

Making an Impact

Your Newsletter for the Brown County United Way



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Paul S. Beideman

Paul S. Beideman, the top executive of Green Bay-based Associated Banc-Corp since April 2003, has put aside his busy schedule to become the 2006 Campaign Chairperson for the Brown County United Way.

Beideman previously served as chairman for the United Way campaign in Philadelphia before moving to De Pere.

Read below to find out why his steadfast dedication to community has led him, time and again, to give to the United Way.

Why have you decided to become the BCUW 2006 Campaign Chair?

PB: "I am proud to serve as chairman for 2006.

"I believe strongly in the United Way. Before I came to Green Bay, I was chairman of a campaign in Philadelphia.

"One of Associated Bank's core values is to benefit the communities in which we do business. We strive to

benefit health and human services agencies as well as those organizations helping children. United Way is an important resource in helping these groups."

What will be your role in the 2006 campaign?

PB: "My key role will be encouraging my fellow business leaders in the community to give and, in turn, motivate their employees to give as well. "Together, we can make a difference."

What do you expect from the campaign?

PB: "I am hopeful that with much hard work, we will have the most successful campaign in the history of the Brown County United Way.

"As a leading Brown County company, Associated will take the lead in asking business owners and employees to really look at what it is the United Way is doing, and all the ways it is making a difference.

"We will ask businesses to give generously. I am confident we will succeed."

What does United Way expect community members to do in support?

PB: "Brown County United Way needs the gifts of money and time to continue providing and improving human care in our community."

Upcoming Events

- | | |
|---------------------------|--|
| June 13 - 22 | Campaign Cabinet Training |
| June 15 | Softball at ASPIRO for Emerging Leaders +Service |
| June 26 | Corporate Calls Begin |
| June 28 | CEO Breakfast |
| July 14 | Health & Hygiene Drive collections end |
| July 31 - August 1 | Health & Hygiene Drive Distribution |



Go to www.browncountyunitedway.org to Make An IMPACT

AN OPEN LETTER From Toni Loch and Paul Beideman

As our community changes, people's needs change, too. Many of those needs often remain unmet as demands on charities and social service organizations continue to mount.

The 2006 Brown County United Way campaign gives everyone in our community an opportunity to show their commitment to their neighbors. Likewise, that support builds the Brown County United Way's ability to make a positive impact on the lives of thousands of our neighbors.

From young mothers who have nowhere to live, to seniors seeking the simple joys of companionship, the Brown County United Way is funding programs that make a difference.

Youths are being helped as they

search for adult role models, very young children are getting early intervention dental care, and the Brown County United Way is on the forefront of change as teams develop our new 2-1-1 information and referral service.

Because of you, 6,381 nights in shelters were provided for homeless families or battered women. More than 14,800 free bags of groceries were distributed to needy people. Some 350 people developed skills so they can get jobs. And, 300 kids with developmental and cognitive disabilities got help. And, that's only a start.

You are the magic that can make this continue to happen.

The Brown County United Way, with 80 years of caring to its credit, is your

best vehicle to achieve the community's human services support goals.

This year is another opportunity to make an impact. Give.

Thank you!

Toni Loch
President & CEO
Brown County United Way

Paul S. Beideman
President & CEO, Associated Banc-Corp
2006 BCUW Campaign Chair

The 2006 Health & Hygiene Drive has begun Do you know where your collection sites are?

Collections have begun for the 2006 Brown County United Way Health & Hygiene Drive. For two years, the community-wide effort has collected basic-needs items, from toothpaste to diapers, for people who cannot afford them.

"This drive addresses a critical need in our community because the products we collect can't be purchased with food stamps," said Toni Loch, Brown County United Way president and CEO.

Collections will run until July 14 at more than 50 local businesses and human care agencies in Brown County.

Pieschek Protective Services has delivered collection boxes to participating companies.

United Parcel Service and ASPIRO will donate staff and vehicles to pick up items from the collection sites and bring them to Leicht Transfer & Storage on July 14, which has donated warehouse space for distribution to agencies.

"For many, this drive is the only way

to get a hold of personal care products, cleaning supplies and baby care products, all of which are necessary for maintaining a basic level of life-quality in Brown County," said Mike Duschene, executive director of ASPIRO. "That's why we fully support the collection efforts of the Brown County United Way."

Items will be available in early August at human care agencies throughout Brown County and through some Green Bay school programs.

The Health & Hygiene Drive began in 2004 as a Brown County United Way campaign kickoff and collected almost 11,000 items. Last year, the drive collected more than 22,000 items.

To find out how to donate to the Health & Hygiene Drive or to host a collection box at your workplace, call the Brown County United Way home office at 432-3393 or write to staff@browncountyunitedway.org



Look for the orange poster to find a drop box near you.

Learn more about **Health & Hygiene** items, drop box locations and participating companies at browncountyunitedway.org

New easy-to-use guide
available at area agencies
and online

**BROWN
COUNTY
COMMUNITY
RESOURCES
A QUICK
REFERENCE
GUIDE**



Intended to provide families living in Brown County with easy access to critical community services, the Brown County Community Resources Quick Reference Guide offers almost 50 addresses and phone numbers for critical health and human services agencies in our area.

The guide has been created as a collaborative effort between Leadership Green Bay, the Green Bay Chamber of Commerce and the Brown County United Way.

The guides are available in hard copy at agencies throughout Brown County and have been translated into English, Hmong and Spanish.

For a complete listing of community support services, contact the Brown County University of Wisconsin-Extension at 391-4610.

You can also read the full guide online or download it from our website www.browncountyunitedway.org

"Making an Impact" - Your Newsletter for the Brown County United Way" is emailed monthly to friends of the BCUW. If you have comments or story ideas, please contact Adam Hardy, editor, at 920-432-3393 ext. 8648, or email him at: adam@browncountyunitedway.org

Want to take giving to
the next level?



Become an Emerging Leader

Learn more about what it means to be a member of the Emerging Leaders Society in our site:
www.browncountyunitedway.org

What else happened?

2006 Leadership Gala at the Green Bay Country Club.

Providers' Summit 2, featuring 2-1-1 and the Community Partnership for Children.

Release of the State of Brown County's Children - A Report to the Community.

Festival Foods Brat Barn raised more than \$2,500 for the United Way.

Visit: www.browncountyunitedway.org to see the images from these events.



Meet our new communications intern Brian Neuberger

Born January 26, 1985, Brian is a senior communications major at the University of Wisconsin-Green Bay. A Milwaukee native, Brian came to Green Bay to study the field of public relations. He has also interned as an editorial assistant at Voyageur magazine, a historical narrative of northeast Wisconsin.

Brian is the son of Michael and Vicki Neuberger. He attended Thomas More High School, where he was a four-year letterman in basketball and was a regular volunteer at the St. Vincent de Paul meal program and Children's World Day Care.

Founded in 1925, the Brown County United Way is the single largest fund raising organization in Brown County. As a private, nonprofit corporation, the BCUW raises funds through its annual workplace campaign, corporate sponsorship, foundations, grants, and major gifts.

With the help of more than 100 community volunteers, the Brown County United Way is dedicated to finding solutions to the community's most pressing human services issues.

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