

INVESTING IN CHANGE



2024 IMPACT REPORT

Couleecap
your local community *action* program

INVESTING IN CHANGE



\$12,673,000
in services provided
to our communities



23,435
people served through
Couleecap programs
and services



304
Community
partnerships



29,858
hours volunteered
to Couleecap



68
people were employed
by Couleecap



Since our establishment in 1966, we have implemented over **248** programs to address poverty in our region, serving over **1 million** people.

OUR IMPACT IN 2024



**Coulecap partners with 304
community organizations
because we achieve
more together.**

SUPPORTING COMMUNITY

Good Impact, Real Change

At Coulecap, we believe that when people have the right tools and support, they can build a better life, not just for themselves, but for their families and communities. In every corner of our region, from small towns to rural neighborhoods, the programs and services we offer are making a good impact, and that impact is growing stronger every year.

Whether it's helping a family find safe, affordable housing, connecting someone with job training that leads to a new career, or ensuring a child has enough to eat after school, our work is rooted in one powerful idea: **everyone deserves a fair shot at a better future.**

This past year, your support helped us:

- Secure stable housing for hundreds of individuals and families
- Improve energy efficiency in homes, reducing both costs and environmental impact
- Provide access to food and basic needs for those facing hardship
- Empower local entrepreneurs through small business support
- Offer personalized financial counseling and employment services

These aren't just statistics, they are stories of lives changed, hope restored, and communities strengthened. And they are only possible because of the partnerships, generosity, and belief that together, we can do good.

As we reflect on the past year, we are proud of the resilience and determination shown by our neighbors—and we are even more inspired to keep pushing forward. **The challenges may be great, but the good we can achieve together is greater.**

INVESTING IN CHANGE



322 people at risk of eviction or in need of housing received help at our Tenant-Landlord Resource office.



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



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



59 people received mortgage payment or other housing-related assistance to avoid foreclosure.



78 people with housing barriers participated in the Rent Ready Program.



56 people were provided grants for education and training to improve earnings. 21 have completed their programs and received nursing degrees.



76 people received business development assistance and services. 36 small businesses received start-up or pop-up shop grants.



109 people or 53 families were housed in Couleecap's affordable rental units.

OUR IMPACT IN 2024

SUPPORTING PEOPLE

“Receiving the Couleecap Nursing Skills grant has been a life changing experience for me,” shared a Med Skillz program participant. Med Skillz is a program at Couleecap aimed at serving individuals who need financial assistance to complete their degree in a medical field.

The program supports participants by covering financial assistance towards tuition, books, class fees, uniforms, equipment costs, child-care or transportation expenses related to returning to school. With financial support, students can focus more keenly on their studies and successful outcomes.

“Academically, the grant has been a key factor in helping me fully focus on my nursing studies,” the participant explained. “With the financial support, I’ve spent more time on my course work and clinical experiences without worrying about tuition, textbooks, or transportation costs. This has allowed me to do my best during my clinical rotations, develop better critical thinking skills and improve my ability to give high-quality care to patients.”

The participant recently graduated with a degree in Registered Nursing from Western Tech College. After graduation, her hourly wage increased by \$11.57 and she has employer-sponsored benefits. With shift differentials, she now has the opportunity to earn even more depending on her schedule.

“On a personal level, the grant has greatly impacted my confidence and commitment to becoming a nurse,” the participant reflected. “Coming from a background where financial struggles were always an obstacle, the grant has given me a sense of empowerment and motivation. It has strengthened my belief in the importance of following my dream of becoming a nurse and has made me proud of how far I’ve come, despite the challenges.”



**“On a personal level, the grant has greatly impacted my confidence and commitment to becoming a nurse,”
- Med Skillz Participant**

INVESTING IN CHANGE



3,045,049 pounds of food were distributed in partnership with local Emergency Food Assistance Program (TEFAP) supported food pantries.



16,555 people received emergency food assistance through our local TEFAP supported food pantries.



392 food deliveries were made to households unable to get to Couleecap food pantries.



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



314 Farmers Market coupons were redeemed at a total value of **\$1,570** in Crawford County.



26,506 customers purchased affordable clothing and household items at the Bargain Boutique thrift store. Over **\$300,000** in sales will be reinvested into Couleecap programs.



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

OUR IMPACT IN 2024



**We distribute over \$10 million
to 250 local businesses
throughout the community
each year.**

SUPPORTING THE ECONOMY

Building Stronger Communities Together

At Couleecap, supporting local people also means supporting local businesses. In 2024, we partnered with nearly 250 businesses in our region to deliver critical services and supplies to families and individuals in need.

Each year, more than \$10 million flows through our programs and directly into the hands of local businesses, contractors, utilities, service providers, and landlords. This investment stimulates job creation, supports entrepreneurship, and keeps dollars circulating in the communities we serve.

