



2021 Community Needs Snapshot Project

Why

In order to address our community's toughest challenges, we must first understand the issues. United Way of Sheboygan County (UWSC) is committed to having a deep knowledge of our community's challenges and strengths. The purpose of the Community Needs Snapshot Project (CNSP) is to provide an understanding of the conditions facing Sheboygan County using existing data sets and is intended to assist funders, the social sector, and government entities in making data-driven decisions that align with documented community needs.

How

The CNSP is a compilation of existing data from a variety of local, regional, and state verified resources. Drawing from reliable measurement entities, this report only includes the most objective models for studying social data in Sheboygan County. A full list of references can be found at the end of this report. Due to the nature of data collection the most up-to-date data was utilized and may not reflect adequately the impacts of COVID-19 until new data sets are available.

Demographic Profile of Sheboygan County

Population, Census, April 1, 2010	115,507
Persons under 5 years	5.50%
Persons under 18 years	21.90%
Persons 65 years and over	18.50%
Female persons	49.60%

Other Household Data	
Households with a computer 2015-19	89.20%
Households with Internet 2015-19	83.80%
High school degree+ (25+) 2015-19	93.20%
Bachelor's degree+ (25+) 2015-19	25.10%
With a disability (under 65) 2015-19	6.70%

Racial and Ethnic Composition	
Black or African American	2.30%
American Indian and Alaska Native	0.60%
Asian	5.80%
Native Hawaiian and Pacific Islander	0.10%
Two or More Races	1.70%
Hispanic or Latino	6.70%
White	83.50%
Foreign born persons 2015-19	5.60%

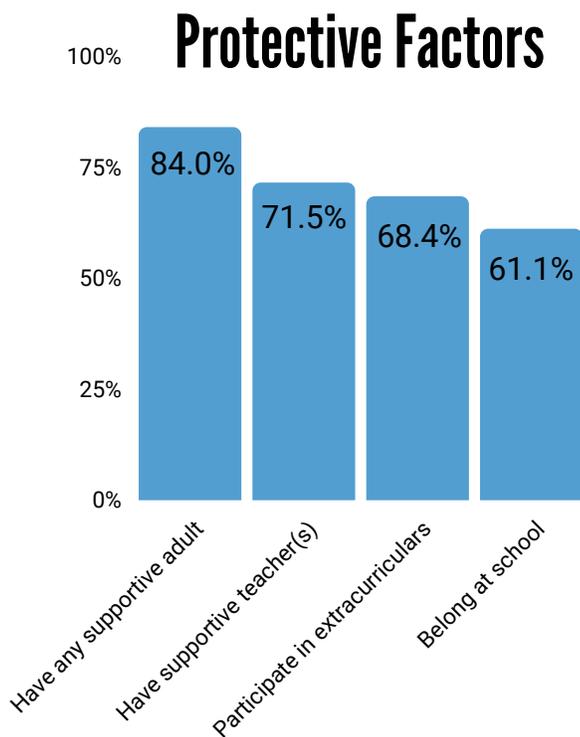
2020 Census data is set to be released in 2021.
 Census estimate for 2019 was 115,340
[Click here for more Census data.](#)



2019 Youth Risk Behavior Survey Findings

Highlights statewide data

- Within the last 12 months 22.3% of students report being bullied on school property and 17.4% of students report being bullied online (e.g., through social media or text)
- Black students were more likely to say they do not feel safe at school; white students were the least likely racial group to say they never or rarely felt safe at school
- Few students experience constant lack of food in the home (3.4% reported going hungry "most of the time" or "always"), but many experience episodic hunger
- Nearly one in four students (24.7%) reported having experienced hunger during the past 30 days



Some student groups show consistently higher risks across topic areas.

Overall, the following groups generally report fewer supports and more challenges:

- Females
- Students of color
- Students with health conditions (e.g., chronic condition or physical disability)
- Students receiving special education services
- Students facing food insecurity (i.e., hunger due to a lack of food at home)
- Students who have moved many times
- Students who are lesbian, gay, bisexual, or transgender (LGBT)
- Students with low grades (D's or F's)

Protective factors are commonly described as positive assets that prevent youth risk behaviors and promote healthy living and overall well-being. Generally, students who report having strong adult support, as well as high levels of participation within school and extracurricular activities, also report a sense of belonging and are less likely to engage in risk behaviors (e.g., physical fights, carrying a weapon, alcohol and drug use, risky sexual behavior) and more likely to report positive mental health and higher grades. Domain areas of individual, family, and school/neighborhood/community each have protective factors that support healthy growth and development for youth.

