



Assistance & Resource Center



2018 ANNUAL REPORT  
JANUARY 2019

# WHAT SHOULD YOU KNOW ABOUT ARC?

Assistance & Resource Center, Inc. (ARC) has completed its 10th year of providing short-term financial assistance and referrals to additional resources to individuals and families living in the Ellsworth and River Falls, Wisconsin school districts. ARC is the primary resource in the community for those needing support to get back on track with a rent payment, help with an overdue utility bill, or a fuel card to get to a job interview.

Assistance & Resource Center was formed as a 501(c)3 nonprofit organization in 2008 in response to increasing demands on area churches from struggling community residents seeking financial help. ARC relieved the churches of that responsibility and began serving clients in 2009. Churches, human service agencies, and community sources now refer clients to ARC, confident that each individual situation will be given careful consideration and the appropriate assistance provided.

Assistance & Resource Center continues to operate as an all-volunteer organization. Over 98 cents of every dollar goes directly to servicing ARC's clients. This is accomplished through tight spending controls, donated office space, and most importantly, **no salaries are paid to any ARC staff, board support or board members.**

## HOW DOES ARC PROVIDE SERVICES IN THE COMMUNITY?

The mission statement guides the organization: **To provide short-term financial assistance to residents of River Falls and Ellsworth to help them meet their basic needs.**

The heart of ARC is the ability to address each request for help individually. 2018 brought requests for tires, birth certificates, school-age care program costs, work boots, uniforms, just to highlight a few examples. Other services include rent payments to stop evictions, utility help to prevent disconnects, gas, auto repair, laundry, and food. ARC continues to add to its list of services to meet client needs. Clients speak with an ARC phone volunteer who documents information regarding the need. It is ARC's goal to provide a response, formulate a plan, and provide financial assistance within 24-48 hours of documentation of need.

**ARC is the primary resource in the community providing assistance to residents in a timely manner.** The results show that evictions and utility disconnections have diminished significantly. ARC's continuing effort to provide dollars for car repair and gas have resulted in an increased number of clients obtaining and maintaining employment.

In 2018, we welcomed Angels on Earth Giving Tree Program to join ARC under our nonprofit umbrella. Angels on Earth provided Christmas gift boxes to 146 families in River Falls this year thanks to the generosity of the entire River Falls community.



# HOW DOES ARC FOSTER CLIENT SELF-SUFFICIENCY?

Community service providers/vendors are essential partners with ARC. In every situation, the client service coordinator works directly with the provider/vendor to determine how best to support the client with a “hand-up”, rather than a “hand-out”. Funds never go directly to the client. Matching payments, pay arrangements, and access to additional resources are strongly encouraged. **The goal is to keep the client as an active participant in the solution while relieving the immediate stress of the situation.**

Many ARC clients are motivated to apply for and maintain purposeful employment. From assistance in obtaining a certified birth certificate copy, to help purchasing required work clothing and footwear, to providing gas cards to get to the workplace, vehicle repairs and tires for safe reliable transportation, to helping with initial childcare costs, ARC addresses these requests. By providing the funds to overcome these obstacles, ARC supports and encourages the client’s progress toward becoming self-sufficient and successful.

For a client who is already employed, there may be opportunity for advancement with further training, certification, licensing, etc. ARC will partner with the client and employer to help fund the next step of classes, training sessions, and exams, with the goal of providing the client the assistance needed to move up the wage ladder.

## HOW IS ARC FUNDED?

Foundations, churches, businesses, community groups and individual donors contribute a significant portion of ARC funding. In 2018, Assistance & Resource Center was pleased to receive increased donations from local service organization and businesses. All board members are financial supporters as well. In addition, successful grant proposals submitted by a dedicated team of volunteer writers brings in critically needed dollars. 25 grants submitted, 13 approved, \$46,488 received! Fundraising projects complete the financial picture for sources of income. ARC donors appreciate the transparency of the organization, knowing that their dollars are used to directly help clients. Dollars which, in essence, remain circulating in the economy of the community. **ARC strives to make the very best use of all donated funds!**

## HOW DOES ARC OPERATE?

**ARC is a 100% volunteer organization.** At its core, ARC has a Board of Directors with 8 members, 6 administrative support persons, and 14 telephone volunteers. Over 1,100 calls were taken by phone volunteers in 2018. Dozens of additional volunteers are on-call to help with fund raising projects, promoting community awareness and to help with delivering ARC’s services. For example, the staff at St. Bridget Catholic Church in River Falls and Jackie Slocum at St. Francis Catholic Church in Ellsworth play a critical role in the gas card distribution process. **ARC is committed and dedicated to helping clients meet their basic needs with dignity and respect.**



# HOW DOES THE COMMUNITY PROVIDE SUPPORT?

Local projects offer community members an opportunity to learn more about needs in our own back yard and how Assistance & Resource Center is working to compassionately meet those needs while building a stronger, caring and informed community. Involvement provides a means to engage ARC volunteers and donors in a worthwhile purpose. For example, ...

