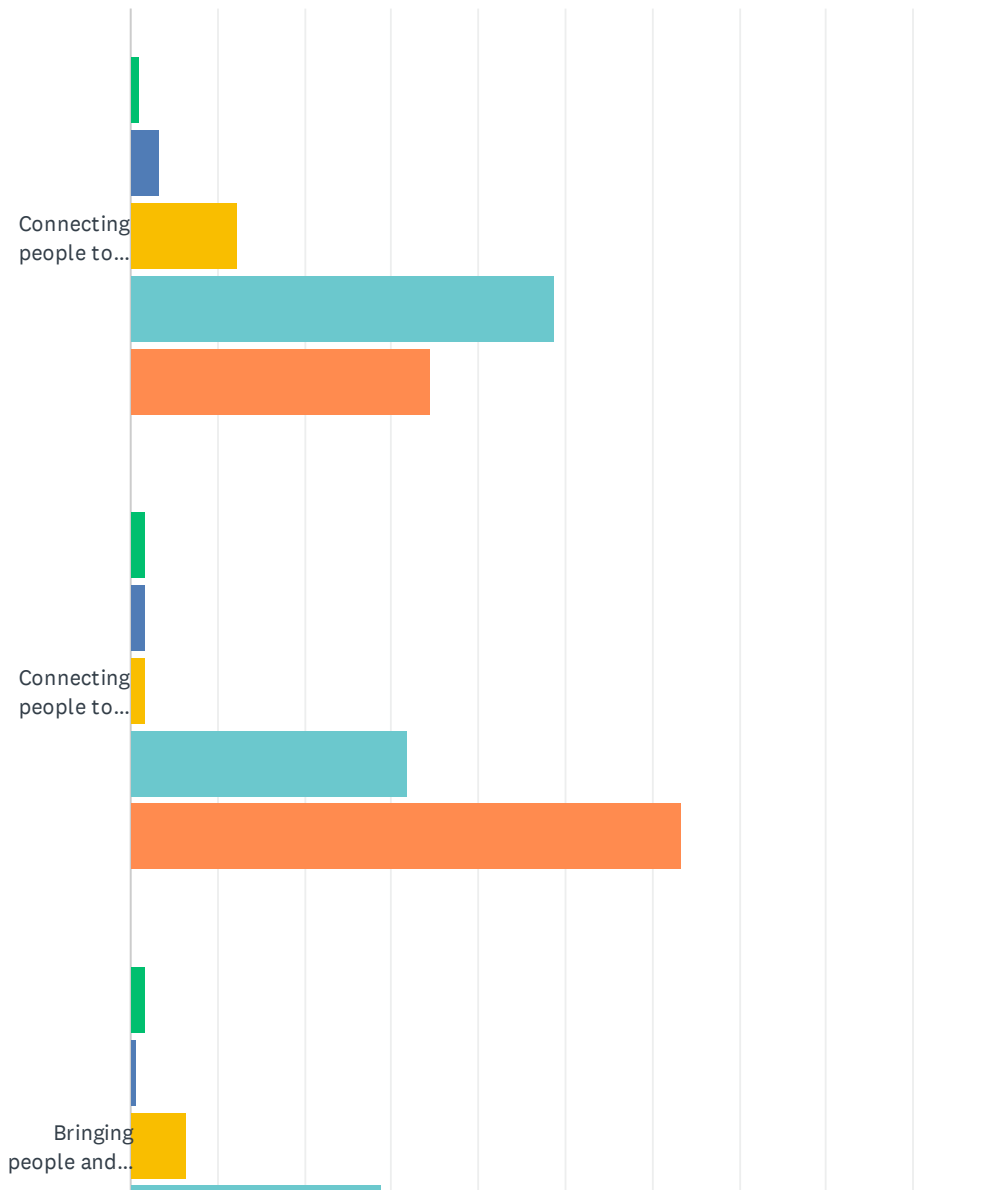


United Way of Sheboygan County (UWSC) Stakeholder Survey

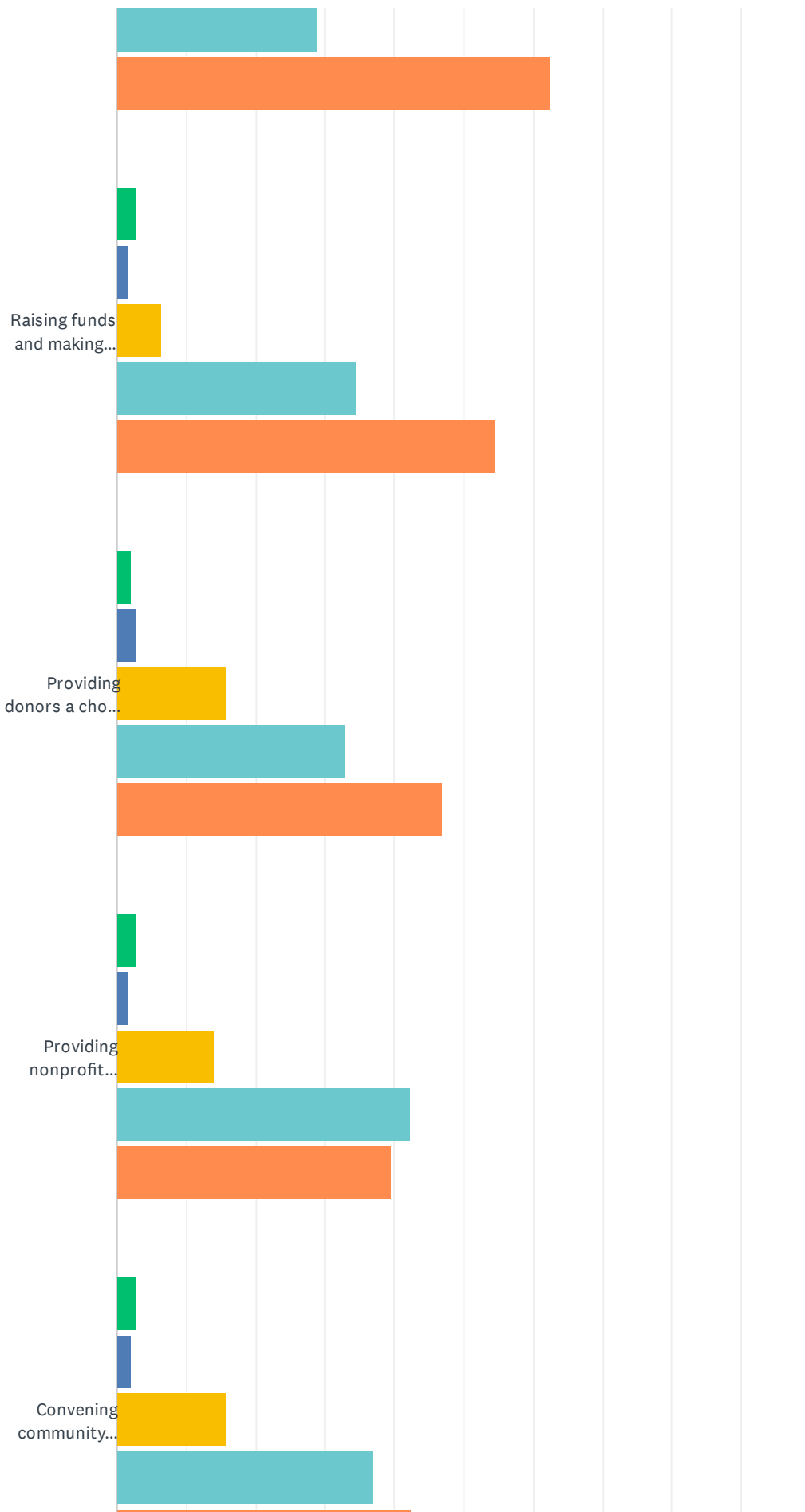
	NOT IMPORTANT AT ALL	SOMEWHAT UNIMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Youth serving/focused programs and services	0.53% 1	1.07% 2	2.67% 5	34.22% 64	61.50% 115	187	4.55
Mental health programs and services	0.54% 1	1.08% 2	1.08% 2	14.52% 27	82.80% 154	186	4.78
Prevention focused programs and services	1.07% 2	1.07% 2	3.74% 7	36.36% 68	57.75% 108	187	4.49

Q5 Please rate the following United Way services based on their level of importance to the community in the present time and future.