[Click here for more 2019 Youth Risk Behavior Survey data.](#)

EDUCATION

Testing Trends Highlights statewide data

	2017-18	2018-19	2019-20
English Language Arts ACT Proficiency - Grade 11	37.1%	36.8%	36.8%
Mathamatics ACT Proficiency - Grade 11	34.5%	29.2%	32.5%
English Language Arts Forward ACT Proficiency - Grades 3-8	44.4%	42.4%	40.9%
Mathematics Forward ACT Proficiency - Grades 3-8	42.8%	43.8%	43.4%

[Click here for more School Testing data.](#)

Graduation Rate Comparisons

Data Area	2017-18	2018-19	2019-20
Statewide	89.6%	90.0%	90.4%
Sheboygan County	91.8%	91.3%	92.9%

[Click here for more High School Completion Rate data.](#)

Free & Reduced Lunch Rates

Sheboygan County	2018	2019
Free	34.6%	33.7%
Reduced	5.7%	6.2%

Due to the COVID-19 pandemic, the Sheboygan County school food authorities operated under the Seamless Summer Option (SSO) or Summer Food Service Program (SFSP) during the 2020-2021 school year.

[Click here for more Food & Nutrition Program data.](#)

Childcare

Child care continues to be a financial hardship for families. As noted in the 2018 ALICE study, "the average annual costs in Wisconsin for home-based care (\$9,873) and center-based care (\$12,552) for an infant were more than the average annual tuition at an in-state, public four-year university (\$9,080)." Access to affordable and quality child care services impacts low-income families at disproportionate rates.

[Click here for more 2018 Asset Limited Income Constrained, Employed \(ALICE\) data.](#)

Sheboygan County Licensed Child Care Programs

Family Child Care Programs: 17
Licensed Group Child Care Centers: 40

WI Shares Child Care Subsidy Program 2020 Averages

137 families per month
206 children per month

[Find a pdf of licensed child care facilities from the Department of Children & Families \(as of 7/6/2021\) here.](#)

[Click here for Wisconsin Shares Statistical reports.](#)

Community Health Survey Key Findings



Top County Health Issues in 2020:

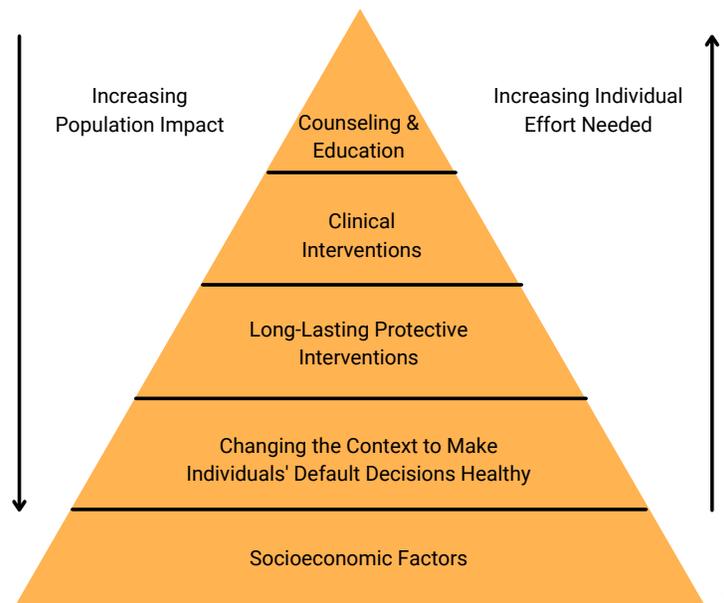
- 52% Illegal Drug Use
- 23% Access to Health Care
- 22% Alcohol Use/Abuse

Additionally:

