2025 ANNUAL REPORT

IMPACT changes lives, for good.

At IMPACT, we help people take the first step to resolve a crisis and create a path toward stabilization; as well as collaborate with our partners to foster system improvement. We do this through:

- Comprehensive assessment of complex problems
- Expert navigation and connection to appropriate resources
- Collection, analysis, and interpretation of data
- Implementation of research-based planning and process evaluation

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Dear Friends and Supporters,

As IMPACT marks 65 years of service, we reflect on a history defined by evolution, resilience, and an unwavering commitment to changing lives for good.

What began in 1960 as the Milwaukee Council on Alcoholism has continually adapted to meet the needs of our community. Through mergers with the Milwaukee Council on Drug Abuse in 1990 and the Planning Council for Health & Human Services in 2013, IMPACT has evolved into a trusted leader in Southeastern Wisconsin by strengthening systems, building partnerships, and helping hundreds of thousands of people each year find stability during times of crisis.

Through the decades, our organization has embraced change while remaining grounded in our mission. From our earliest work providing substance use prevention programming, employee assistance services, and Operating While Intoxicated assessments — to serving as a Community Access to Recovery Services (CARS) access point and a lead agency for the Milwaukee County Coordinated Entry system through the end of 2025 — IMPACT has consistently identified emerging community needs and responded with compassion, expertise, and innovation.

Throughout every transition for IMPACT, one core belief has remained constant — that timely support, trusted information, and meaningful human connection can create lasting change.

The evolution of IMPACT 211 reflects this journey. Beginning as the Underground Switchboard in 1968, later becoming Helpline and then the Community Information Line, the service has grown into Southeastern Wisconsin's essential connection point for information, crisis response, and resource navigation. In 2025 alone, IMPACT 211 responded to more than 300,000 requests for assistance — a powerful reminder that our role remains as critical today as ever before.

When community stakeholders sought to explore a Community Information Exchange to enhance health navigation and improve outcomes related to social determinants of health, IMPACT was tasked to lead the effort and share our expertise in managing complex social service systems, our established network of partners, and the largest and most comprehensive resource database in Wisconsin. In 2020, we launched IMPACT Connect.

Throughout every transition for IMPACT, one core belief has remained constant — that timely support, trusted information, and meaningful human connection can create lasting change.

As I prepare to retire after 32 years of service at IMPACT, I can sincerely say that it has been an extraordinary privilege to watch this organization's growth and to work alongside staff, board members, partners, funders, volunteers, and community leaders who share a commendable commitment to this community. Thank you for allowing me to play a role in something so significant.

John M. Hyatt, IMPACT President & CEO

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IMPACT Core Services and 2025 Annual Numbers

IMPACT 211 is a central access point for people in need. During times of personal crisis or community disaster the free, confidential helpline and online resource directory make it easy for residents to get connected to information and assistance.

314,563 contacts
5,075 local resources in the IMPACT 211 database

Coordinated Entry: As a partner in the Milwaukee Continuum of Care's Coordinated Entry system, IMPACT's Coordinated Entry (CE) program is the starting point for those experiencing homelessness in Milwaukee County to access emergency shelter and housing resources. CE utilizes a standardized process that ensures equitable access to available programs serving single adults, families, and individuals fleeing domestic violence, community violence, or trafficking.

4,437 Coordinated Entry clients served

IMPACT Substance Use Disorder Services includes consultation and referral for people who are concerned about themselves or a loved one; as well as comprehensive substance abuse screening and assessment to determine eligibility for education, counseling, treatment and recovery support services.

2,699 people served

IMPACT Connect uses a universal screening tool, comprehensive resource database, and sophisticated technology platform to link health and human service providers and other community agencies. Members are able to better understand the needs of those they serve, connect them to resources, make referrals, and use real-time data to inform decisions through shared governance. This unified approach to whole-person care ensures all residents have access to the same level of care and services; and allows us to collectively identify and address systemic issues in our community.