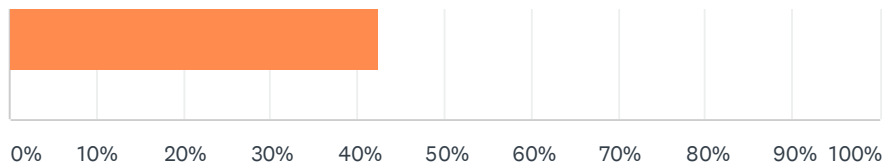
Answered: 187 Skipped: 2



# United Way of Sheboygan County (UWSC) Stakeholder Survey



## United Way of Sheboygan County (UWSC) Stakeholder Survey



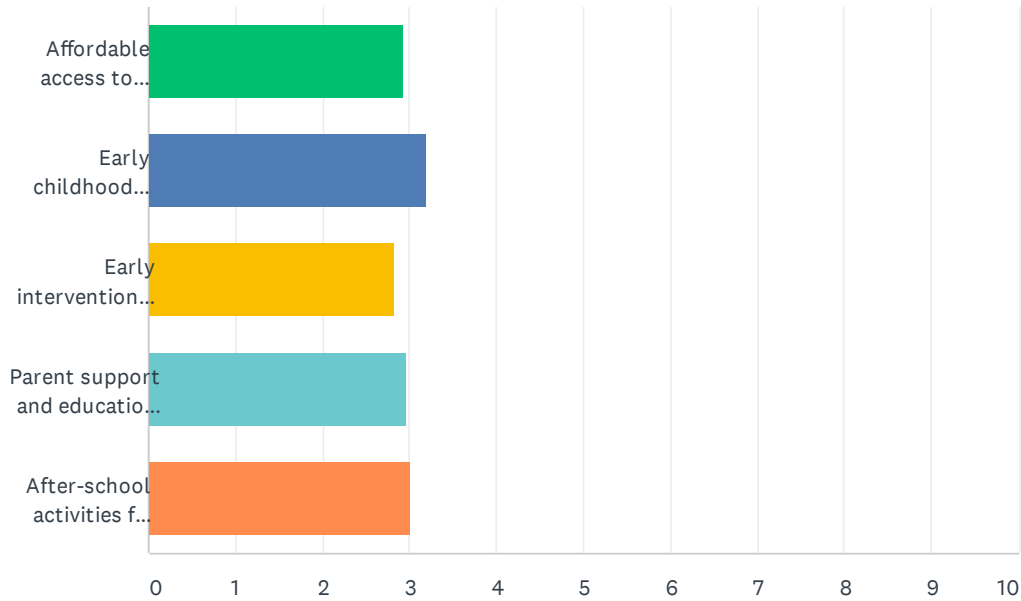
	NOT IMPORTANT AT ALL	SOMEWHAT UNIMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Connecting people to volunteer opportunities in the community	1.08% 2	3.24% 6	12.43% 23	48.65% 90	34.59% 64	185	4.12
Connecting people to services available in Sheboygan County	1.61% 3	1.61% 3	1.61% 3	31.72% 59	63.44% 118	186	4.54
Bringing people and organizations together to find solutions and share resources	1.60% 3	0.53% 1	6.42% 12	28.88% 54	62.57% 117	187	4.50
Raising funds and making knowledgeable investing decisions	2.70% 5	1.62% 3	6.49% 12	34.59% 64	54.59% 101	185	4.37
Providing donors a choice to direct gifts to a specific agency or program	2.15% 4	2.69% 5	15.59% 29	32.80% 61	46.77% 87	186	4.19
Providing nonprofit sector reports to donors and our community (e.g. ALICE)	2.70% 5	1.62% 3	14.05% 26	42.16% 78	39.46% 73	185	4.14
Convening community conversations	2.69% 5	2.15% 4	15.59% 29	37.10% 69	42.47% 79	186	4.15

**Q6 Thinking about Education (programs so all children have an opportunity to succeed in school), United Ways across the nation have focused on the following areas. Please rank the following areas that you think are the most important for United Way of Sheboygan County to focus on (1 being least important and 5 being most important):**

Answered: 184 Skipped: 5



## United Way of Sheboygan County (UWSC) Stakeholder Survey



	1	2	3	4	5	TOTAL	SCORE
Affordable access to quality preschool and child care programs	18.29% 32	20.00% 35	20.57% 36	18.86% 33	22.29% 39	175	2.93
Early childhood education for birth to five year olds	22.29% 39	24.00% 42	20.00% 35	20.00% 35	13.71% 24	175	3.21
Early intervention programs (i.e., developmental screenings for Pre-K children)	9.20% 16	23.56% 41	27.59% 48	20.69% 36	18.97% 33	174	2.83
Parent support and education programs	22.47% 40	16.29% 29	18.54% 33	21.91% 39	20.79% 37	178	2.98
After-school activities for youth that lead to school success and positive behaviors	26.67% 48	16.11% 29	15.00% 27	17.22% 31	25.00% 45	180	3.02

### Q7 Are there other areas within education that are important to you that were not listed above?

Answered: 45    Skipped: 144

#	RESPONSES	DATE
1	N/A	4/12/2021 2:41 PM
2	NA	4/9/2021 4:13 PM
3	mental health education	4/7/2021 2:42 PM
4	The above were very hard to rank as I truly believe they are all critically important areas for our community to support and advocate for. As a long time early childhood special education educator and public school administrator, I recognize that each of the areas around EC and parent support/education are important in the successful future of our communities. At the same time, I ranked B-5 education 'last' as I know that state and federal law require public services and public schools to provide B-5 support for those children with special needs. Hard to rank in descending order!	4/7/2021 8:45 AM
5	Teaching students in school about personal finance. How are we truly setting them up for success if we do not teach them these basic tools or show them where they can get these tools.	4/6/2021 10:45 AM

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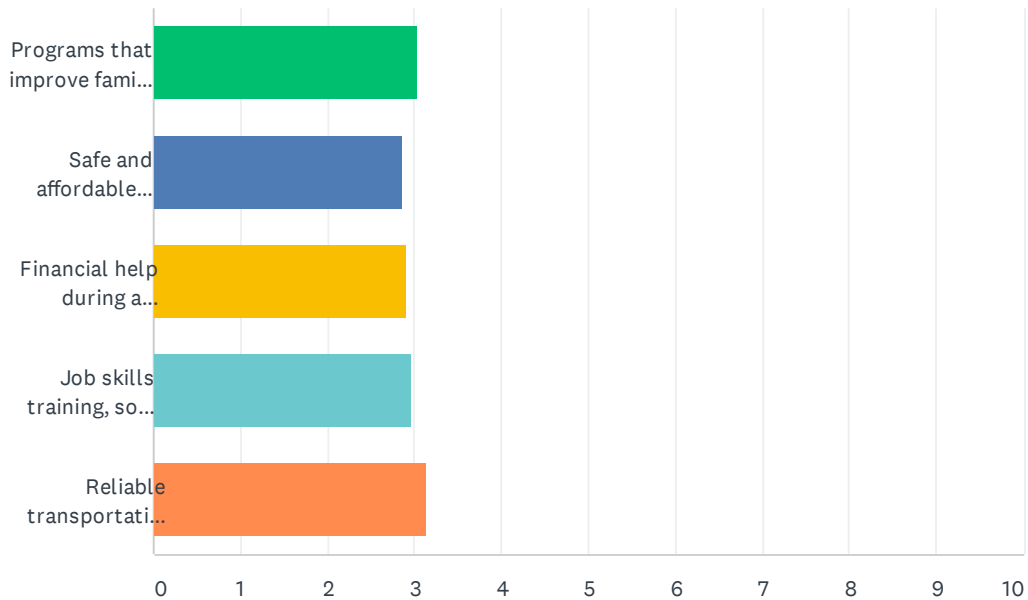
6	no	4/5/2021 11:17 AM
7	1. opportunities for children that are affected by ADHD 2. opportunities for children that are affected by Oppositional Defiant Disorder/give parents a break from these high level needs 3. opportunities for children that are severely and profoundly affected by disabilities;	4/3/2021 7:13 PM
8	More mental health programs within the schools.	4/2/2021 8:11 AM
9	collaborate, collaborate, collaborate	4/1/2021 4:31 PM
10	No	4/1/2021 4:16 PM
11	Homeless children enrolled in the SASD.	4/1/2021 3:56 PM
12	tutoring so students can get into universities	4/1/2021 9:52 AM
13	What about students past first grade?	3/30/2021 9:01 AM
14	Strong basic education is extremely important	3/29/2021 8:54 AM
15	adult literacy	3/29/2021 7:32 AM
16	By asking us to rank this list, the survey is affirming and prescriptive rather than exploratory.	3/27/2021 9:29 AM
17	The quality of education coming from the schools need to be held accountable! I feel Charter schools are the way of the future and need more credit !	3/27/2021 6:39 AM
18	Drug and alcohol abuse prevention Safety issues around sex abuse prevention, stranger awareness, who to contact if you need help, etc	3/26/2021 2:23 PM
19	Is this duplicative with inspire, bbbs and bgc? Who is the one source that serves students to connect education to success?	3/26/2021 1:26 PM
20	Before school and summer programs for elementary age youth	3/25/2021 12:24 PM
21	There is need to help SASD students to get caught up and the district isn't doing enough. Any assistance or partnership would be greatly welcomed.	3/24/2021 12:43 PM
22	Helping our schools get back to in person learning	3/20/2021 12:31 PM
23	Mentorship	3/20/2021 11:45 AM
24	N/A	3/18/2021 8:48 AM
25	We need to make sure minority/low income kids have opportunities. I don't see this happening now.	3/16/2021 12:12 AM
26	Discounts codes for education programs for at home development (like ABC mouse, etc.)	3/13/2021 8:08 AM
27	Assuring diversity and inclusion.	3/12/2021 9:43 AM
28	Mailings, book, virtual learning, virtual visits, virtual social meets for at home educational growth for all age groups, especially parents and 2-6 year olds.	3/12/2021 9:11 AM
29	NA	3/11/2021 3:32 PM
30	Availability of tutoring throughout 1st-12th grade, especially HS age to ensure opportunity to pursue college if interested.	3/11/2021 3:30 PM
31	Adult Education: basic reading, math skills	3/11/2021 3:26 PM
32	Mentoring, coaching, mental health	3/11/2021 3:24 PM
33	Overall, ensuring educational programs are adaptive/accessible to non-traditional family structures, including those that work off and/or alternating shifts (second, third shifts).	3/11/2021 3:02 PM
34	Tools (Books, computers, "school" supplies) for learning	3/11/2021 2:46 PM
35	All of the above are equally important	3/11/2021 2:39 PM
36	Supporting parents living with trauma so that they may be better equipped to be able utilize a wider variety of positive coping mechanisms and parenting practices. Cradle to Career/College can't happen without the support and promotion of strong and healthy families.	3/11/2021 2:25 PM

