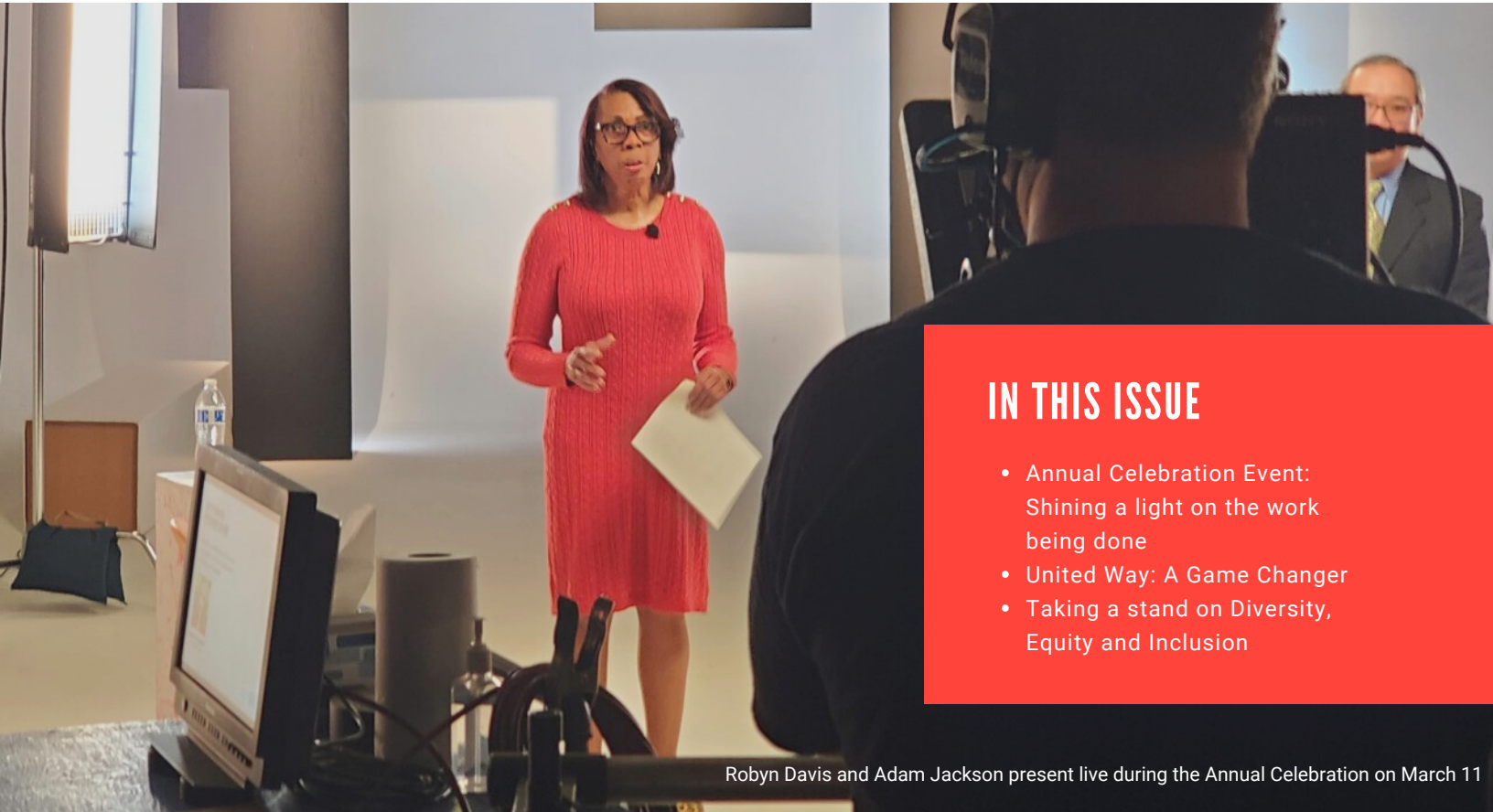


A UNITED WAY FORWARD

A look at the impact Brown County United Way is having on our community



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Robyn Davis and Adam Jackson present live during the Annual Celebration on March 11

ANNUAL CELEBRATION EVENT GOES VIRTUAL

2020 Year in Review shows impact

Nearly 200 people celebrated Brown County United Way's 2020 Year in Review last month virtually, highlighted by the reveal of the total dollar amount raised, a recap of some of the work accomplished and the handing out of awards to some very deserving recipients.