- 7% Someone in Household Not Covered by Health Insurance in Past Year
- 12% Delayed/Did Not Seek Care Due to Cost
- 16% Unmet Dental Care in Household
- 25% Mental Health Condition in Past 3 Years
- 74% At Least Overweight
- 42% Obese
- 6% Felt Sad or Depressed Always/Nearly Always

[Click here for the full report,](#)
[Sheboygan County Community Health Report \(2020\)](#)

Health Impact Pyramid



Mental Health and AODA Service Gap Themes

- **System is difficult to navigate**
 - Respondents mention lack of awareness of the actual system including: resources available, specialty providers in the area, and what insurance covers
 - **55% of respondents do not know what resources are available for their needs**
- **Capacity**
 - Informants identify a lack of providers in the area (within 30 minutes), long wait times (weeks or months), longer wait times for those on Medicaid or those without insurance, lack of available providers when patients are not working (time of day), and lack of provider choices
 - **86% of respondents say they work during appointment times/unable to take off work**
- **Affordability**
 - Respondents mention examples of affordability, including: out of pocket costs are high, insurance doesn't cover all services, low Medicaid reimbursement for therapists, insurance does not cover the cost of care, and prescription costs are high
 - **43% of respondents state high out of pocket costs are a financial barrier**
- **Community Culture**
 - Informants mention stigma exists, related to talking about it in the community, at work and with the individual's primary care provider
 - **79% of respondents felt uncomfortable discussing mental health condition** ¹⁰

[Click here to find the full report,](#)
[Reflecting on the Continuum of Care: Mental Health and AODA Service Gap Analysis, Sheboygan County \(2020\).](#)

Drug Overdose

Wisconsin, along with the many states across the nation, saw an increase in opioid use and subsequently drug-related deaths. Per the 2018 ALICE report, a 38% increase between 2014 and 2017 in drug overdose deaths occurred. During the same time frame, the number of opioid-related specific deaths in Wisconsin increased by 33% and the number of opioid-related hospitalizations more than doubled (an increase of 105%).¹¹

[Click here for more 2018 Asset Limited Income Constrained, Employed \(ALICE\) data.](#)



Youth Mental Health Highlights statewide data

Per the 2020 Mental Health and AODA Service Gap Analysis, "in 2016 in the US, 3.1 million youth (age 12-17) had a major depressive episode and 6 in 10 youth with a major depressive episode did not receive treatment for their depression."¹²

[Click here for more 2020 Mental Health and AODA Service Gap Analysis data.](#)

Of High School Students within the Past 12 Months:

- 15.7% seriously considered suicide
- 13.0% made a plan

Additionally:

- Rates of depression and self-harm are showing long-term increases but were statistically unchanged between 2017 and 2019
- When looking across questions, 59.4% of Wisconsin high school students have experienced depression, anxiety, self-harm, or suicidal ideation in the past 12 months¹³

[Click here for more 2019 Youth Risk Behavior Survey data.](#)

Personal Safety

- In 2020, 6% of respondents reported someone made them afraid for their personal safety in the past year; respondents 18 to 34 years old, with some post-high school education or less or unmarried respondents were more likely to report this
- 3% of respondents reported they had been pushed, kicked, slapped or hit in the past year
- A total of 7% reported at least one of these two situations; respondents 18 to 34 years old, with some post-high school education or less or unmarried respondents were more likely to report this¹⁴

[Click here for more Sheboygan County Community Health Report data.](#)

2-1-1 - Information & Assistance Call Center

Sheb Co. Call Volume by Topic & Year	2019	2020
Healthcare & COVID-19	82	928
Mental Health & Addictions	135	191

In 2020, Healthcare and COVID-19 calls were the #1 reason for contact to 2-1-1. Also in 2020, Mental Health & Addictions was the #3 most sought out service through 2-1-1.¹⁵

[Click here for more 2-1-1 data.](#)

FINANCIAL STABILITY

Household Survival Budget

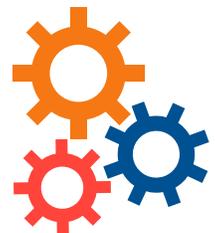
The survival budget reflects "the minimum cost to live and work" in Sheboygan County. Note this budget does not include savings for emergencies or future goals.