United Way of Sheboygan County (UWSC) Stakeholder Survey

37	na	3/11/2021 1:46 PM
38	none noted	3/11/2021 10:32 AM
39	The schools could offer budgeting 101 to teens so they learn and understand cost of rent, insurance, food etc...	3/11/2021 9:33 AM
40	Please note that #6 (above) is not a viable ranking system. For example, all of the above could have been ranked at least a 3 or 4, or 5.	3/10/2021 10:10 AM
41	character development programs...teach kids to be kind, responsible, and contribute to society	3/9/2021 11:20 AM
42	Educational equity beyond early childhood (elementary, secondary)	3/9/2021 9:15 AM
43	Inter generational opportunities.	3/4/2021 8:02 PM
44	I would love to see United Way advocate for policies that support youth and families with children, i.e. legislation that subsidizes child care for low-income families	3/4/2021 11:28 AM
45	No	3/4/2021 11:25 AM

**Q8 Thinking about Financial Stability (programs so all families are financially stable and are able to continuously meet their needs), United Ways across the nation have focused on the following areas. Please rank the following areas that you think are the most important for United Way of Sheboygan County to focus on (1 being least important and 5 being most important):**

Answered: 183 Skipped: 6



United Way of Sheboygan County (UWSC) Stakeholder Survey

	1	2	3	4	5	TOTAL	SCORE
Programs that improve family budgeting and money management skills	24.14% 42	17.82% 31	18.39% 32	17.24% 30	22.41% 39	174	3.04
Safe and affordable housing	26.29% 46	12.00% 21	13.14% 23	18.29% 32	30.29% 53	175	2.86
Financial help during a personal crisis	13.71% 24	23.43% 41	21.14% 37	22.86% 40	18.86% 33	175	2.90
Job skills training, soft skills training & mentoring	13.14% 23	27.43% 48	20.00% 35	21.71% 38	17.71% 31	175	2.97
Reliable transportation for medical, family, or employment purposes	22.10% 40	16.57% 30	27.62% 50	19.89% 36	13.81% 25	181	3.13

### Q9 Are there other areas within financial stability that are important to you that were not listed above?

Answered: 28 Skipped: 161

#	RESPONSES	DATE
1	N/A	4/12/2021 2:41 PM
2	NA	4/9/2021 4:13 PM
3	all so important.	4/7/2021 2:42 PM
4	Also very difficult to rank as each one plays off of another in securing proactive, long term stability and overall economic health in our communities.	4/7/2021 8:45 AM
5	no	4/5/2021 11:17 AM
6	No	4/1/2021 4:16 PM
7	WI Cultural Indicators continually recognize female only lead households are at greatest risk for financial insecurity. Education and programming that support a 'success sequence.'	3/29/2021 11:46 AM
8	Emphasis on financial education so people understand allow for better decisions.	3/29/2021 8:54 AM
9	I think some of these programs should be part of our government services (City, County, and State). I recommend advocating for improving and adapting already existing services.	3/27/2021 9:29 AM
10	Affordable housing is a huge area of concern in this county. More subsidized housing and housing vouchers are needed.	3/26/2021 2:23 PM
11	Connect education to success (job/career). Value of High school diploma, associates degree and bachelor's degree. Explain value of living wage careers, healthcare benefits and tuition reimbursement programs.	3/26/2021 1:26 PM
12	Food and nutrition programs	3/22/2021 4:09 PM
13	trying to instill the desire to get up each day, go to work and be self reliant.	3/22/2021 10:59 AM
14	Help get people off of unemployment	3/20/2021 12:31 PM
15	Financial Literacy for teens	3/20/2021 8:30 AM
16	N/A	3/18/2021 8:48 AM
17	Food discount resources	3/13/2021 8:08 AM
18	NA	3/11/2021 3:32 PM
19	Whether it is UWSC, there is a general need for more affordable housing, transportation, and	3/11/2021 3:02 PM

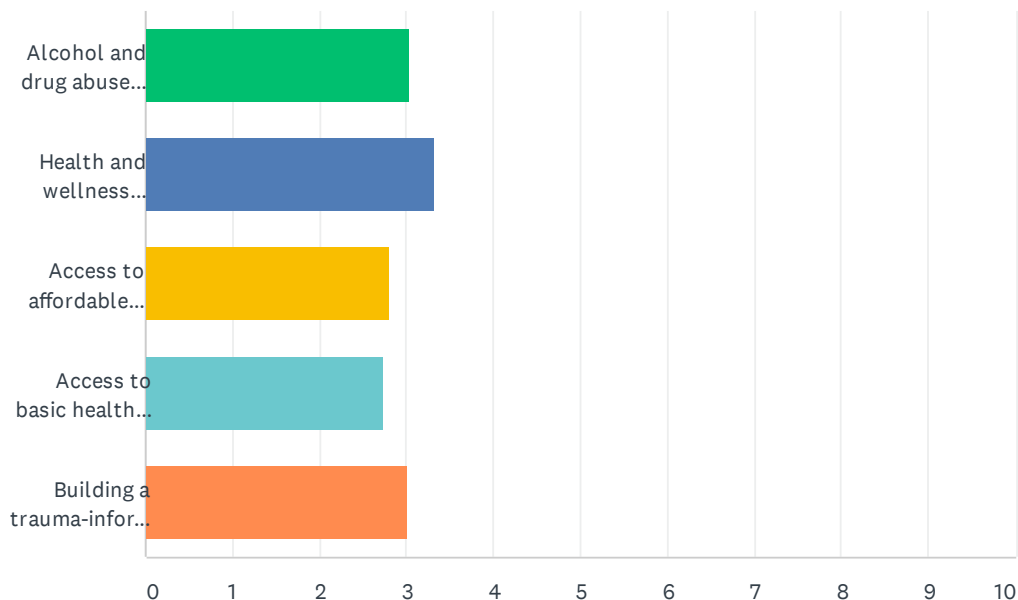
## United Way of Sheboygan County (UWSC) Stakeholder Survey

childcare within the county. An opportunity for many organizations to collaborate.

20	All of the above are equally important	3/11/2021 2:39 PM
21	Tuition reimbursement/coverage and quality affordable child care for families who would like to obtain a degree in higher education.	3/11/2021 2:25 PM
22	na	3/11/2021 1:46 PM
23	none noted	3/11/2021 10:32 AM
24	How to cook on a budget/ how to shop well on a budget.	3/11/2021 9:33 AM
25	Please note that #8 (above) is not a viable ranking system. For example, all of the above could have been ranked at least a 3 or 4, or 5.	3/10/2021 10:10 AM
26	Living wage, worker protections, industry-recognized credentials/training/apprenticeship	3/9/2021 9:15 AM
27	Money management and budgeting are great, but not helpful if a family simply doesn't have enough income. I'd love to see UW advocating for policy that supports low-income families. Research indicates that more income helps with all of these other issues!	3/4/2021 11:28 AM
28	No	3/4/2021 11:25 AM

**Q10 Thinking about Health (programs so that residents are safe and high risk behaviors are reduced), United Ways across the nation have focused on the following areas. Please rank the areas that you think are the most important for United Way of Sheboygan County to focus on (1 being least important and 5 being most important):**

Answered: 184   Skipped: 5



United Way of Sheboygan County (UWSC) Stakeholder Survey

	1	2	3	4	5	TOTAL	SCORE
Alcohol and drug abuse prevention and intervention programs	17.42% 31	15.73% 28	34.27% 61	18.54% 33	14.04% 25	178	3.04
Health and wellness lifestyle programs	29.21% 52	24.16% 43	15.17% 27	12.36% 22	19.10% 34	178	3.32
Access to affordable mental health services	14.77% 26	20.45% 36	14.20% 25	31.82% 56	18.75% 33	176	2.81
Access to basic health care services for low income residents	13.41% 24	17.88% 32	23.46% 42	20.11% 36	25.14% 45	179	2.74
Building a trauma-informed resilient community	23.76% 43	20.44% 37	13.81% 25	17.13% 31	24.86% 45	181	3.01

### Q11 Are there other areas within health that are important to you that were not listed above?

Answered: 22 Skipped: 167

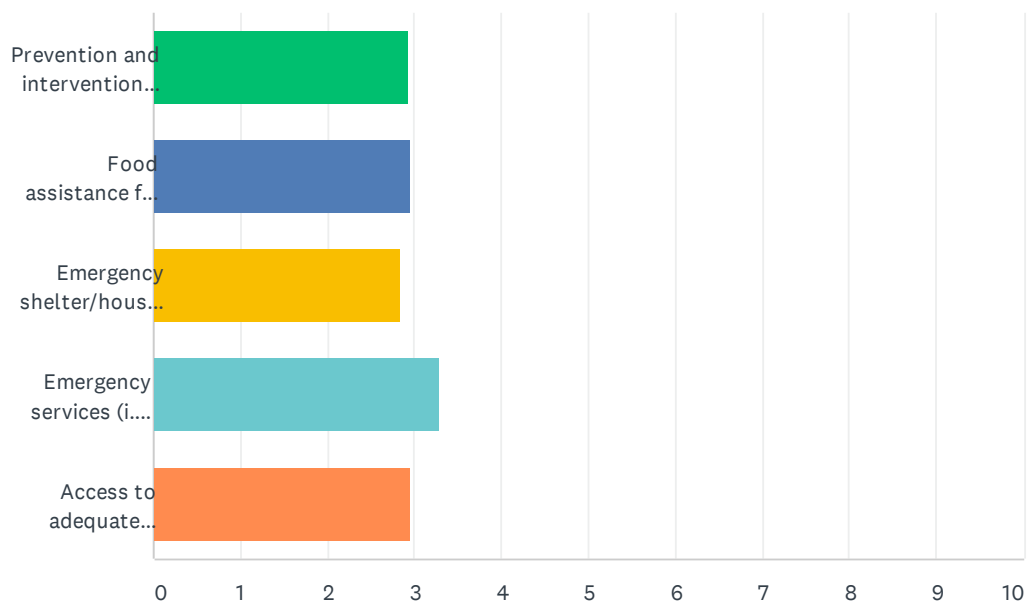
#	RESPONSES	DATE
1	N/A	4/12/2021 2:41 PM
2	NA	4/9/2021 4:13 PM
3	no	4/5/2021 11:17 AM
4	No	4/1/2021 4:16 PM
5	Prescriptive. Again, I think some of these services are government services that should be assessed and improved. Non-profits are trying to fill the gap.	3/27/2021 9:29 AM
6	Alcohol and drug abuse prevention programs for youth really need to improve.	3/26/2021 2:23 PM
7	Focus on the top two and solve Alcohol and Drug problem in Sheboygan County. Third area is mental health.	3/26/2021 1:26 PM
8	Building Dementia Friendly Community! Listening sessions to engage the aging population and their caregivers of needs and information	3/24/2021 10:03 PM
9	N/A	3/18/2021 8:48 AM
10	Include dental health	3/13/2021 8:08 AM
11	access to affordable health care services overall (not just mental) as well as to affordable medication.	3/12/2021 9:43 AM
12	NA	3/11/2021 3:32 PM
13	The first four are equally important. I am not sure what the last one means.	3/11/2021 2:39 PM
14	Homelessness/ exposure to elements, toxins, etc. Safe and WELCOMING places for people to stay when homeless shelters aren't open. Mental Health providers for children and youth in each community	3/11/2021 2:25 PM
15	na	3/11/2021 1:46 PM
16	none noted	3/11/2021 10:32 AM
17	Lakeshore Health does provide basic health care to low income residents so that need is met	3/11/2021 9:33 AM
18	Please note that #10 (above) is not a viable ranking system. For example, all of the above could have been rated at least a 3 or 4, or 5.	3/10/2021 10:10 AM