Campaign Cabinet chair Ashok Rai, MD, president and CEO of Prevea Health, announced a successful community campaign that raised \$3,567,376, a slight increase over the 2019 campaign.

"I want to thank everyone involved in the campaign," said Dr. Rai. "Many people gave a lot this year, under extraordinary circumstances. A big thank you to everyone who contributed to the campaign and continues to support our United Way. To see such a level of giving in our community should make us all proud that we can rally together toward a common cause." (cont. on pg. 2)

ANNUAL CELEBRATION

The work highlighted centered on COVID-19 relief, along with examples of other efforts to raise people up who struggle daily.

- The Emergency Response Fund, created to assist people impacted by COVID-19, raised nearly \$300,000. With that money, 44 grants were made to local organizations which helped more than 15,000 people.
- The 2-1-1 Call Center answered the call to assist with COVID questions. After the pandemic began call volumes spiked with people seeking assistance for food, shelter, and basic supplies. When COVID testing became available, 2-1-1 worked with Brown County Emergency Management and Brown County Public Health to help with appointment scheduling.
- As part of our strategic plan, we created a new grant program which we began funding in 2020. We invested more than \$66,000 in Neighborhood Partnership Grants to strengthen neighborhood thriving in the neighborhoods of Downtown, Whitney Park, Navarino, and Joannes Park.
- Through our Year of Action program we created many volunteer opportunities. Projects included supplying 15 non-profits with personal protection equipment worth an estimated \$7,000; teaching senior citizens how to use iPads and navigate technology; and community drives co-sponsored by the Greater Green Bay Labor Council that collected and distributed more than 3,100 blankets to 40 local non-profits, one ton of food, and 128,000 diapers.

"Just a few days after last year's annual celebration our lives were profoundly changed," said Robyn Davis, president and CEO. "We were confronted with a global pandemic that required us to draw upon our reserves of grit, resilience, and hope, while at the same time confronting some grim realities of life in America and more specifically, here in Brown County. As a community we navigated much of that landscape well and saw many successes."

Our Legacy and campaign awards were also presented during the event:

- R.C. Nelson Award: Paul Wochinske of Pomp's Tire
- W. Heraly MacDonald Award: Renita Robinson, formerly of the YWCA and now with Prevea Health
- Excellence in Nonprofit Leadership Award: Jeff Vande Leest of Family Services
- Community Impact Award: the combined efforts of Brown County Health and Human Services, De Pere Health Department, Oneida Nation Community Health Services, and Brown County Emergency Management for their coordinated COVID-response efforts
- George F. Kress Award: Procter & Gamble
- Meritorious Service Award: Green Bay Packers
- Campaign Leadership of the Year Award: Chris Woleske of Bellin Health

Several additional campaign and Shining Star awards were also presented (click [here](#) for a complete listing).

The winner of the United Way Car Sweepstakes featuring a 2020 Subaru Impreza donated by Bergstrom Automotive was Matt Watt.

A special thanks to Northcoast Productions and Made Ya Look for producing our Annual Celebration Event, along with our corporate sponsors: Bellin Health, Festival Foods, Humana, Pomp's Tire, Prevea, Schneider and WPS.