	Single Adult	One Adult, One Child	One Adult, One In Child Care	Two Adults	Two Adults Two Children	Two Adults, Two In Child Care	Single Senior	Two Seniors
Housing	\$468	\$586	\$586	\$586	\$733	\$733	\$468	\$586
Child Care	\$0	\$260	\$770	\$0	\$519	\$1,463	\$0	\$0
Food	\$271	\$468	\$391	\$563	\$940	\$821	\$231	\$480
Transportation	\$326	\$484	\$484	\$498	\$795	\$795	\$280	\$406
Health Care	\$214	\$457	\$457	\$457	\$699	\$699	\$442	\$885
Technology	\$55	\$55	\$55	\$75	\$75	\$75	\$55	\$75
Miscellaneous	\$157	\$263	\$322	\$258	\$428	\$540	\$172	\$283
Taxes	\$237	\$323	\$476	\$396	\$518	\$811	\$247	\$399
Monthly Total	\$1,728	\$2,896	\$3,541	\$2,833	\$4,707	\$5,937	\$1,895	\$3,114
Annual Total	\$20,736	\$34,752	\$42,492	\$33,996	\$56,484	\$71,244	\$22,740	\$37,368
Hourly Wage	\$10.37	\$17.38	\$21.25	\$17.00	\$28.24	\$35.62	\$11.37	\$18.68

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Unemployment [Click here for more Unemployment data.](#)

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
2018	2.7%	3.0%	2.9%	2.4%	2.4%	3.1%	2.6%	2.4%	2.0%	2.1%	2.1%	2.2%
2019	2.8%	2.9%	3.0%	2.5%	2.6%	3.2%	3.0%	2.8%	2.4%	2.5%	2.7%	2.7%
2020	3.4%	3.2%	2.8%	13.9%	12.7%	8.0%	6.3%	5.0%	3.7%	4.2%	3.7%	4.2%
2021	3.5%	3.8%	3.7%	3.4%	3.3%							



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"Those under 65 and not working were out of the labor force for a variety of reasons, the two most common being:

- School: Non-working students in Wisconsin would account for 36% of the state's working-age adults out of the workforce
- Health: Adults with one or more health issues – an illness or disability that makes it difficult to get to work, perform some job functions, or work long hours – accounted for 21% of those out of the labor force

The remainder of adults were out of the labor force for other reasons, including:

- Scheduling conflicts
- Family caregiving responsibilities, or limited access to transportation or child care
- For women 25 to 54 years old, the most common reason for not working in 2018 was in-home responsibilities – caring for children, but also, as the population of Wisconsin ages, caring for an aging parent or a family member with a disability or chronic health issue."¹⁶

[Click here for more 2018 Asset Limited Income Constrained, Employed \(ALICE\) data.](#)