United Way of Sheboygan County (UWSC) Stakeholder Survey

19	LGBTQ Affirming Care (starting with LGBTQ health/mental health literacy for providers)	3/9/2021 9:15 AM
20	Access in rural areas of the county.	3/4/2021 8:02 PM
21	The entire 'wellness' industry is rooted in racism and classism. Don't do it.	3/4/2021 11:28 AM
22	No	3/4/2021 11:25 AM

**Q12 Thinking about Basic Needs (programs so that residents are safe and high risk behaviors are reduced), United Ways across the nation have focused on the following areas. Please rank the areas that you think are the most important for United Way of Sheboygan County to focus on (1 being least important and 5 being most important):**

Answered: 182 Skipped: 7



	1	2	3	4	5	TOTAL	SCORE
Prevention and intervention programs (i.e., domestic violence, child abuse, sexual assault)	20.57% 36	16.00% 28	22.29% 39	18.29% 32	22.86% 40	175	2.93
Food assistance for individuals and families in need	16.85% 30	21.35% 38	17.98% 32	26.97% 48	16.85% 30	178	2.94
Emergency shelter/housing programs	10.23% 18	25.00% 44	23.30% 41	21.59% 38	19.89% 35	176	2.84
Emergency services (i.e., man-made and natural disaster response)	33.71% 59	15.43% 27	15.43% 27	16.00% 28	19.43% 34	175	3.28
Access to adequate hygiene products, clothing, diapers, etc.	17.98% 32	21.35% 38	20.79% 37	17.42% 31	22.47% 40	178	2.95

**Q13 Are there other areas within basic needs that are important to you that were not listed above?**

Answered: 20 Skipped: 169

United Way of Sheboygan County (UWSC) Stakeholder Survey

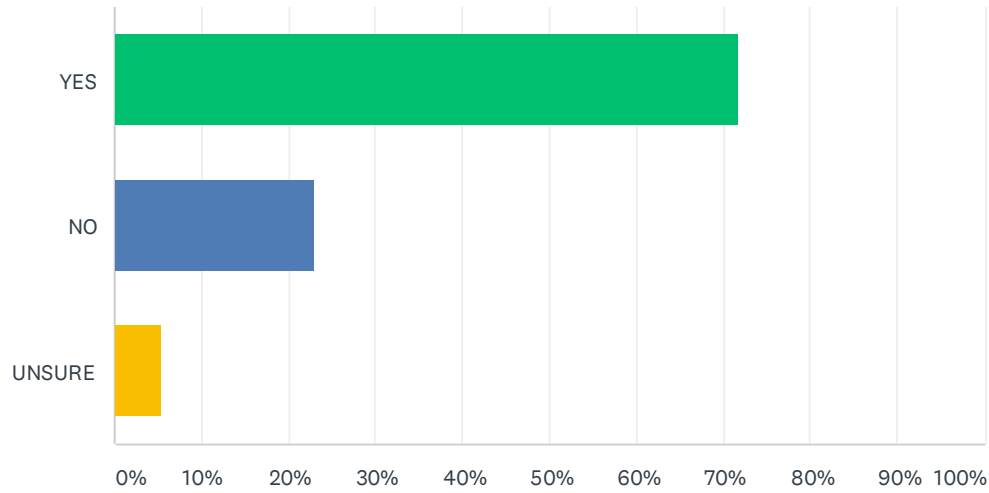
#	RESPONSES	DATE
1	N/A	4/12/2021 2:41 PM
2	NA	4/9/2021 4:13 PM
3	I think we should also inform people of budgeting classes or credit counseling as well as providing needs. But we eventually need to break the cycle of poverty or bad choices with finances.	4/6/2021 10:45 AM
4	no	4/5/2021 11:17 AM
5	No	4/1/2021 4:16 PM
6	There are many food banks in our area.	3/30/2021 9:01 AM
7	Early Education and Prevention is key in resolving all that abuse and violent cause when trauma is inflicted	3/29/2021 8:54 AM
8	All of these are important. But to ask to rank these there is a presumption that this is the best way to address issues. The non-profits United Way supports are asked to provide logic models that are outcome based, but this is organized by activities - not outcomes. I recommend that United Way create a logic model and strategic plan with goals, objectives and strategies. It seems you have several focus areas: fundraising, fund distribution, non-profit accountability, program development and implementation, volunteer management, and community developer. There are a variety of stakeholders within each of these categories. I think United Way should zoom out. Social Justice Community Development	3/27/2021 9:29 AM
9	If we solve these all residents will be successful. Affordable, quality, safe housing Food Transportation Technology Childcare Alcohol, Drugs, Mental Health	3/26/2021 1:26 PM
10	N/A	3/18/2021 8:48 AM
11	repair help for people's homes to aid disabled/fixed or low income/elderly needs	3/13/2021 8:08 AM
12	NA	3/11/2021 3:32 PM
13	All of the above are equally important	3/11/2021 2:39 PM
14	na	3/11/2021 1:46 PM
15	none noted	3/11/2021 10:32 AM
16	We have a shelter and food pantries as well as food share most agencies are able to link families with those services. We often have people not from here in our shelter taking away spots from our community members.	3/11/2021 9:33 AM
17	Please note that #12 (above) is not a viable ranking system. For example, all of the above could have been rated at least a 3 or 4, or 5.	3/10/2021 10:10 AM
18	This may vary based on COVID issues, other presenting issue, etc. The organization must remain flexible.	3/4/2021 8:02 PM
19	Again, advocacy could help in all of these areas. It doesn't need to be partisan, and it shouldn't be.	3/4/2021 11:28 AM
20	No	3/4/2021 11:25 AM

Q14 Do you currently donate to United Way of Sheboygan County?

Answered: 187 Skipped: 2



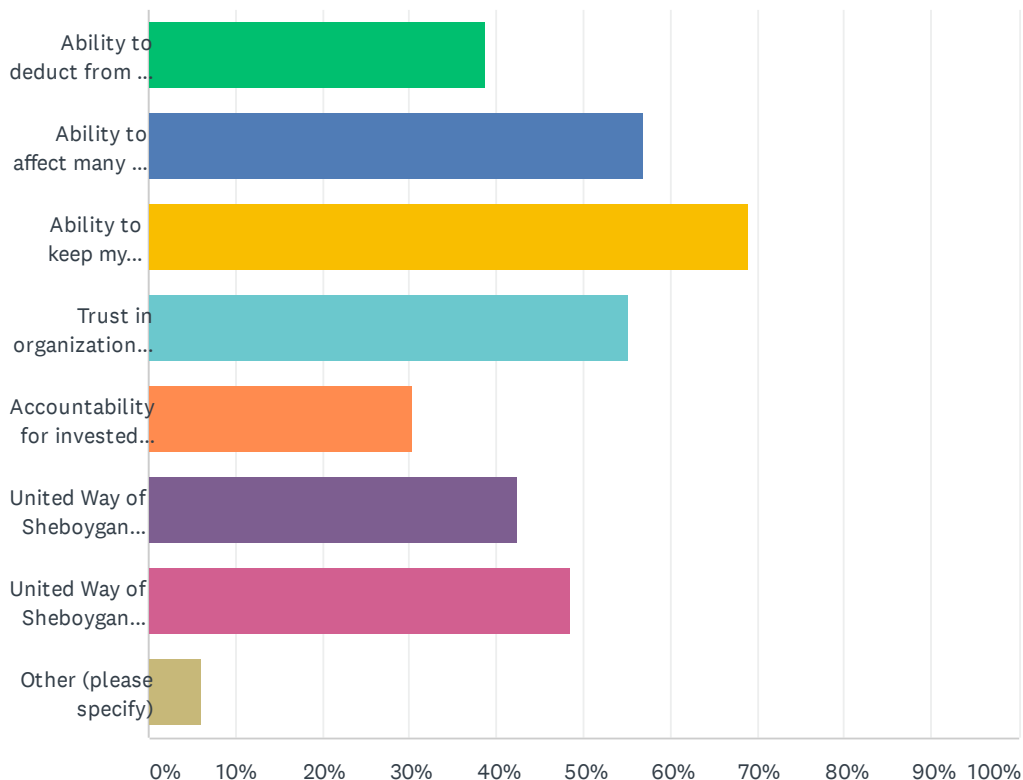
## United Way of Sheboygan County (UWSC) Stakeholder Survey