246 members

IMPACT Planning & Evaluation works in partnership with community leaders, decision-makers, and service providers committed to improving Southeast Wisconsin residents' well-being. One of our major roles is to evaluate programs and initiatives, providing recommendations to help address issues such as substance use, mental health, and promoting healthy families. We also research community needs, identify best practices, build evaluation capacity, promote continuous quality improvement, and support program sustainability.

13 organizational partners

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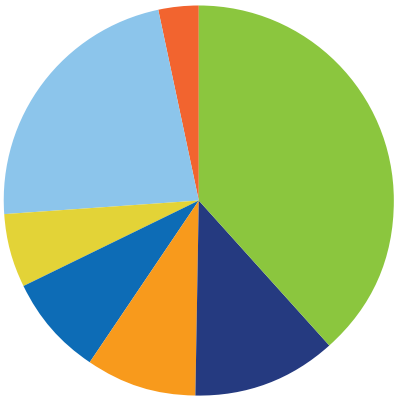
2025 Financial Information

Headquartered in Southeastern Wisconsin, IMPACT has established productive, collaborative relationships with leading businesses, funders, community stakeholders and other non-profit organizations.

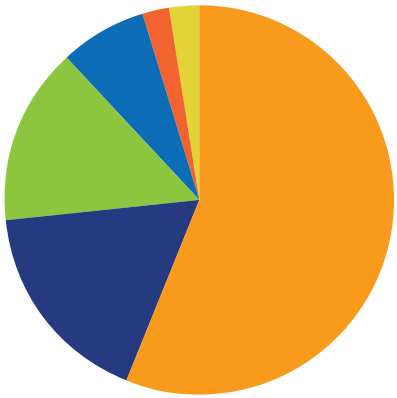


Expenses

IMPACT 211	$ 1,981,000
IMPACT Substance Use Disorder Services	$ 610,000
IMPACT Connect	$ 483,000
IMPACT Coordinated Entry	$ 429,000
IMPACT Planning & Evaluation	$ 316,000
Administrative Expense	$ 1,168,000
Fundraising Expense	$ 164,000
Total	**$ 5,151,000**

Revenue

Government Agency Support	$ 2,939,000
Program Fees	$ 894,000
United Way	$ 770,000
Donations	$ 368,000
Private Grants	$ 128,000
Investment Income	$ 118,000
Total	**$ 5,217,000**



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2025 IMPACT Leadership

Dr. Kimberly J. Payne, Chair, Payne Consulting
Christian Schmidt, Vice Chair, Clarios, LLC
Randall C. Harlan, Immediate Past Chair, Panther Workforce Solutions
William B. Coleman, Treasurer, Coleman & Williams, LTD
Patricia A. Puccinelli, Secretary, ManpowerGroup*
Shannon A. Allen, DeWitt
Jennifer Buchanan, We Energies
Timothy F. Busalacchi, Morgan Stanley
Adam Gabornitz, Northwestern Mutual
Angela Rothen, National General Insurance
Jessica Small, Aurora Health Care
Ronald P. Smith, Community Volunteer
Stuart Thomas, PNC Bank

** Retired*

IMPACT is one of Southeastern Wisconsin's most successful public/private partnerships.

UNITED WAY · City of Milwaukee · MILWAUKEE COUNTY · WAUKESHA COUNTY LEADING THE WAY · WASHINGTON COUNTY

On behalf of IMPACT, our board, and the people we serve, I want to extend my sincere appreciation. Your donation, partnership, or advocacy helped us strengthen and extend the reach of our efforts and, as a result, over **300,000 lives** in Southeastern Wisconsin were changed, for good.

— Dr. Kimberly J. Payne, Board Chair

We apologize for any errors or omissions made in recognizing our donors.

Thank You to Our Generous 2025 Donors

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Your donations change lives for good.

^ IMPACT-designated United Way campaign donor

** "Changing Lives. For Good." Recurring Donor — This IMPACT program ensures adequate resources to support life-changing programs and services in the community, as well as invests in the growth and development of our employees.*

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