We also collaborate with technical colleges, local accountants, and professional consultants to expand resources and expertise throughout the area, bringing valuable knowledge and opportunity to both residents and business owners.

By sourcing goods and services locally, we multiply the impact of our work—supporting small businesses, sustaining local jobs, and strengthening the economic foundation of rural and small-town Wisconsin. Every invoice paid, contract signed, and partnership formed is an investment in the long-term health and resilience of our communities, bringing us closer to a region where people and businesses grow and thrive together.

Together, we're building stronger, more resilient local economies, one partnership at a time.

INVESTING IN CHANGE



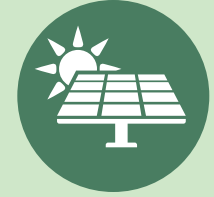
195 homes are warmer, healthier, and less expensive to heat and cool, from home weatherization.



348 households received emergency furnace or air conditioning repair or replacement.



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



146 households with high energy burdens received energy bill discounts from a community solar array.



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



36 households received housing counseling through home rehabilitation programs, and **18** completed housing repairs.



104 households received first time home buyer financial counseling. **51** completed home buyer education; **22** households received down-payment or closing cost assistance to purchase homes.



87 people received financial wellness and management education and services.

OUR IMPACT IN 2024



**Community partnership
provides work-based
training and support
to older workers.**

SUPPORTING THE WORKER

Empowering Workers Through Experience

Couleecap partners with SER National's Senior Community Service Employment Program to provide employment opportunities and essential staffing at The Collective on Main, our small business incubator, and the Bargain Boutique thrift store and food pantry.

The SER program offers paid, part-time training for individuals 55 and older by placing them with nonprofit organizations. Participants receive a stipend that does not impact other benefits, creating a valuable pathway to build job skills while maintaining financial stability.

"The SER program played a critical role in revitalizing The Collective on Main," shared Couleecap's Business and Income Manager Alex Rodriguez. "From late 2022 to fall 2023, we struggled to maintain consistent business hours due to staffing gaps. Thanks to the SER program, we now staff the store reliably, which has been a turning point for our operations."

Working at The Collective has also been a welcomed experience for Greg, SER staffer. With a background in customer service and a gift of gab, working at the store has been a great fit.

"The director of the SER program came to the building where I live to share how it worked," Greg recalled. "I decided to sign up and tried a few different jobs before coming to work here. I really like it; it's close to my home, and it's laid back. I often refer the SER program to people I know!"

"Greg brings consistency and ownership to his role," Rodriguez added. "He supports vendors, maintains the space, and strengthens the welcoming environment we aim for."

This partnership shows how workforce solutions like SER create meaningful impact for workers and community businesses alike.

FINANCE REPORT

For the year ending December 31, 2024

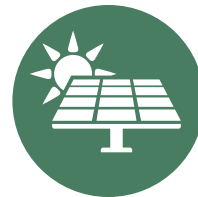
UNAUDITED

SOURCES OF SUPPORT	
GRANT REVENUE	\$12,663,516.00
PROGRAM SERVICE CONTRIBUTIONS	\$154,138.00
CONTRIBUTIONS	\$439,125.00
SPECIAL PROJECT DESIGNATED CONTRIBUTIONS	\$1,570,000.00
SALE OF PROPERTY	\$395,000.00
RENTAL INCOME	\$489,134.00
RETAIL SALES (BARGAIN BOUTIQUE)	\$326,467.00
OTHER INCOME	\$242,787.00
INCLUDES RENTAL INCOME, PROGRAM AND INTEREST INCOME	
TOTAL REVENUE	\$16,280,167.00



EXPENDITURES	
PROGRAM ACTIVITIES	
AFFORDABLE HOUSING, HOME REHABILITATION, & HOME BUYER PROGRAMS	\$2,771,012.00
HOUSING & SERVICES TO END HOMELESSNESS	\$1,469,708.00
WEATHERIZATION SERVICES	\$3,159,317.00
EMERGENCY ASSISTANCE: FOOD, CLOTHING, EMERGENCY FURNACE, & ENERGY OR WATER ASSISTANCE	\$4,049,032.00
BUSINESS & ECONOMIC DEVELOPMENT	\$242,737.00
EMPLOYMENT & TRANSPORTATION	\$440,382.00
COMMUNITY COLLABORATION PROGRAMMING	\$700,781.00
TOTAL PROGRAM ACTIVITIES	\$12,832,969.00
MANAGEMENT & GENERAL	\$588,745.00
FUNDRAISING	\$48,119.00
TOTAL EXPENSES	\$13,469,833.00
2024 CHANGE IN NET ASSETS	\$2,810,334.00

General account standards requires Couleecap to record our housing development building assets in the 2024 net asset balance. These transactions do not always equate to an increase in cash balance. For a more detailed financial statement please visit our website Couleecap.org.