ANSWER CHOICES	RESPONSES	
YES	71.66%	134
NO	22.99%	43
UNSURE	5.35%	10
TOTAL		187

### Q15 Why do you give to United Way of Sheboygan County? (Check all that apply.)

Answered: 132 Skipped: 57



United Way of Sheboygan County (UWSC) Stakeholder Survey

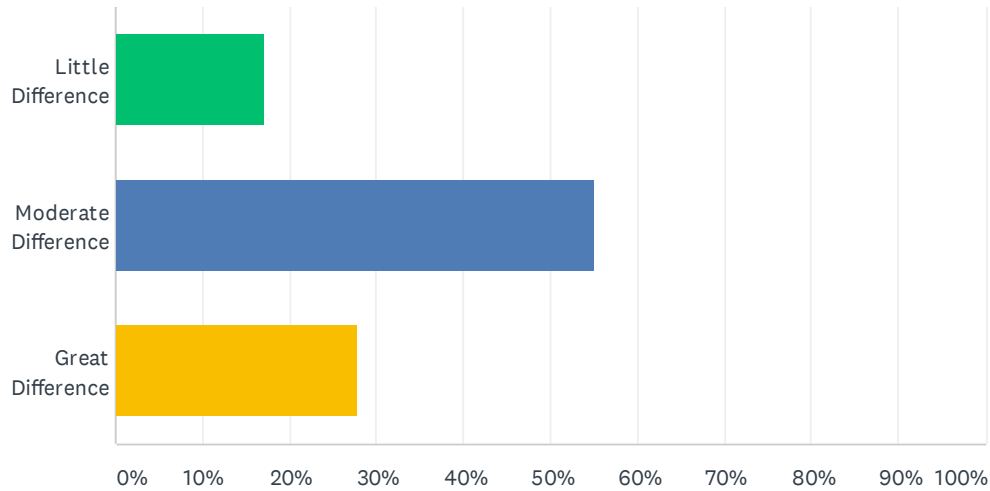
ANSWER CHOICES	RESPONSES
Ability to deduct from my paycheck	38.64% 51
Ability to affect many by giving to one organization	56.82% 75
Ability to keep my donation local	68.94% 91
Trust in organization and investment process	55.30% 73
Accountability for invested partner agency programs	30.30% 40
United Way of Sheboygan County's providing resources, beyond funding, to the nonprofit sector	42.42% 56
United Way of Sheboygan County serving as the backbone organization for community impact initiatives (Volunteer Center, Sheboygan County Community Partnership for Children [SCCPC], and/or Providing Access To Healing [PATH])	48.48% 64
Other (please specify)	6.06% 8
Total Respondents: 132	

#	OTHER (PLEASE SPECIFY)	DATE
1	Feel pressured to do so. I would prefer my entire donation be given to the specified charity vs. part of it going to United Way	3/25/2021 12:26 PM
2	First time last year. Option to choose where donation goes; new, trusted leadership	3/22/2021 9:14 PM
3	Low administrative costs	3/22/2021 10:50 AM
4	Encouraged by workplace	3/20/2021 8:30 AM
5	SCIS, Bridgeway, Foodbank etc.	3/11/2021 6:15 PM
6	necessary as condition to wear jeans to work on Fridays	3/11/2021 10:22 AM
7	Annual workplace campaign	3/9/2021 9:16 AM
8	I'd love to see UW take a stronger stance as a nonprofit leader in the community. It obviously already is, but there are so many ways in which UW could be serving the nonprofit community that it isn't, such as leading the DEI movement, or the backbone for the feasibility study around building a nonprofit center in Sheboygan. UW should be viewed as the hub for all things nonprofit/social sector, and it's not.	3/4/2021 11:32 AM

## Q16 To what degree do you feel your gift has made a difference in our community?

Answered: 129 Skipped: 60

## United Way of Sheboygan County (UWSC) Stakeholder Survey



ANSWER CHOICES	RESPONSES	
Little Difference	17.05%	22
Moderate Difference	55.04%	71
Great Difference	27.91%	36
TOTAL		129

## Q17 How can we better demonstrate the impact you make?

Answered: 41 Skipped: 148

#	RESPONSES	DATE
1	Help get the word out to those in the community who don't understand what United Way is. More advertising.	4/13/2021 9:05 AM
2	N/A	4/12/2021 2:42 PM
3	??	4/9/2021 4:14 PM
4	Annual Report to the Community sharing information, challenges, progress and achievements	4/9/2021 3:15 PM
5	Don't need to.	4/8/2021 5:31 PM
6	Keep doing what you're doing by supporting programs that make the community better for everyone. Hold programs accountable for results.	4/8/2021 3:47 PM
7	I suspect that communications to the greater community and at-large stakeholders could be improved in order to truly reflect all that UWAY does for impact, volunteer commitment and partner impact. Is the general public able to give positive testimony to all that the UWAY of Sheboygan County impacts? How visible is UWAY to all stakeholders in the county? So many wonderful things transpire as a result of UWAY involvement - just not sure all are able to identify that (and thus increase support).	4/7/2021 8:49 AM
8	I really appreciate the illustrations that showcase how many dollars it takes to provide X examples. Maybe having a billboard or something more visible to the members in Sheboygan County, with information like this.	4/5/2021 1:54 PM
9	Keep communicating impact stories	4/5/2021 11:09 AM
10	n/a	4/4/2021 10:52 AM
11	more quantitative and qualitative reporting (anecdotal/financial)	4/1/2021 4:34 PM

## United Way of Sheboygan County (UWSC) Stakeholder Survey

12	personalized information about where the my \$ is going	4/1/2021 9:53 AM
13	Transparency of what each program/service costs. How far can my gift reach in the community?	3/30/2021 8:18 PM
14	When I see programs being offered I know my contribution is paying for itself	3/29/2021 8:58 AM
15	I dont believe I get a newsletter informing us of the impact United way is giving to the community.. I would Like to understand the vetting process of how the untied way determines how you give to each charity and the \$\$'s given	3/27/2021 6:49 AM
16	Results Lower Alcohol and Drug problems Manage mental health Get residents (adults and students ages 16+) employed at companies who offer living family wages	3/26/2021 1:31 PM
17	Let the charities you support demonstrate impact. No need to duplicate effort.	3/25/2021 12:26 PM
18	I think Uway does great job communicating how much we (donors and volunteers) mean to the agency	3/24/2021 10:06 PM
19	Continue to show the very low operating and administrative costs versus other charities. And continue to stress that all monies stay local.	3/22/2021 10:50 AM
20	unsure	3/20/2021 11:46 AM
21	In teased communication and visibility	3/20/2021 8:30 AM
22	Public display of accomplishments	3/18/2021 8:50 AM
23	More community conversations about the issues facing the community.	3/17/2021 10:29 AM
24	Tell people what you do in the community. Many are not familiar with your work.	3/15/2021 6:48 AM
25	Not sure. Have donated for many years but not sure how those dollars are spent	3/14/2021 6:19 PM
26	Not sure	3/13/2021 8:10 AM
27	I think United Way Sheb demonstrates the impact well, I just think that the needs are so large that my gift is not sufficient to make a bigger impact.	3/12/2021 9:46 AM
28	I don't know.	3/11/2021 4:14 PM
29	I have no idea what the donations to the organizations provided specifically. I just have to trust that it was used in a meaningful way.	3/11/2021 4:11 PM
30	Communication abut all programs funded by UW to the greater community.	3/11/2021 4:08 PM
31	Have a monthly focus on the website on various organizations and how they are impacted by donations	3/11/2021 4:01 PM
32	When I donate to organizations, I always worry how much is actually going towards impacting my community. For instance, one thing I think of is how much of every dollar is spent on salaries, overhead, or if the organization I give money to gives to special interest groups. Not saying I think United Way should all be volunteers or anything, it's just sometimes you read only 10 cents of a dollar goes towards the cause you're donating to. That can be disheartening.	3/11/2021 3:47 PM
33	Showcasing the good work that is being done. Maybe a donor newsletter?	3/11/2021 3:27 PM
34	Video of the effectiveness and success of the outreach efforts.	3/11/2021 3:23 PM
35	Show how our communities rank in terms of "great places to live" or how they have improved given strength of UW organization	3/11/2021 3:02 PM
36	unsure	3/11/2021 1:47 PM
37	unsure	3/11/2021 10:33 AM
38	continue the reports on agencies funded	3/11/2021 9:34 AM
39	I am not donating a large sum of money, so I don't feel the impact is significant.	3/10/2021 12:40 PM
40	Not sure at this point, however I feel that communication has gotten better over time. Greater / more communication is always welcomed to keep people informed.	3/10/2021 10:13 AM

United Way of Sheboygan County (UWSC) Stakeholder Survey

41 Please don't ask the agencies to do more work. The level of grant-writing and reporting is high enough already; please don't ask them to do more to satisfy my needs as a donor. 3/4/2021 11:32 AM

Q18 How can we better your donor experience?

