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Brown County United Way

## News Release

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**FOR IMMEDIATE RELEASE**

### **Active philanthropists find their place in new United Way group**

(Green Bay) - In response to an increasingly active and community-minded population of donors, the Brown County United Way has launched a new organization dubbed Emerging Leaders +Service.

In addition to giving \$250, members of the group must pledge at least 10 hours through the United Way to gain membership. Time can be contributed to one or several of the 29 Brown County United Way member agencies, or to a designated non-member agency.

Formation of this new group is a direct response to what younger donors are asking for, said Vicki Cornell, development manager for Brown County United Way.

“Our latest generation of givers requires more hands-on in their community than ever before,” Cornell said. “Emerging Leaders +Service members will be exposed to a wide gamut of volunteer opportunities. This will help build the critical relationship and community buy-in that our emerging leaders want and need.”

The group is an offshoot the three-year-old Brown County United Way Emerging Leaders Society. Last year, the 150-member group volunteered a total of 341 hours in the community; something ELS Chairperson Adam Madson said prompted formation of Emerging Leaders +Service.

“While charitable giving is a vital component in completing the United Way’s mission, it became clear to us that community involvement and the donation of time is really what will increase our quality of life in Brown County,” Madson said.

And the benefits of volunteerism go both ways, Madson said.

“There is substantial reward in maintaining an active role in our community that goes beyond the feeling of doing something good for people,” Madson said. “Not only will Emerging Leaders +Service act as a catalyst for positive change, it will also provide important networking opportunities for the most energetic and forward thinking members of our community.”

Emerging Leaders +Service society will hold its first meeting March 9, but its members are already jumping into the fray by helping with Encompass Childcare’s 18<sup>th</sup> Annual fundraising event, [Big Event for Little Kids](#), Saturday, April 8. This quick action right out of the blocks is what Emerging Leaders +Service is all about, Madson said.

“This is a group that believes in now,” Madson said. “There is no better time to increase the quality of life in Brown County.”

To learn more about Emerging Leaders +Service, contact Vicki Cornell at 432-3393 ext. 8625 or write to [vicki@browncountyunitedway.org](mailto:vicki@browncountyunitedway.org).

*Founded in 1925, the Brown County United Way is the single largest fundraising organization in Brown County. As a private, nonprofit corporation, the BCUW raises funds through its annual workplace campaign, corporate sponsorships, 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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