OUR BOARD OF DIRECTORS

Couleecap's Board of Directors provides the leadership and vision that drives our mission forward. Their dedication, expertise, and commitment to service ensure we remain innovative, inclusive, and impactful. We are grateful for their guidance in building stronger, more equitable communities.

Couleecap is governed by an 18-24 member Board of Directors comprised of members elected by community members we serve, County Board Supervisors, and members representing private groups and organizations.

2024-2025

Nidia Alcantar, Monroe Co Low-Income Community Representative

Bill Brockmiller, Special Interest Group: AFL-CIO

Randall Brown, La Crosse Co Low-Income Community Representative

Theresa Burns-Gilbert, Special Interest Group: Accessible and Affordable Housing

Owen DuCharme, Crawford Co Board of Supervisors Representative

David Eggen, Vernon Co Board of Supervisors Representative

Michele Engh, Special Interest Group: Faith Community

Joey Esterline, Monroe Co Board of Supervisors Representative

Mark Forsythe, Special Interest Group: Banking and Finance

Maureen Freedland, La Crosse Co Board of Supervisors Representative

Mari Freiberg, Special Interest Group: Leadership and Strategic Planning

Kim Hawthorne, Monroe County Low-Income Community Representative

George Kruck, Vernon County Low-Income Community Representative

Monica Kruse, La Crosse Co Board of Supervisors Representative

Anastasia Penchi, Vernon County Low-Income Community Representative

Larry Quamme, Crawford Co Board of Supervisors Representative

Arlette Rodriguez-Miller, Special Interest Group: The Greater La Crosse Area Diversity Council (GLADC)

Renee Salmon, Crawford County Low-Income Community Representative

Nathaniel Slack, Vernon Co Board of Supervisors Representative

Roger Slama, Crawford County Low-Income Community Representative

Mary Von Ruden, Monroe Co Board of Supervisors Representative

Michelle Wanders, Special Interest Group: Real Estate & Development

Sam Xiong, La Crosse County Low-Income Community Representative





Thank you for Your Support of Community Action!

Since our founding in 1966, Couleecap has been a catalyst for action in our community.

“We are on a fixed income. Your program helped us save money and offered peace of mind.”
-Participant

We unite people and organizations around a shared mission: creating opportunities and solving local challenges. Whether launching innovative initiatives, partnering with fellow nonprofits, or addressing urgent community needs, our work is rooted in collaboration and impact.

“I can feel comfort knowing that I do not have to worry about my roof leaking.”
-Participant

Community Action is defined by its flexibility and responsiveness. In times of crisis—be it floods, pandemics, or economic disruptions—Couleecap steps in, bringing together key stakeholders to deliver solutions and restore stability.

To date, we have implemented more than 248 programs aimed at reducing poverty and strengthening our region, directly serving over one million individuals.



“Our electric bill has gone down significantly.”
-Participant



Support our Future!



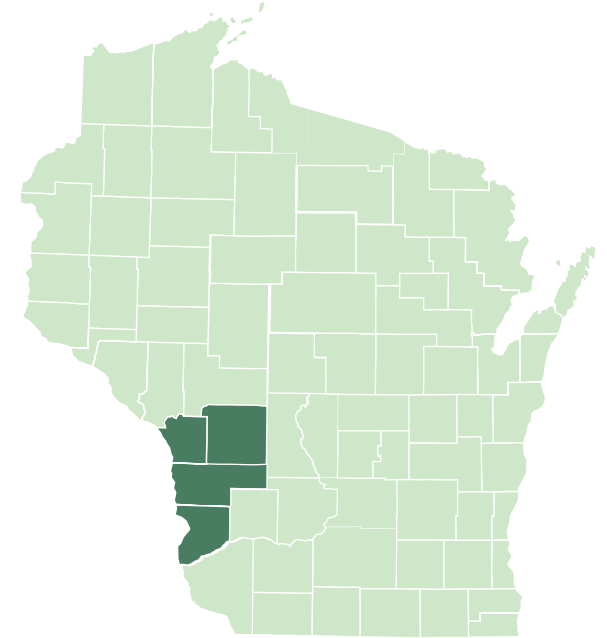
“Has helped so I don’t have to go hungry.”
-Participant

Couleecap

your local community *action* program

201 MELBY STREET | WESTBY WI 54667

Support our
work!



Over 23,000 people benefit from Couleecap supported programs



WEBSITE
Couleecap.org



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Contactus@couleecap.org



PHONE
1-866-904-4508

A United Way member agency
An equal opportunity employer and service provider. Auxiliary aids and services available upon request.