Answered: 30 Skipped: 159

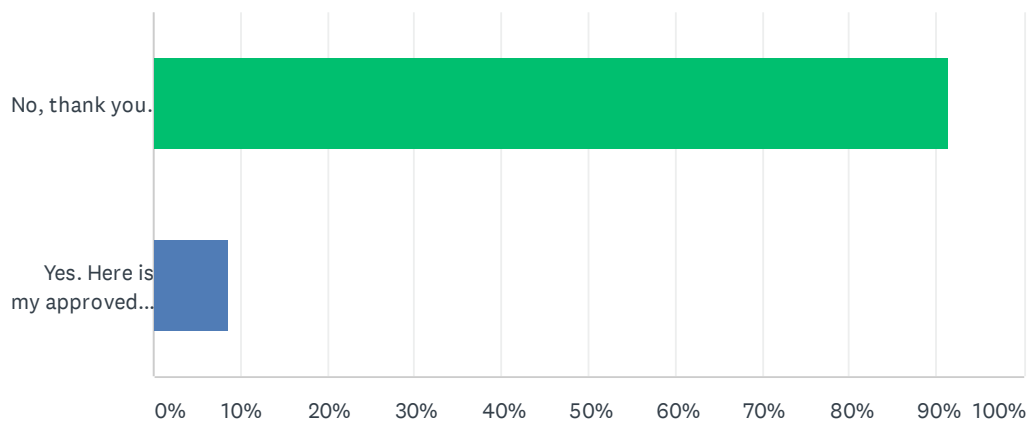
#	RESPONSES	DATE
1	Improving the website portal used to collect the online donations.	4/12/2021 2:42 PM
2	??	4/9/2021 4:14 PM
3	A party at Three Sheep's Brewing.	4/9/2021 3:15 PM
4	IT is ok for me now.	4/8/2021 5:31 PM
5	Keep funding and supporting programs to make our community better for everyone. Hold programs accountable for results.	4/8/2021 3:47 PM
6	There is nothing that I can think of at the moment.	4/5/2021 1:54 PM
7	n/a	4/5/2021 11:09 AM
8	More communication	4/4/2021 10:52 AM
9	Payroll deduction is very helpful, allowing that don't choose to contribute thru work a way to sign up for auto deduction independantly	3/29/2021 8:58 AM
10	Don't try to do so much. Focus on root cause. If you fix root cause, then other problems will go down. Most important is education, drugs/alcohol, and mental health. If people have control of these they are empowered to work and support themself and their family.	3/26/2021 1:31 PM
11	Already great!	3/24/2021 10:06 PM
12	It has been great! I donate through work.	3/24/2021 12:45 PM
13	Stop requesting a donor's birthday on your forms. That is an unnecessary invasion of privacy. Stop having employers "encourage" people to donate, it's not perceived as voluntary when your boss tells you "it's really important to donate".	3/24/2021 8:54 AM
14	I work for a school district. While I understand the relationship between my employer and United Way, I don't like being asked or incentivized to give at work. I think the United Way should evaluate its relationship with educators, specifically, and other people in public service sectors as donors. How can this group of people be leveraged to access greater sources of wealth than their own? I prefer to be asked to give as an individual.	3/22/2021 9:14 PM
15	It already is very simple.	3/22/2021 10:50 AM
16	good experience	3/20/2021 11:46 AM
17	N/A	3/18/2021 8:50 AM
18	No need to better my experience.	3/17/2021 10:29 AM
19	Acknowledge the gift of money.	3/15/2021 6:48 AM
20	Newsletter with highlights	3/14/2021 6:19 PM
21	Not sure	3/13/2021 8:10 AM
22	Showing how the money is being used maybe by video or articles.	3/11/2021 4:01 PM
23	I think it'd be nice to show \$X amount of every dollar directly goes towards services throughout the community. If it was an amount I felt was fair, I'd definitely consider donating more.	3/11/2021 3:47 PM
24	Incorporate volunteer opportunities along with donations to get people more personally involved.	3/11/2021 3:27 PM

## United Way of Sheboygan County (UWSC) Stakeholder Survey

25	You have partners in the workplace that head up a collection. If they would stop expecting (making it almost mandatory) a donation, I would gladly donate more	3/11/2021 2:50 PM
26	An annual gathering for donors and partner agencies	3/11/2021 2:44 PM
27	Continue to educate me and other donors of the details and stories of the programs	3/11/2021 2:30 PM
28	na - satisfied	3/11/2021 1:47 PM
29	unsure	3/11/2021 10:33 AM
30	Not sure; everything in this regard seems to be okay.	3/10/2021 10:13 AM

**Q19 Would you be willing to provide a testimonial? If yes, please provide your quote as a donor and advocate for United Way of Sheboygan County.**

Answered: 129   Skipped: 60



ANSWER CHOICES	RESPONSES	
No, thank you.	91.47%	118
Yes. Here is my approved quote as a donor and advocate of United Way of Sheboygan County:	8.53%	11
<b>TOTAL</b>		<b>129</b>

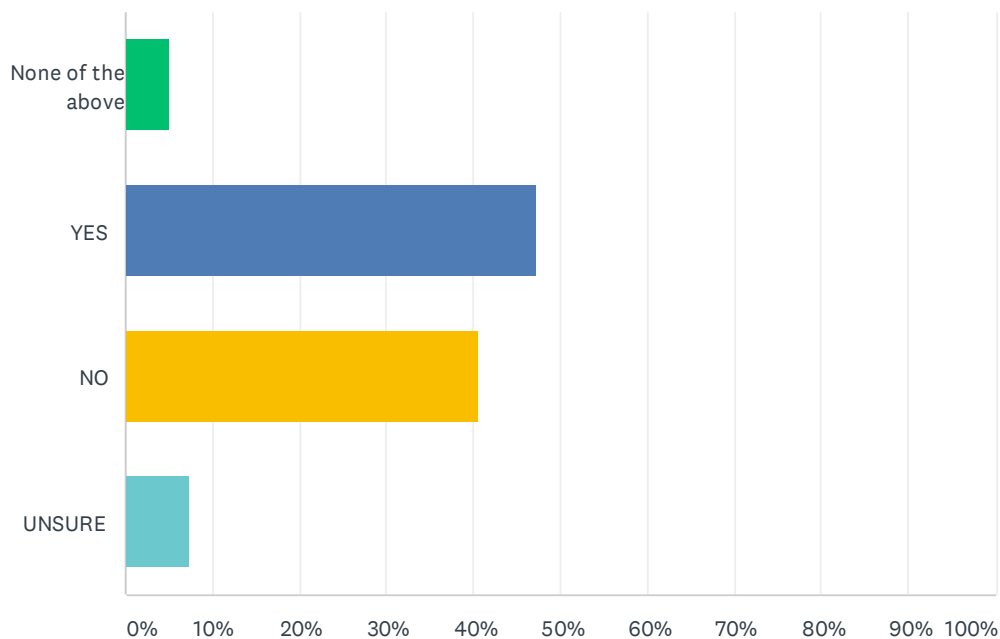
#	YES. HERE IS MY APPROVED QUOTE AS A DONOR AND ADVOCATE OF UNITED WAY OF SHEBOYGAN COUNTY:	DATE
1	The Sheboygan County of United Way is comprised of wonderful people and partners who work together to lift people up and strengthen our community.	4/9/2021 3:15 PM
2	United Way of Sheboygan County is the foundation of our community - I appreciate the support they provide to all members of all walks of life!	4/5/2021 1:54 PM
3	I have been a long time donor to UW as well as an employee of a UW agency more recently. Throughout the years, UW has always been a responsive and conscientious agency.	4/1/2021 5:36 PM
4	I am glad that Sheboygan County has a great resource in the United Way. It is the linchpin in our community that brings people who want to donate (either time or funds) and allocates to the areas that are in most need.	3/24/2021 12:45 PM
5	I am proud to support the United Way of Sheboygan County because they help so many families and people in need. they foster collaboration between the many agencies in the area. They fill needs that many don't even know exist in our county.	3/22/2021 11:02 AM
6	United Way of Sheboygan County is an agency that reaches the broad needs of our county and communities and is making a difference in the lives they are able to touch.	3/18/2021 8:50 AM

## United Way of Sheboygan County (UWSC) Stakeholder Survey

7	United Way of Sheboygan County is such a wonderful organization. They do a wonderful job at connecting the community to the resources it needs as well as connecting local non for profit businesses and for profit businesses.	3/17/2021 1:21 PM
8	United Way is the only organization that brings together the community through community conversations to tackle real issues. (SCCPC and Path as examples) I know that my donation will be spent wisely because of United Ways requirement for accountability from agencies requesting funds.	3/17/2021 10:29 AM
9	I really like that our donations help our local community, encourages participation in helping our neighbors.	3/13/2021 8:10 AM
10	I give to the United Way because I know my donation will make the greatest impact to my community because they determine where the greatest needs reside within my community and then they ensure accountability that the programs they fund make the difference they are intended to make.	3/11/2021 3:02 PM
11	"I am very pleased the United Way has been a leader in the community helping us explore the systemic realities that contribute to the struggles of many within out county."	3/11/2021 2:44 PM

### Q20 Do you currently volunteer or advocate for United Way of Sheboygan County?

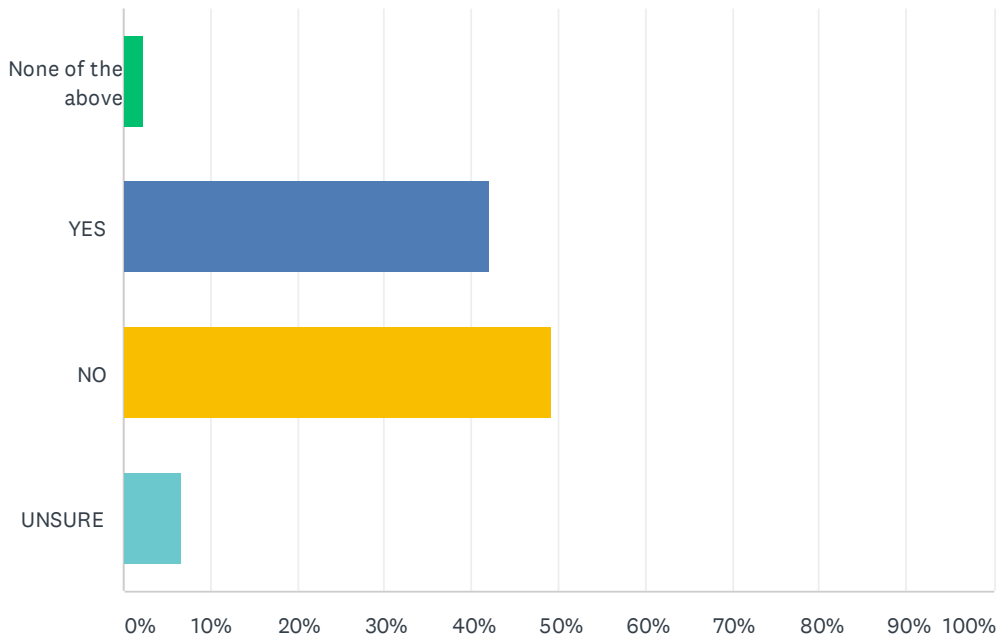
Answered: 180 Skipped: 9



ANSWER CHOICES	RESPONSES	
None of the above	5.00%	9
YES	47.22%	85
NO	40.56%	73
UNSURE	7.22%	13
<b>TOTAL</b>		<b>180</b>