- Power of 100 Women River Falls, at their inaugural gathering in April 2018, granted ARC a gift of \$10,900 to be used for local clients. ARC is extremely pleased to be the initial recipient of this group's generosity.
- River Falls Municipal Utility chose ARC as the organization through which they would disperse \$5000 of crisis energy funding to customers in financial need.
- 4 UWRF students enrolled in Marketing Communications for Nonprofit Organizations (Instructor Amber Pineda) compiled a comprehensive strategic marketing and promotional plan for ARC including a logo change suggestion and an updated brochure. Thank you to Nicole Burnett, Adam Dickinson, Maggie Hilgers, and Ashley McGee.
- Mary Zimmerman, in her role as a Consultant in Service through St. Croix Valley Foundation, generously shared her time and her knowledge with board and support persons regarding how to grow a vibrant nonprofit. ARC values your candor and your expertise, Mary.
- In River Falls, a grocery receipt collection sponsored by Family Fresh Foods/ Spartan Nash is an ongoing project that is enthusiastically supported by many in the community. For every \$150,000 in receipts collected and tabulated, a check for \$1,000 is presented to ARC.
- Auto repair providers in Ellsworth and River Falls are generous in giving their expert advice on the most cost-effective way for ARC to assist with a client's repair, taking the time to explore all options available and often donating labor hours.
- Dick's Fresh Market in River Falls and Nilssen's Foods in Ellsworth are key supporters in helping ARC to purchase groceries in emergency situations. Northtown Cleaners in River Falls works with ARC in providing laundry services for families and individuals.
- A weekend of serving brats, hot dogs, chips, and soda from a food truck in the Nilssen's parking lot in downtown Ellsworth is in its 4th year of raising dollars for ARC.
- On May 19th, the River Falls Fighting Fish baseball team recognized Assistance & Resource Center as an outstanding non-profit organization providing much needed services to the residents of River Falls and Ellsworth school districts.



# KEY ARC OPERATING STATISTICS FOR 2018

## ARC Client Service Expenditures

2018	Rent		Utilities		Transportation		Food		Other		Total	
	Amount	Number of Households	Amount	Number of Households	Amount	Number of Households	Amount	Number of Households	Amount	Number of Households	Amount	Number of Households
Jan	\$2,646	12	\$1,238	8	\$1,539	41	\$25	1	\$173	2	\$5,621	64
Feb	\$1,130	8	\$1,998	12	\$1,248	24	\$58	1	\$10	1	\$4,444	46
Mar	\$2,161	9	\$906	6	\$1,105	17	\$0	0	\$693	7	\$4,865	39
Apr	\$1,786	7	\$6,831	39	\$1,410	28	\$36	1	\$365	5	\$10,428	80
May	\$1,269	5	\$2,318	12	\$2,247	34	\$59	1	\$212	3	\$6,105	55
Jun	\$2,400	11	\$1,432	10	\$1,340	28	\$0	0	\$243	4	\$5,415	53
Jul	\$3,284	13	\$728	7	\$899	27	\$0	0	\$224	4	\$5,135	51
Aug	\$4,133	18	\$1,453	12	\$1,443	29	\$0	0	\$375	6	\$7,404	65
Sep	\$1,816	8	\$1,674	14	\$1,192	25	\$94	3	\$213	2	\$4,989	52
Oct	\$4,652	16	\$2,268	15	\$3,539	46	\$37	1	\$0	0	\$10,496	78
Nov	\$2,305	9	\$1,255	8	\$1,691	32	\$0	0	\$1,075	4	\$6,326	53
Dec	\$2,270	8	\$559	4	\$1,083	22	\$0	0	\$202	6	\$4,114	40
Total	\$29,852	124	\$22,660	147	\$18,736	353	\$309	8	\$3,785	44	\$75,342	676

