

Annual Report 2021

Mission Statement: *To provide short-term financial assistance to residents of River Falls and Ellsworth to help them meet their basic needs.*

2021 Statistics

Rent Assistance	\$ 73,000	183 Households
Utilities Assistance	\$ 38,800	170 Households
Transportation Assistance	\$ 35,000	353 Households
Other	\$ 8,270	119 Households

\$155,000 of Financial Assistance

2009 – 2021 Statistics

Total Client Assistance	\$ 790,000
Total Admin Expenses	\$ 18,000
Total Salaries	\$ 0

\$790,000 of Financial Assistance

- ***Assistance & Resource Center has been helping clients since 2009***
- ***98 cents of every dollar received by ARC goes to financial assistance for clients***
- ***ARC is a 100% Volunteer Organization***

ARC is the primary local resource providing short term, critical financial assistance to households in need! Through the challenging year of 2021, while COVID 19 attacked both the health and economic wellbeing of individuals, families, and our communities, ARC secured its reputation as the “go-to” source for those needing confidential and appropriate assistance as well as the encouragement and confidence to see a way forward. As a first step, the client makes a call to the ARC phone number to describe the circumstances of need. Verification is completed, the vendor/service provider is involved and within 24-48 hours, a plan (that involves client participation) is in place regarding how best to support the client with a “hand up”. 825 households in River Falls and Ellsworth received this crisis averting assistance in 2021.

A deliberate and targeted marketing campaign to increase awareness of who ARC is, what ARC does, and how ARC might assist has been the theme and emphasis for ARC throughout this past year. ARC board members were out in the community using every opportunity to make folks aware of our mission. We want to thank Rush River Brewery for the opportunity to participate in their Farmers Market Thursdays, the River Falls Fighting Fish for the many public service announcements during the games when ARC was in the concession stand, and the invitation to participate in the Dick’s Market customer appreciation event. The Journal newspaper published two articles featuring Assistance & Resource Center in 2021. The first article highlighted ARC’s mission and service in the community and the second article highlighted ARC’s Angels On Earth Giving Tree Program. The River Falls Chamber Coffee gatherings and a Rotary meeting were other appreciated events where ARC clients’ successes could be shared. In addition, a partnership was formed with the school staff in both the Ellsworth and River Falls school districts.

Fantastic fundraisers included Cruisin For A Cause, Power of 100 Women-River Falls, Common Man Tap and Table Burger Event in Ellsworth, and the WESTconsin Credit Union Mitten Tree. THANK YOU TO ALL WHO HELPED SHARE ARC INFORMATION TO PROSPECTIVE CLIENTS, DONORS, and VOLUNTEERS!

Thank You 2021 Donors!

Abundant Life Church
 Adelaide Meyer
 Aladtec
 Alice Lindquist Family Trust
 Alison Colburn
 Allina Health Foundation
 Amazon Smile
 Amy Foster
 Anita Goff
 Anna & Joseph Zalusky
 Ann McAlpine
 AnnMarie Foundation
 ARC Board of Directors
 Bethlehem Lutheran Church
 Beverly Hoppe
 Bob & Jane Jeffrey
 Brian & Valerie Manion
 Carolyn Johnson
 Catherine Peterson
 Cathy Cliffe
 Chris Dyke
 Common Man Tap & Table
 Crossroad Community Church (C3)
 Cruisin for a Cause
 Crystal Raleigh
 Dale & Kathy Sears
 Dave & Leslie Clauss
 David & Marybeth Mataya
 Dennis & Betty Nelson
 Dennis & Lynn Linder
 Diana Johnson-Buckner
 Doug & Nancy Weiss

Edina Realty River Falls
 Eidsvold Lutheran Church
 Elizabeth and Thomas Westerhaus
 Ellsworth Birthday Club
 Ellsworth Lions Club
 English Lutheran Church
 Ericka and Jeffrey Hawkins
 Express Employment
 Ezekiel Lutheran Church
 Family Fresh/Spartan Nash
 First Congregational Church
 First Covenant Church
 First National Bank River Falls
 GNA Trust
 Hickory Homes
 Janet Hansen
 Jessica Delwiche
 Jessie Gilles
 JoAnn Lentz
 John & Amy Hueg
 John & Connie Holck
 Journey Church of River Falls
 Judy & Doug Fahrendorff
 Julie Goranson
 Knights of Columbus, 4902
 Kwik Trip
 Leonard & Mary Cernohous
 Lori & Ron Novak
 Luther Memorial Church
 Mary & Robert Emberger
 Maralee Savage
 Mei Mei's Cookies & Creamery