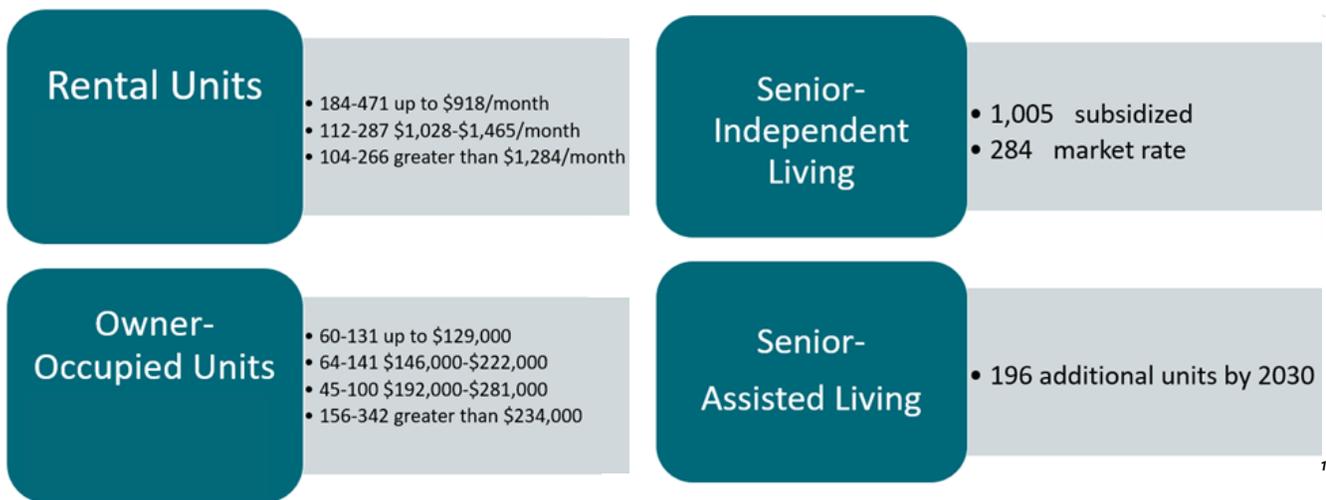
FINANCIAL STABILITY

Housing

The cost of living for Asset Limited Income Constrained Employed (ALICE) individuals is growing significantly, often driven by the cost of housing. In Wisconsin over the last decade, housing construction has not kept up with population growth, and construction costs rose faster than incomes and inflation. As a result, between 2007 and 2017, housing costs increased – for both renters and owners – and homeownership rates declined, especially among young adults (25-44), first-time homebuyers, and Black and Hispanic families. ¹⁸

[Click here for more 2018 Asset Limited Income Constrained, Employed \(ALICE\) data.](#)

City of Sheboygan Housing Demand Projections:



[Click here for more 2020 City of Sheboygan Affordable Housing Market Study data.](#)

Food Security

Food insecurity, a longstanding problem for families with children, is also increasing among young adults and seniors. In 2018, households headed by adults under the age of 25 were more likely to be below the ALICE Threshold compared to other age groups in Wisconsin, and they often struggled to put food on the table. There is also growing food insecurity at the other end of the age spectrum, with 4.8% of Wisconsin seniors in 2017 were food insecure. Compared to other seniors, food insecure seniors are more than twice as likely to have depression, 91% more likely to have asthma, 66% more likely to have had a heart attack, and 57% more likely to have congestive heart failure. ²⁰

[Click here for more 2018 Asset Limited Income Constrained, Employed \(ALICE\) data.](#)

Sheboygan County Calls to 2-1-1	2019	2020
Housing & Shelter	313	499
Food	93	136

Between 2019 and 2020, calls to 2-1-1 for housing and shelter increased by 37.2%. Calls for food also increased by 46.2% in the same time frame.

[Click here for more 2-1-1 data.](#) ²¹

DIVERSITY, EQUITY, INCLUSION, BELONGING

Sheboygan Diversity Equity Inclusion & Belonging Initiative

A local group of diverse community members formed in 2019 to discuss and address Diversity, Equity, Inclusion, & Belonging (DEIB) in Sheboygan which became the Sheboygan Diversity Equity Inclusion & Belonging Initiative (SDEIBI).

Meeting frequently, the SDEIBI has a Steering, City Government, Education, Historic Preservation and Acknowledgment, Social Sector, County Government, Housing, Food, Business, and Health & Wellness Committees, along with other DEIB-focused partner agencies (such as the [Sheboygan LGBTQ Alliance](#), [Black American Community Outreach \(BACO\)](#), and [DE&I Media Club](#)) invited to give updates and participate in meetings. SDEIBI is committed to building a culture that is respectful, open to change, and empathetic to all perspectives ensuring leadership, services, spaces, policies and resources are representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone opposing any speech or action that threatens the safety, equality, or dignity of any member of the community recognizing, valuing, and empowering all community members and affirming all aspects of their identity, including: age, ancestry, citizenship status, class, color, culture, disability/ability, education, gender expression, gender identity, geographic origin, language, marital status, national or ethnic origin, neurodiversity, parental status, race, religion, sex, sexual orientation, socioeconomic status, veteran status, and all others.

Contact Heather Cleveland, SDEIBI Steering Committee Member for more information at heather.a.cleveland@gmail.com

SDEIBI Social Sector Committee

In spring 2021, the SDEIBI Social Sector Committee invited local nonprofit staff, board, and key volunteers to participate in a county-wide DEIB Nonprofit Baseline Survey. The Meyer Diversity, Equity and Inclusion (DEI) Spectrum tool was utilized for the survey and describes organizational components at different points along the DEI continuum for twelve different dimensions of DEI work: Vision, Commitment, Leadership, Policies, Infrastructure, Training, Diversity, Data, Community, Decisions, Accountability, and Inclusion. DEI is a complex process, and respecting every organization's DEI journey is unique.