\* In addition, over 500 referrals to additional resources were provided to our clients

## ARC Historical Client Payout and Admin Expenses

Year	Client Services Payout	Admin Expenses	% Admin Expenses	Total
2009	\$19,744	\$1,996	10.1%	\$21,740
2010	\$29,503	\$1,102	3.7%	\$30,605
2011	\$24,831	\$1,088	4.4%	\$25,919
2012	\$34,641	\$1,363	3.9%	\$36,004
2013	\$38,276	\$1,681	4.4%	\$39,957
2014	\$49,584	\$1,395	2.8%	\$50,979
2015	\$50,189	\$2,157	4.3%	\$52,346
2016	\$53,672	\$1,076	2.0%	\$54,748
2017	\$70,430	\$1,366	1.9%	\$71,796
2018	\$75,658	\$1,457	1.9%	\$77,115
Total	\$446,528	\$14,681	3.3%	\$461,209

**In 2018, over 98 cents out of every dollar donated went directly to serve those in need.**

The chart shows a continuing and ever-increasing need for ARC services. The increase beginning in 2013 reflects the addition of the Ellsworth community to our service area. The chart documents our low administrative costs and excluding the first year's organizational expenses, we have maintained a 95% plus client services standard. Administrative expenses in 2018 included postage and a cellular phone plan. **ARC has no paid staff and relies on donated office space.**



# 2018 ARC DONORS

## Foundation, Business, Community, and Individual Support

### \$5,000+

Power of 100 Women River Falls  
Otto Bremer Trust

River Falls Municipal Utility  
Hugh J. Andersen Foundation

### \$1,000–\$4,999



Family Fresh/Spartan Nash Receipt Collection  
St. Croix Valley Foundation  
River Falls Community Fund  
Knights of Columbus, 4902, River Falls  
Pierce Pepin Cooperative  
AnnMarie Foundation

Viola E. Lundeberg Trust  
Allina Foundation  
Jim and Ronna Ellis  
River Falls Garden Club  
Edina Realty Office of River Falls  
First National Bank River Falls  
Henkel Foundation

### \$500-\$999

Patrick Murphy  
Bob and Jane Jeffrey  
Kwik Trip

River Falls Lions Club  
Traveler's Insurance

### \$250-\$499

Thrivent Financial for Lutherans  
St. Croix Electric Cooperative

Doug and Nancy Weiss

### \$25-\$249

Amazon Smile  
Judy and Doug Fahrendorff  
JoAnn Lentz  
Laura Mikkelson  
Truist  
Marianne Anderson  
Phyllis Beastrom

ARC Board Members  
H & R Block / Mike Miller  
Karen Meyer, family & friends  
Jim Erickson, family and friends  
Heartland Produce  
St. Bridget CCW



# 2018 ARC DONORS

## Churches and Religious Organizations

### Ellsworth area:

Bethlehem Lutheran Church  
Cross Road Community Church  
Eidsvold Lutheran Church  
English Lutheran Church  
Our Savior's Lutheran Church  
St. Francis Catholic Church  
St. Paul's UCC  
Zion Covenant Church

### River Falls area:

Abundant Life Church  
Ezekiel Lutheran Church  
First Congregational Church  
First Covenant Church  
Luther Memorial Lutheran Church  
Rush River Lutheran Church  
St. Bridget Catholic Church  
The River Church  
United Methodist Church  
United Universalist Society

## In Kind Business, Community, and Individual Support

Nilssen's Foods  
Swede's Service  
River Falls Public Library  
Jensen's Automotive  
Bowen's Garage  
Maple Street Repair  
Jackie Slocum  
Northtown Cleaners  
Dianne Hickok

Dick's Fresh Market  
Staff at St. Bridget Church  
River Falls Municipal Utilities  
Jackelen Brothers Auto  
Dave's Transmission  
Brickner Oil  
Cathy Cliffe  
Juan Obregon  
Taylor Gregg



# MEMBERS OF THE ARC BOARD:

**Cheryl Dintemann**, Grants and Publicity. Cheryl has been involved with ARC for eight years. She is a grant writer and manages the website and social media page. She is a native Wisconsinite and resident of River Falls, earning her BS from UWRF in English, TESOL emphasis. She has owned a small business in River Falls, Johnnie's Bar, for 14 years. She also serves on the River Falls Chamber of Commerce Board of Directors. She does her best to stay active in the community and enjoys the small-town activities and nature the area has to offer. She and her husband Dave have three young children with whom she shares her interests of biking, hiking, fishing, and camping. Volunteering with ARC is rewarding because it affords her the opportunity to make a positive impact on a local scale. Cheryl resigned her board position in November 2018.