Michael & Jeanne Kinney
 Otto Bremer Trust
 Our Savior's Lutheran Church
 Patrick Murphy
 Pierce Pepin Cooperative
 Power of 100 Women – River Falls
 Red Wing Shoes Foundation
 River Falls Garden Club
 River Falls Lions Club
 River Falls Municipal Utility
 Ron & Jane Matzek
 Rose Mickelson
 Rush River Lutheran Church
 Scott Lindall
 St. Bridget Catholic Church
 St. Bridget CCW
 St. Croix Electric Cooperative
 St. Francis Catholic Church
 St. Paul's UCC
 Susan Carroll
 The River Church
 United Methodist Church
 United Methodist Women
 Viola E. Lundeberg Trust
 WE Market Co-op
 WESTconsin Credit Union
 Women of the Moose RF



1st National Bank River Falls



Edina Realty River Falls



Cruisin for a Cause



Power of 100 Women
 River Falls



Pierce Pepin Cooperative



River Falls Municipal Utility

ARC is a 100% Volunteer Organization

ARC Board



Cindy Testa, Sharon Schulze, Ronna Ellis, Judy Perkins, Tammy Pitzen, Lori Rodewald. Not pictured, Leslie Clauss

Phone Volunteers

Leslie Clauss	JoAnn Lentz
Diane Crist	Rosemary Matzek
Sue Danielson	Don Richards
Dori Holter	Julie Swenson
Henri Jansa	

Board Support

Peter Carr, Grant Writer
Jim Ellis, Finance Committee
Kayla Fullington, Webpage Manager
Dianne Hickok, Finance Committee, Tax Preparer
Patricia Kjosa, Data Entry
Charity Purfeerst, Facebook Manager

"The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems." Mahatma Gandhi



WE Market Co-op



Common Man Tap & Table



WESTconsin Credit Union

How You Can Make a Difference

Make a positive change with a gift of your time and/or the gift of money. If you know of an individual or family needing assistance, encourage them to call ARC at 715.338.0755.

We realize the value of time and are grateful to those who are willing and able to support ARC. Whether your schedule allows you to commit to specific call shifts, to attend board meetings, or to volunteer from home by applying for grants, we welcome your participation. **ARC is a 100% volunteer organization.**

Volunteer: If you would like to be a phone volunteer, please call 715.338.0755. If you have an interest in joining the ARC Board of Directors or a committee, please call 715.222.6133.

Donate: To make a monetary donation, mail a check to ARC P.O. Box 223 River Falls, WI 54022 or visit our website at **www.arcriverfalls.org** and donate through PayPal.

Thank you for your support!

Angels on Earth Giving Tree Christmas Gift Program



Our 2021 Season

168 families served
373 happy children

Estimated value of gifts given to our families
\$85,165

- Grocery cards and food \$24,273
- Gas cards \$4,160
- Children's gifts \$46,625
- Digital thermometers \$2,520
- Laundry baskets and towels \$2,547
- Kitchen towels and supplies \$2,520
- Personal care bags \$2,520

The **Angels on Earth Giving Tree Program** provides holiday help for families in need in the River Falls community. To qualify for this program the family must reside in River Falls and/or have children enrolled in the school district. Almost every application stated how Covid-19 has affected their family. Jobs were lost, or job hours were cut adding stress and financial strain during the season. Thank you to the generous donors who make this program possible.

Partnering With River Falls School District

- My name is Jacquie Graham, and I am the social worker for River Falls school district. I am the first school social worker River Falls school district has hired. I started my year learning what different organizations were in the area and reaching out to many local resources to understand all the options available to River Falls residents. Getting to know the students and families I quickly realized families were not only struggling with the day-to-day struggles and economic issues, but they also now had the added stress of the pandemic. Realizing the fear, insecurity and economic hardships people were experiencing meant I needed to respond with kindness, compassion, and reliable and available assistance.
- My favorite story working with ARC was assisting a student living on their own who did not drive. The student had been walking to work. The student was apprehensive to call ARC on their own, so I called ARC on the student's behalf. We discussed how to assist the student and decided taxi vouchers would be helpful. After getting to know the student's situation better we found out a bike might be helpful. ARC partnered with The Garage Bikes & Brews and purchased a bike. I had the pleasure of delivering the bike to the student who rode off on the new bike with a huge smile yelling "I have a bike!"
- I have referred numerous families to ARC, and I always tell students and families it is an easy call and ARC is willing to work with clients. Whether it is rent, transportation, groceries, or a bike, ARC is there willing to assist in whatever way the client needs. I am grateful the River Falls community has such a wonderful organization that is willing to help students and families get back on their feet while treating them with compassion, kindness, and respect.