## Q21 Are you connected as an employee or volunteer to an agency that receives United Way funding?

Answered: 181 Skipped: 8



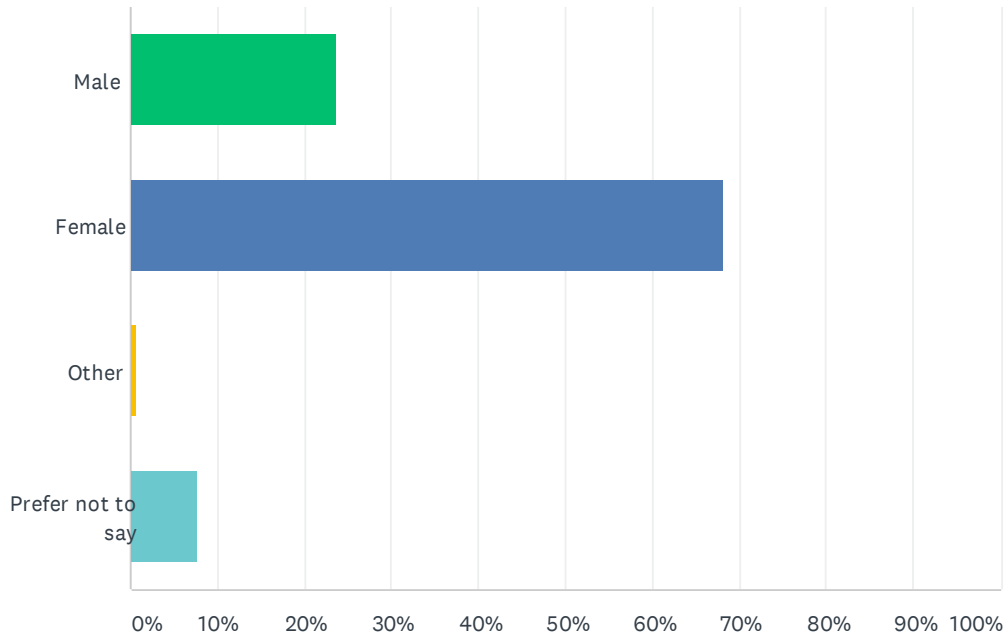
ANSWER CHOICES	RESPONSES
None of the above	2.21% 4
YES	41.99% 76
NO	49.17% 89
UNSURE	6.63% 12
TOTAL	181

## Q22 What gender do you identify with?

Answered: 182 Skipped: 7



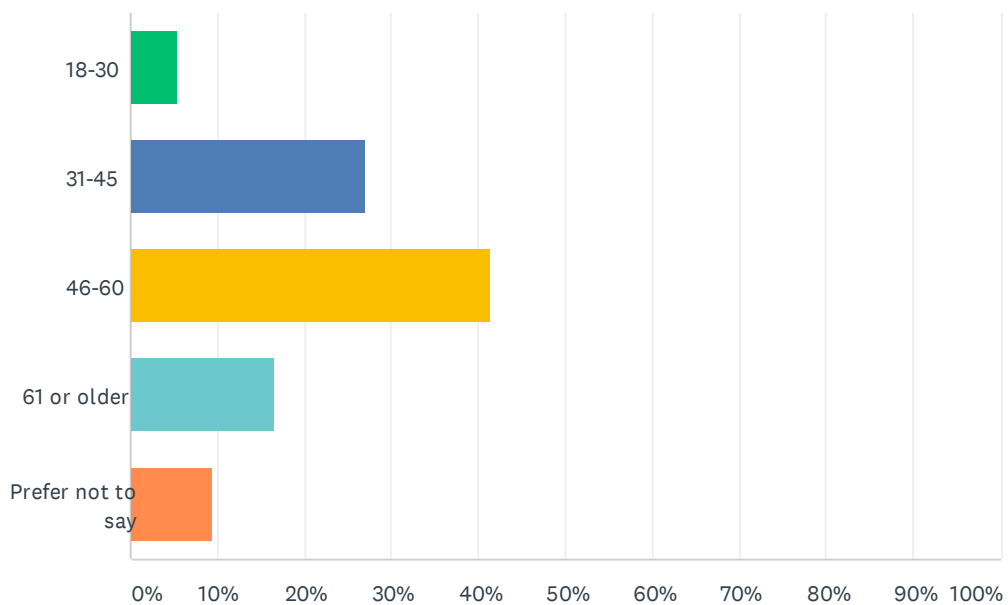
## United Way of Sheboygan County (UWSC) Stakeholder Survey



ANSWER CHOICES	RESPONSES
Male	23.63% 43
Female	68.13% 124
Other	0.55% 1
Prefer not to say	7.69% 14
<b>TOTAL</b>	<b>182</b>

## Q23 Age:

Answered: 181 Skipped: 8

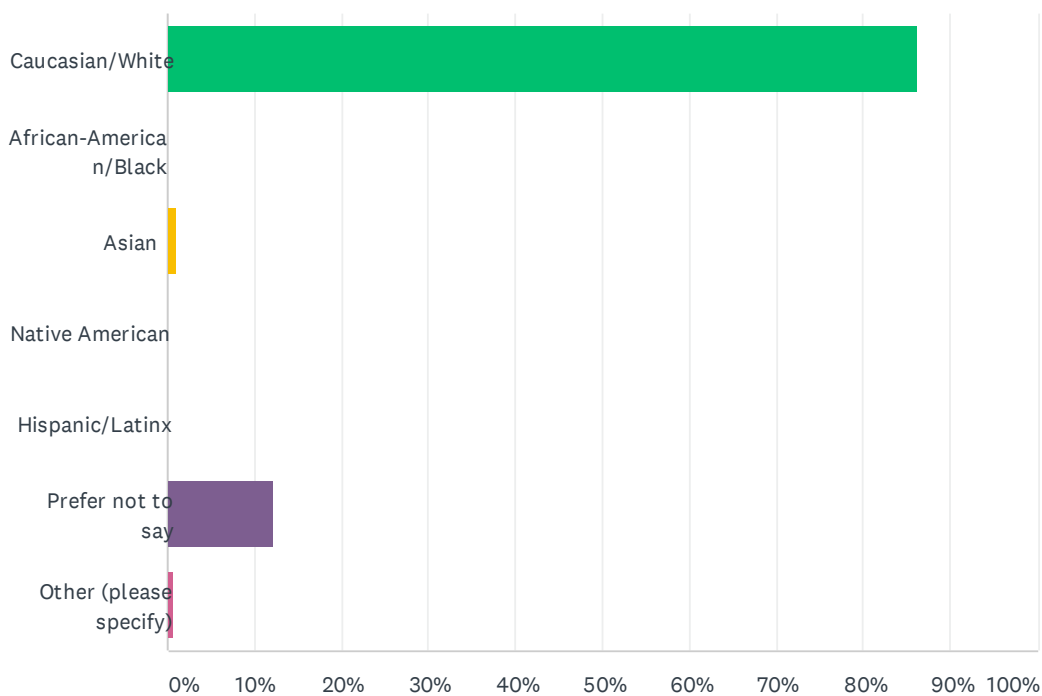


United Way of Sheboygan County (UWSC) Stakeholder Survey

ANSWER CHOICES	RESPONSES
18-30	5.52% 10
31-45	27.07% 49
46-60	41.44% 75
61 or older	16.57% 30
Prefer not to say	9.39% 17
<b>TOTAL</b>	<b>181</b>