---

**Ronna Ellis**, Client Service Coordinator. Ronna and her husband Jim are two of the founders of ARC. A 37-year-resident of the Hudson/River Falls area, Ronna has been involved as a volunteer in numerous community organizations including Habitat, Turningpoint, Restorative Justice, School-age Mentor programs, Operation HELP, and more. She received her degree from UWRF, focusing on Sociology and Criminal Justice. She places strong importance on being involved with an organization that is transparent, forthright, and whose priority is using funds to service clients' needs, not funding the overhead costs of the organization.

---

**Sheila Olson**, Volunteer Coordinator. Sheila and her husband, Dale, are 30-year residents of River Falls. She has a degree in Business with an emphasis in Management from UWRF. She has been an election official in Martell Township for 6 years. She supports several animal organizations and shares her home with 5 cats. She enjoys traveling and brightening her home with flowers and plants. Sheila resigned her board position in October 2018.

---

**Judy Perkins**, Secretary. Judy lives in Ellsworth. She is retired from the Ellsworth School District where she worked in Early Childhood Special Education and continues to volunteer her time. She is President of the Ellsworth Public Library Board. She has 3 children and 5 grandchildren.

---

**Tammy Pitzen**, Member-at-large. Tammy was born and raised in River Falls. She is a proud member of this community and has a passion for helping others. For 25 years she was an active volunteer and leader in the PC 4-H Program and has been a mentor for Big Brothers Big Sisters. She is currently involved with The Power of 100 Women, Free School Supply Event, and PC Relay for Life. She has recently taken over as Coordinator of Angels on Earth Giving Tree Program. She works at St. Bridget Catholic Church, is married with 2 sons and 1 spunky dog. She joined the board in June of 2018.

---

**Don Richards**, Member-at-large. Don served as Mayor of River Falls from 2004 to 2012. He was a teacher in River Falls, Prescott, and UW Whitewater. He is a River Falls native, educated in the River Falls Public School system, graduated from UW-River Falls, and earned advanced degrees at UW-Madison. He is married to Ellie and has four children. Don currently serves on numerous boards and advisory committees in River Falls.





# MEMBERS OF THE ARC BOARD:

**Lori Rodewald**, Treasurer. Lori has a master's degree in School Guidance Counseling and a master's degree in Special Education. She has strong community ties to both Hudson and River Falls having raised her 4 children in the area. Lori works at Shalom in St. Paul as Volunteer Coordinator and has 5 years in Volunteer Management with non-profit organizations. Lori has a passion for supporting volunteer-based community programs and giving back. She feels strongly that ARC's mission and purpose in the community is vital.

---

**Sharon Schulze**, Chairperson. Sharon has a Bachelor of Science degree in Nursing (BSN, RN). Prior to retirement, she was employed as a Pierce County Public Health Nurse serving in the Ellsworth and River Falls communities for 32 years. She now serves on the Pierce County Board of Health. She has been active with Assistance & Resource Center since 2014 and has served as chair since 2015. Her volunteer time outside of ARC is focused on English Lutheran Church in Ellsworth and with the Ellsworth Public Library.

---

**Cindy Testa**, Marketing and Outreach. Cindy is a lifelong resident of River Falls. She is married and has a blended family consisting of 4 children and 5 grandchildren. She spent 26 years employed at a factory in River Falls. After the factory closed, she attended CVTC and graduated with an Associate Degree. For the past 7 years she has been a Property Manager with Meridian Group. While performing duties at work, she discovered ARC and the services it provides in River Falls and Ellsworth. Cindy wants to give back to the community and believes in ARC's mission. She joined the board in February 2018.

---

**Jim Erickson**, Member-at-Large. Jim resided outside of Ellsworth and was an enthusiastic ARC board member from 2014 until his untimely death in early 2018.

---

**Leslie Clauss**, Phone Volunteer Coordinator. She is a stay-at-home empty-nester who has lived in the River Falls area for 7 years. She strongly believes in volunteering to give back to the community in which she lives. She volunteered services to the school district in which her children were enrolled, volunteers time to the Children's Theatre Council at The Phipps where she is secretary on the CTC board, and she volunteers on several committees at her church. "I have been blessed with an amazing life; it is only right to give back to those in need." Leslie took over her ARC role on November 1, 2018 and joined the board on December 13, 2018.