2021 DEIB Nonprofit Sector Survey Findings

- 268 Survey Participants, representing 34 Sheboygan County Nonprofits
- 33% Board, 28% Staff Leadership, 23% Program Staff, 6% Volunteers, 7% Other, 3% Decline to Identify
- More than half of respondents reported some action in all categories except Leadership. While Leadership received the lowest score in terms of action, it had the highest score in terms of "ready" to act
- Leadership is likely a barrier to progress in other categories and held the lowest overall weighted average
- The second highest category with no action is Infrastructure, then Accountability.
- Highest Overall Weighted Average was in Community ²²

[Click here to view the full results of the DEIB Social Sector Baseline Survey.](#)

UWSC Stakeholder Survey

United Way of Sheboygan County conducted a Stakeholder Survey in Spring 2021. The purpose of the survey was to measure public perception of UWSC's performance and rate community needs and solutions. ²³

[Click here to view the results of UWSC's Stakeholder Survey.](#)

UNITED WAY INVESTMENTS

The vision of UWSC is a community where everyone can achieve their human potential, creating a stronger community for all. Through annual investments and close work with Partner Agencies and community organizations, UWSC focuses on education, health, and financial stability, the building blocks of a successful life.

Education programs focus on long-term solutions, addressing opportunity gaps throughout the cradle to career pipeline in order to keep kids on track to graduate high school prepared for college and career.

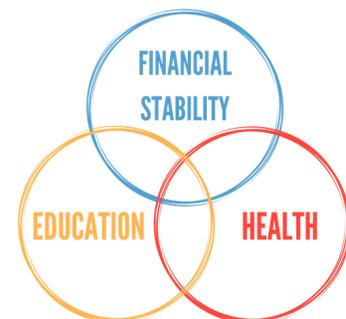
Health programs are an essential ingredient for individual success and a thriving community. Healthy kids are more likely to succeed in school. The whole community will flourish when all of our residents have access to public parks, playgrounds, healthy foods and quality healthcare.

Financial Stability programs ensure that individuals and families improve their socio-economic status, which can have a multigenerational, positive impact on overall well-being by increasing access to quality health care, improving housing options, and broadening educational opportunities.

Community Impact Initiatives rely on coordinated collaboration from organizations across sectors to create lasting, systemic change. UWSC Community Impact Initiatives rally nonprofit organizations, businesses, government entities, and the community at large around a common agenda to create large-scale social change.

By the numbers

- 41,000 lives were made better through the services and programs of UWSC Partner Agencies and Community Impact Initiatives
- 22,295 therapy sessions were provided through school-based mental health services
- 897 families received community support and resources before leaving the hospital, after the birth of their child
- 8,298 youth participated in a variety of programs, including mentoring, academic support, and leadership, to improve their futures
- 5,000 families received emergency food every month during 2020
- 3,105 individuals received mental health services and education
- 1,980 callers from Sheboygan County were connected with resources through 2-1-1
- 74,200 meals were delivered to the elderly and homebound
- 433 parents received parenting education and support
- 2,867 people received financial assistance
- 26,750 nights of shelter were provided



UNITED WAY INVESTMENTS

EDUCATION

\$571,371 of Dollars Raised Supporting Education

Girl Scouts of Manitou Council

Leadership Experience

Nourish

Farm to School
Farm to ECE

Family Connections

Child Care Resource
Development

Big Brothers Big Sisters WI Shoreline

Community Based Mentoring
School Based Mentoring

Family Resource Center of Sheboygan County

Parents as Teachers
Literacy Council Adult One to One

Boys & Girls Clubs of Sheboygan County

Academic Excellence
Good Character

Bay-Lakes Council, Boy Scouts of America

Comprehensive Youth
Development

Boys & Girls Clubs of Sheboygan County

Good Character

Mental Health America in Sheboygan County

Education

Safe Harbor of Sheboygan County

Prevention & Education
Runaway and Youth Services

Alzheimer's Association Southeastern WI

Awareness, Education & Support

Reins

Equine Assist Learning Program

Impact Example:

3,100 children

were taught leadership and life skills through the Boy and Girl Scouts programs.