### Q24 What is your race?

Answered: 182 Skipped: 7

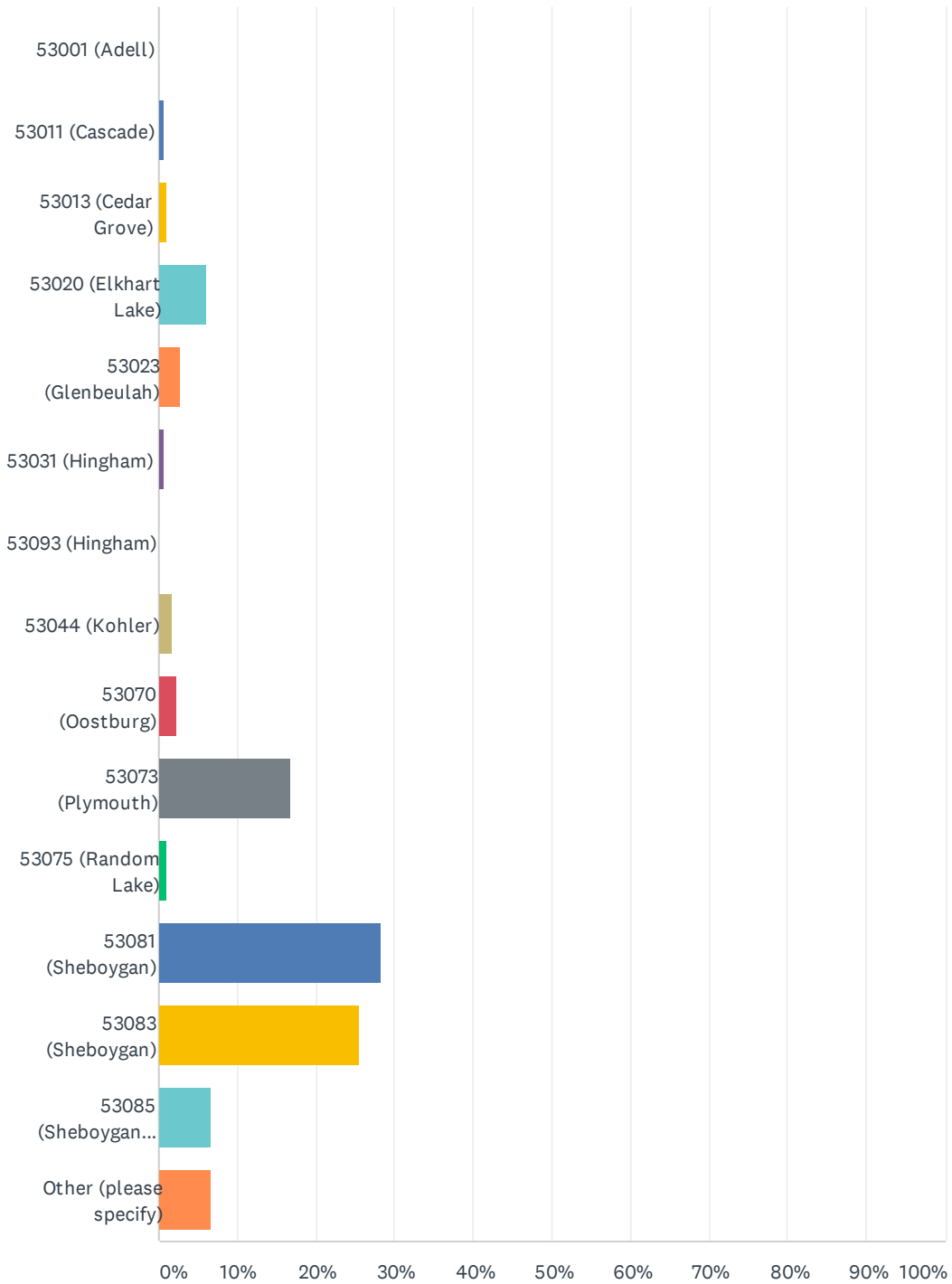


ANSWER CHOICES	RESPONSES
Caucasian/White	86.26% 157
African-American/Black	0.00% 0
Asian	1.10% 2
Native American	0.00% 0
Hispanic/Latinx	0.00% 0
Prefer not to say	12.09% 22
Other (please specify)	0.55% 1
<b>TOTAL</b>	<b>182</b>

#	OTHER (PLEASE SPECIFY)	DATE
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### Q25 Zip Code:

Answered: 180 Skipped: 9



United Way of Sheboygan County (UWSC) Stakeholder Survey

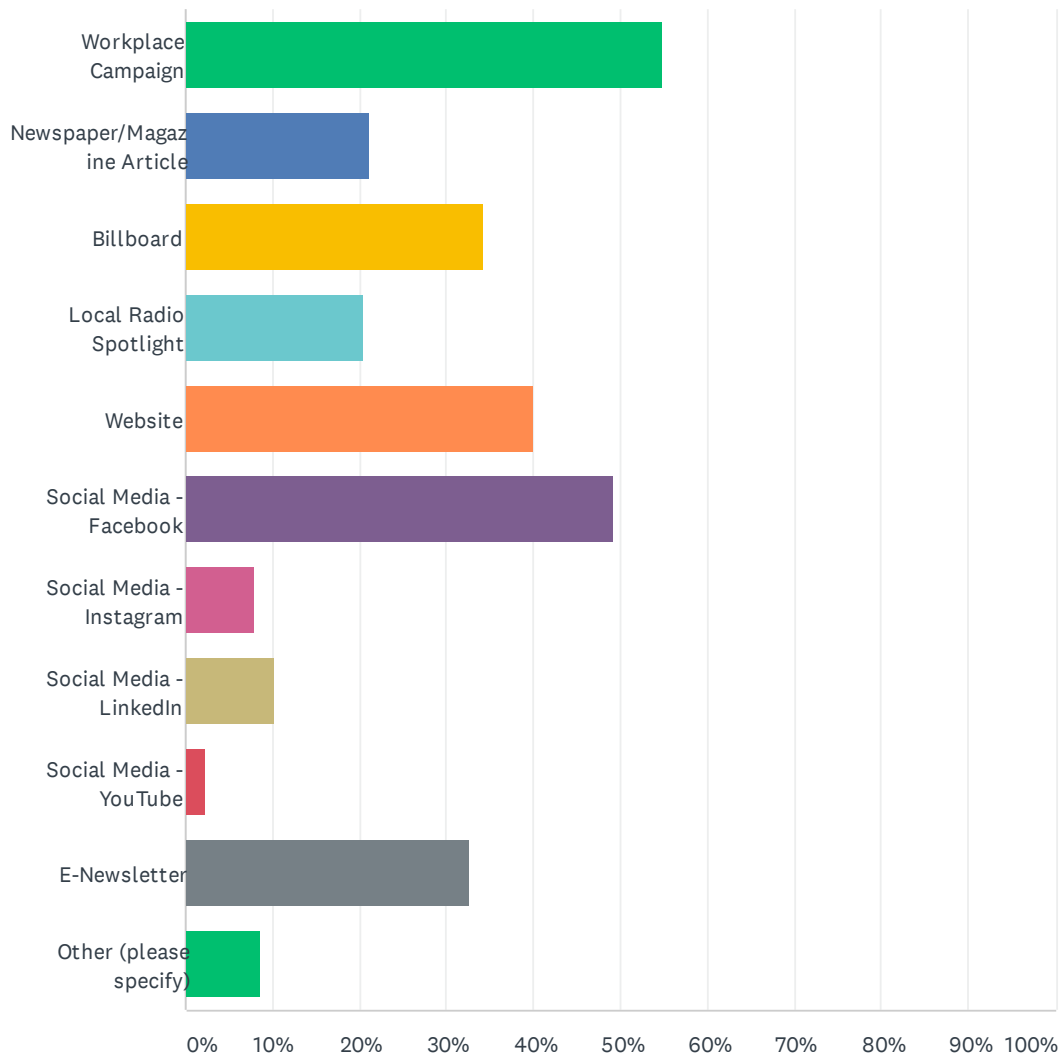
ANSWER CHOICES	RESPONSES	
53001 (Adell)	0.00%	0
53011 (Cascade)	0.56%	1
53013 (Cedar Grove)	1.11%	2
53020 (Elkhart Lake)	6.11%	11
53023 (Glenbeulah)	2.78%	5
53031 (Hingham)	0.56%	1
53093 (Hingham)	0.00%	0
53044 (Kohler)	1.67%	3
53070 (Oostburg)	2.22%	4
53073 (Plymouth)	16.67%	30
53075 (Random Lake)	1.11%	2
53081 (Sheboygan)	28.33%	51
53083 (Sheboygan)	25.56%	46
53085 (Sheboygan Falls)	6.67%	12
Other (please specify)	6.67%	12
<b>TOTAL</b>		<b>180</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	54180	4/12/2021 8:11 AM
2	Howards Grove	4/9/2021 11:26 AM
3	53089	4/8/2021 3:24 PM
4	53057	3/16/2021 1:42 PM
5	out of county	3/16/2021 9:22 AM
6	Milwaukee	3/14/2021 12:03 PM
7	54911	3/11/2021 5:02 PM
8	53021	3/11/2021 4:48 PM
9	53024	3/11/2021 3:28 PM
10	53042	3/11/2021 2:44 PM
11	53012	3/9/2021 9:12 AM
12	53093 (Waldo)	3/4/2021 11:39 AM

**Q26 Thinking about the past six months, please identify all of the sources, if any, where you have seen any information or advertising about United Way.**

Answered: 175 Skipped: 14

## United Way of Sheboygan County (UWSC) Stakeholder Survey



ANSWER CHOICES	RESPONSES	
Workplace Campaign	54.86%	96
Newspaper/Magazine Article	21.14%	37
Billboard	34.29%	60
Local Radio Spotlight	20.57%	36
Website	40.00%	70
Social Media - Facebook	49.14%	86
Social Media - Instagram	8.00%	14
Social Media - LinkedIn	10.29%	18
Social Media - YouTube	2.29%	4
E-Newsletter	32.57%	57
Other (please specify)	8.57%	15
<b>Total Respondents: 175</b>		

United Way of Sheboygan County (UWSC) Stakeholder Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	none	4/11/2021 7:55 AM
2	Chamber email	4/9/2021 10:54 AM
3	sidewalk signs, fundraising walks,	4/7/2021 2:43 PM
4	Library	4/5/2021 3:30 PM
5	I have seen none.	4/1/2021 11:19 PM
6	Non.	4/1/2021 4:15 PM
7	No need to advertise. Your results and success will drive donors to you.	3/26/2021 1:33 PM
8	constant bombardment of requests to give from work	3/24/2021 8:56 AM
9	I know where the building is. Never seen other adverts in Sheboygan.	3/16/2021 12:13 AM
10	None	3/15/2021 6:49 AM
11	Lakeland University Leading in a Pandemic Presentation	3/12/2021 9:13 AM
12	Not sure that I have seen any in past 6 months.	3/11/2021 5:02 PM
13	email	3/11/2021 4:06 PM
14	None	3/11/2021 3:48 PM
15	As a major contributor to the agency with which I work-on our social media pages	3/11/2021 2:28 PM