# ARC BOARD SUPPORT:

**Peter Carr**, Grant Writer. Peter is a retired epidemiologist. He most recently worked for the MN Dept. of Health as the AIDS and STD Director. Peter serves on the Pierce County Board of Health and is technical assistance provider for the National Alliance of State and Territorial AIDS Director's Global Program.

**Dianne Hickok**, Tax Preparer, Finance Committee member. She and her husband, Cline, have lived in the River Falls area for 12 years. A CPA, she recently retired from a large public accounting firm in Minneapolis where she specialized in exempt organizations.

**Patricia Kjosa**, Data-input. She and her husband, John, have lived in the River Falls area for 41 years. Prior to retiring, she was an Executive Assistant at 3M for 39 years.

**Tonnja Magee**, Grant Writer. She and her husband, Patrick, have lived in River Falls for 22 years. Before she retired from Imation Corp, one of her job responsibilities was with the Community Affairs Department. She reviewed grant applications and coordinated company donations and contributions. Tonnja and Patrick have two children and four grandchildren. Tonnja resigned her grant writing position in December 2018.

**Charity Purfeerst**, Facebook Manager. She grew up in the Maiden Rock area and has lived in River Falls for about 25 years where she raised her 2 sons. She is the Assistant Director at a local daycare where she has built strong community ties by serving the families of River Falls over the past 6 plus years. For 12 years she has been volunteering for the PC Relay for Life as it is near and dear to her. She has been blessed with the opportunity to build her own home with St. Croix Habitat for Humanity. She put in 250 volunteer hours and continues to advocate for Habitat's mission. Soon to be a grandma, her life passions are her children and family. In July 2018, she was introduced to ARC by way of a friend and immediately knew this was an organization she wanted to be a part of. Charity took over the Facebook coordination role in mid-2018.

**Jim Ellis**, Finance Committee member. He and his wife, Ronna have lived in the area for 37 years. Jim retired from Imation in 2016 as Vice President, Imation Global OEM and Strategic Business Development with 35 years of leadership in the data storage industry. He first joined 3M Company in 1978 and held a variety of technical and business management positions within the data storage businesses of Imation and 3M. Jim is a graduate of the University of Minnesota where he studied computer science and mechanical engineering. He is on the board of directors and is treasurer of Canvas Health, a Minnesota-based nonprofit chemical and mental health services organization. Jim is also on the Board of the St. Croix Valley Foundation.

## Phone Volunteers:

Leslie Clauss	Cathy Cliffe	Dianne Crist
Sue Danielson	Henri Jansa	JoAnn Lentz
Rosemary Matzek	Sheila Olson	Judy Perkins
Don Richards	Karen Rickard	Sharon Schulze
Lanette Place	Dori Holter	Darleen Jorgenson

**ARC is a 100% Volunteer Organization. Over 2000 volunteer hours were given in 2018 by our board members, support members, and phone volunteers.**



# HOW CAN YOU MAKE A DIFFERENCE?

Consider helping us make a positive change in the lives of those who live in River Falls and Ellsworth school districts with the gift of your time and/or the gift of money. If you know of an individual or family who is struggling to help meet their basic needs, encourage them to call ARC.

We realize the value of time and are very grateful to those who are willing and able to support ARC's mission in a hands-on manner with the donation of time. Whether your schedule allows you to commit to the specific times client calls are taken, to attend board meetings, or volunteering from home by applying for grants, we welcome your participation.

**Volunteer:** If you'd like to be a phone volunteer, please call 715-338-0755. If you are interested in joining the ARC Board of Directors, or to provide support as a committee member, please call 715-222-6133.

**Donate:** To make a monetary donation, visit our website and make your donation through PayPal, or mail a check to our PO Box.

**As a 100% volunteer driven organization, ninety-eight cents of every dollar donated will go to serving the needs of our clients.**

## Assistance & Resource Center Contact Information

Address:

PO Box 223, River Falls, WI 54022

Phone:

715-338-0755

Web:

[www.arcriverfalls.org](http://www.arcriverfalls.org)

Follow us on Facebook:

[www.facebook.com/ARCRiverFalls](https://www.facebook.com/ARCRiverFalls)