Legacy awards: The people for whom our awards are named



W. Heraly MacDonald Award: Honors/recognizes an individual who has made outstanding contributions to our community and BCUW. William Heraly MacDonald was one of the most well-known businessmen in Green Bay during the middle half of the last century. A division manager with Wisconsin Public Service, he was involved in many civic organizations throughout his career. At the time of his untimely death at age 56 in 1960 due to a medical complication during eye surgery he was president of the Green Bay Rotary Club, chair of the Advance Gifts Committee at St. Norbert College, and a director for the Neville Public Museum, Green Bay Packers, Green Bay Chamber of Commerce, Bellin Hospital and American Heart Association. He was also a dedicated supporter of the United Way having served as a board member and as campaign chair in both 1938 and 1956.



RC Nelson Award: Honors/recognizes an individual who has made outstanding contributions of time, talent, or treasure to BCUW. Robert C. Nelson was a long-time broadcaster in the Green Bay area, first as the voice of WDUZ radio when it went on the air in 1947, and later serving as the general manager at WBAY-TV in the 1960s. He was also a dedicated United Way volunteer.



George F. Kress Award: Recognizes/honors a company or organization which has made outstanding contributions to the community and BCUW through volunteerism, community involvement, and United Way contributions. George Kress was the founder of Green Bay Packaging and helped develop many advances in the corrugated and packaging industries. He was also a philanthropist, giving back to the community. As a volunteer for Brown County United Way he is credited for introducing the concept of payroll deduction to the local area.

To see a recording of the Annual Celebration, go to www.browncountyunitedway.org.

The need to UNITE around Diversity, Equity & Inclusion

We recognize structural racism and other forms of oppression have contributed to persistent disparities in our communities. Our mission at BC UW is to unite people, resources, and ideas to create community solutions that strengthen EVERY person in EVERY community, which means we must fight for equity.

Pre-pandemic data from our own 2020 ALICE (Asset Limited, Income Constrained, Employed) Report revealed that in 2018 in Brown County 78% of Black households and 47% of Hispanic households lived below the ALICE Threshold compared to 33% of Caucasian households.

These statistics reflect the significant disparities of life in Brown County and require us to recognize, understand, and act against racism and racial inequity. This is one of the reasons we joined with Wello and other local organizations in publicly declaring racism as a public health crisis during a news conference in August 2020. The 21 Week Equity Challenge, hosted by United Way of Wisconsin and supported by BC UW, is designed to help participants explore difficult topics, create space for open dialogue, and leverage our learnings so we can become champions of equity.

As we look to the immediate future and beyond, we will continue to engage in the necessary systemic advocacy work that will bring about lasting change both within our organization and throughout our community. Our history of collaboration with diverse stakeholders will continue so that multiple perspectives are represented, respected, and engaged as we forge the path forward. Now more than ever, we need to Live United. Silence is not an option. The Brown County United Way Board of Directors and staff will do our part to show up, listen, share our voices in ongoing community conversations, and be part of the solutions.



Game Changer



Every day, people look to Brown County United Way for lasting solutions to local challenges. Through the work of our staff and support from our volunteers, donors, and advocates, we are changing lives and community through service, collaboration, and impact. The 2020 ALICE Report showed that in Brown County in 2018, 1 in 3 households struggled to meet basic needs. Given the challenges our society is facing today, we know that even more people are struggling.

COVID-19 Emergency Response

Following the declaration of the COVID-19 public health emergency in March 2020, Brown County United Way established our Emergency Response Fund. Since then 44 grants have been awarded to Brown County agencies, schools, and churches. These investments provided immediate food, shelter, rental assistance, childcare assistance, transportation, diapers and other health and hygiene products, remote learning school supplies, and assistance to veterans, refugees, and people with acute health conditions.

Our 2-1-1 Call Center was activated to be a resource for information about COVID-19 and to assist with appointments at community-based testing sites.

System of Care Grants

Twenty-three system-of-care grants to local nonprofits totaling more than \$1 million are helping nearly 19,000 people throughout Brown County attain an education, access healthcare, be financially secure, and connect to their community.