HEALTH

\$529,763 of Dollars Raised Supporting Health

Sheboygan County Interfaith Organization

Bridgeway & Beyond TLP
Farmers Market
Family Pathways

CASA of East Central Wisconsin

Child Advocacy Support
Services

American Red Cross Northeast Wisconsin Chapter

Disaster Services

Rainbow Kids

Youth

Boys & Girls Clubs of Sheboygan County

Healthy Lifestyles

Lakeshore Regional Child Advocacy Center

Forensic Interviews for Family
Sheboygan County Food Bank
Supplemental Backpack
program

Fresh Meals on Wheels of Sheboygan County

Meals on Wheels Delivery

Catholic Charities

Counseling/Behavioral Health
Services

Safe Harbor of Sheboygan County

Shelter & Helpline

Mental Health America in Sheboygan County

Individual Assistance Program
Community Service/Advocacy

The Salvation Army

The Emergency Lodge
The Red Shield Wellness Center

Impact Example:

172 children

were provided a single complete forensic interview and did not have to endure multiple interviews following a traumatic event.

FINANCIAL STABILITY

\$152,366 of Dollars Raised Supporting Financial Stability

Family Connections

Connections

Family Service Association

Budget & Credit Counseling
Financial Literacy

Lakeshore CAP

Rental Assistance

The Salvation Army

Comprehensive Services

Catholic Charities

Outreach/Case Management
Services

Impact Example:

1,090 households

were provided rental assistance so the families could overcome barriers and gain secure housing.

OTHER COMMUNITY INVESTMENTS

\$837,500 of Dollars Raised Support Other Community Programming

Community Partnership for Children (CPC)

Birth-to-6 initiative focused on parent supports, child development and kindergarten readiness

Providing Access To Healing (PATH)

Mental health initiative providing school-based mental health services for youth

Sheboygan County Volunteer Center

Community initiative supporting the nonprofit sector, facilitating relationship building with community through volunteer opportunities.

[Click here or visit uwofsc.org for more impact information.](http://uwofsc.org)

END NOTES

1. U.S. Census Bureau QuickFacts: Sheboygan County, Wisconsin. <https://www.census.gov/quickfacts/sheboygancountywisconsin>.
2. Summary Report: 2019 Wisconsin Youth Risk Behavior Survey. p. 17.
3. WISEdash Public Portal - Department of Public Instruction. <https://wisedash.dpi.wi.gov/Dashboard/dashboard/16840>.
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6. ALICE Project – Wisconsin. <https://www.unitedforalice.org/wisconsin>.
7. Wisconsin Child Care Regulatory System. <https://dcf.wisconsin.gov/files/ccdir/lic/pdf/ccdir-lic-59.%20SHEBOYGAN.pdf>.
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10. Sheboygan County Gap Analysis. <https://mhasheboygan.org/perch/resources/sheboygan-county-gap-analysis.pdf>.
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15. "2-1-1 Counts." 2-1-1 Counts, <https://wi.211counts.org/>.
16. ALICE Project – Wisconsin
17. Sheboygan, WI Economy at a Glance. https://www.bls.gov/eag/eag.wi_sheboygan_msa.htm.
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19. City of Sheboygan - Affordable Housing Market Study. [https://go.boarddocs.com/wi/coswi/Board.nsf/files/BZNLH355E548/\\$file/HOUSING.pdf](https://go.boarddocs.com/wi/coswi/Board.nsf/files/BZNLH355E548/$file/HOUSING.pdf).
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23. 2021 Community Stakeholder Survey Results with Summary. <https://www.uwofsc.org/assets/Uploads/2021-Community-Stakeholder-Survey-Results-with-Summary.pdf>.
24. 2021-22 Partner Agencies. <https://uwofsc.org/assets/Uploads/2021-22-Partner-Agencies-11x17-Sheet.pdf>.

Questions on CNSP?

If you have questions about the 2021 Community Needs Snapshot Project, please reach out to UWSC by calling 920-458-3425 or emailing info@uwofsc.org.



United Way of
Sheboygan County

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