Neighborhood-based Impact Initiatives and Day of Action

Our first place-based initiatives are centered on four Green Bay neighborhoods: Downtown, Joannes Park, Navarino and Whitney Park. Through continued research and community conversations, last summer we launched a Neighborhood Partnership Grant program supporting efforts within these neighborhoods to build social capital and individual and community supports.

Day of Action is one way we give back to the community each year. In 2019, 150 volunteers and United Way staff invested more than 135 hours of time in projects such as packing food boxes, cleaning projects, painting a wellness room at Howe Community School, planting flowers, packing back-to-school bags, and providing administrative support to local organizations.

Innovative Research

Brown County United Way is uniquely qualified to provide critical information to the community. We have a dedicated team member who conducts research and studies local data to inform our work and share findings with our partners. A photovoice focus group, community conversations, and COVID-19 surveys are core components of our current research strategy.

Advocacy

Brown County United Way continues to strive for an inclusive community where all individuals can meet their basic needs, have equal opportunity, and find stability in their daily lives.

Blanket drive has one of best years ever

This past year's winter chill was made a little bit warmer for many people in our community struggling to stay warm thanks to the generosity of Brown County residents who contributed more than 3,100 blankets to the 10th annual Blanketing Brown County blanket drive held during January, making it one of the most successful drives on record.

"Once again the people of Brown County came through to help our fellow residents who struggle to get on the path to stability," said Dan Wadle, Brown County United Way community services liaison, and drive organizer. "This has been one of our best years ever in terms of total number of blankets collected."

The Blanketing Brown County drive, sponsored by Brown County United Way and the Greater Green Bay Labor Council Community Services Committee, was first held in 2012. Since that time more than 22,000 blankets have been collected. This year the blankets were distributed to more than 40 Brown County non-profit programs that serve low-income and homeless men, women, and children.

Wadle says that in addition to the generosity of the people who donate the blankets, the drive could not be a success without the support of many local businesses that serve as drop-off sites. This year these locations were Green Bay area Fleet Farm stores and Pomp's Tire locations, Brown County Library branches, Green Bay Metro fire stations, and YMCA locations. Wadle also thanked several area businesses for holding employee campaigns to collect blankets.



Angela Klumb (left) and Kelly Schrickle of the Giving Tree in Howard, a pantry which supports students and their families in the Howard Suamico School District, fold blankets provided to them as a result of the Blanketing Brown County Blanket Drive sponsored by Brown County United Way and the Greater Green Bay Labor Council Community Services Committee. More than 40 area programs received blankets as a result of the drive.

Thank you

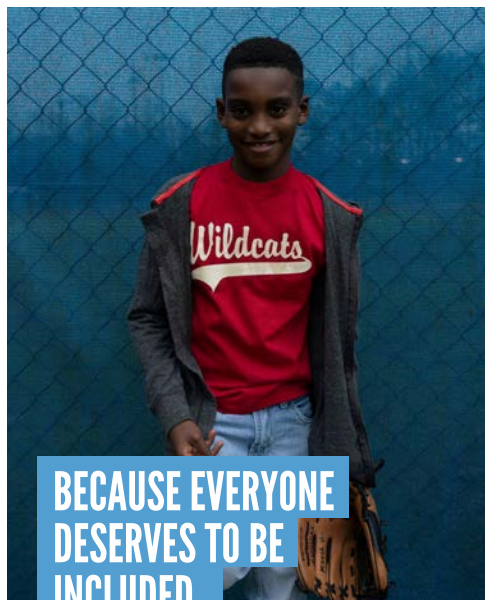
for your past gifts to Brown County United Way in support of the work we do. If you are interested in giving now, you can do so any of the following ways:

Give online at

www.browncountyunitedway.org

Send a check to the address below

Contact Tom Schoffelman,
VP of Resource Development at
tom@browncountyunitedway.org



LIVE UNITED

Did you know?

Did you know that in 2020

668

Brown County school students participated in Character Playbook? Those students came from five schools and recorded a total of 1,162 hours of instruction.

Character Playbook is an innovative digital learning experience that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships.



CHARACTER PLAYBOOK™

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