

A UNITED WAY FORWARD

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



IN THIS ISSUE

- Dr. Jeff Rafn to serve as 2021 campaign chair
- Campaign kick off set for Aug. 2 at Booyah baseball game
- Imperial Supplies provides generous book gift
- Day of Action set for June 21

Allison Felchlin from the Brown County Library prepares to place her phone in the new charging station at the Central Library.

EMERGENCY RESPONSE FUND GRANT KEEPS PEOPLE CHARGED

Having a charged cell phone is one of those necessities none of us can live without. But how do you charge your phone if you're homeless or don't have access to a building that allows you to use its electricity? During COVID-19, when many public buildings have had restricted access, this has been an issue for some of Brown County's most vulnerable residents.

Prior to COVID, the Brown County Public Library's downtown facility served as one of those locations where people could charge their phones. But after COVID hit, library officials were forced to restrict entry to the building and as a result, limit people's access to electrical outlets.

"Access to phone and device charging is particularly critical for the growing number of library visitors who self-identify as experiencing homelessness," said Nate Hermansen, library service associate. "While the need was definitely there before COVID, the massive societal shift to online mediums during the pandemic meant this simple but crucial service had a huge effect on people as it directly impacted relational and professional success and overall quality of life."

See Phone Charging Stations cont. on pg. 2

NWTC's Jeff Rafn to lead 2021 campaign

Northeast Wisconsin Technical College's president Dr. Jeff Rafn will serve as Brown County United Way's 2021 campaign chair.

"As we anticipate and celebrate life returning to 'normal' as the pandemic eases, it is easy to forget the ravages left on so many in our community," Rafn said in accepting the chair role. "Like with most disasters, the people who were struggling before COVID hit were those who suffered the most and will take the longest to recover. Yet, their recovery is essential to the health and quality of life of our communities and, thus, to our own well-being. The leadership and assistance that Brown



Dr. Jeff Rafn

County United Way brings as we strengthen families and neighborhoods in need is key to these community members' recovery. United Way is only as strong as the leadership and assistance each of us individually gives to United Way. Together, those in need are served. Together, our community is stronger and healthier."

As chair, Dr. Rafn will lead a campaign cabinet comprised of other community leaders in meeting with area business executives to spread the United Way message. This year's theme is "A United Way Forward."

Dr. Rafn has been president of NWTC since 1997. Under his leadership, the 100-year-old college has been transformed into a team-based, learner-centered organization offering industry-leading new facilities in health sciences, energy, IT, public safety, advanced manufacturing and more.

PHONE CHARGING STATIONS

cont. from pg. 1

To help find a solution, the Friends of the Brown County Library turned to Brown County United Way's Emergency Response Fund, seeking funding for the purchase two keyless charging lockers and stands.

Each unit has eight lockers, enabling users to securely charge their phones without having to remain inside the building. The lockers come equipped with a voice assistant that guides users through the storing and retrieving process and uses a programmable pin code keypad that eliminates concerns about lost keys.

"We were very excited to be able to help fund this purchase for the library and ultimately the community," said Sarah Inman, vice president of community investment at Brown County United Way. "Phones are a lifeline for almost everyone, whether it's communicating with an employer, applying for a job or communicating with others. And yet, if they are not charged, none of that communication can take place."

Installed in late February, Hermansen says use of the chargers has definitely picked up in recent weeks as the library has been open more hours. One of the charging stations is in the lobby on the first floor; the other is near the public computer area on the second floor.

And they're getting good reviews, says Hermansen. "As one patron put it, 'They should have these everywhere in town! They're super easy to use and have a really fast charge. They're a wonderful addition.'"

Brown County United Way's Emergency Response Fund was established in March 2020 in response to the COVID-19 pandemic and other potential crises for reasons just like this. Since its inception, the fund has raised \$332,053 from many generous businesses and individuals, and awarded \$328,246 through 46 grants to 37 Brown County organizations.

Take me out to the ballgame

Campaign Kick-off set for Monday, Aug. 2 at Green Bay Booyah game

Brown County United Way's campaign **kickoff** will start with a twist this year: a ceremonial **first pitch**.

This year's kickoff event will be held on Monday, August 2 at the Green Bay Booyah baseball game and will include several new and exciting activities, including the game's (and campaign season's) ceremonial first pitch.

Another highlight will be another organizational first: a United We Can food sculpture challenge. Area businesses are being recruited to design and build food sculptures using non-perishable food cans and boxes. Fans attending the game will then vote on their favorite sculpture. Following the game all items used in the sculptures will be donated to area food pantries.

Throughout the evening Brown County United Way will be sharing information about the work we do and our impact through trivia questions and at a United Way table.

There will also be an opportunity for fans to participate in some fundraisers to benefit the United Way including a 50/50 raffle.

A special ticket package is available for fans wanting to support Brown County United Way. For \$15 fans get a box seat and Booyah hat; with \$5 of that price going to United Way. To purchase those tickets go to <https://tinyurl.com/bmksjy8f> or use the QR code below.



Brown County United Way Campaign Kickoff

Monday, August 2
6:35 p.m.

- **United We Can food sculptures**
- **Fundraisers**
- **Education/trivia**



Scan code for a special ticket package

Brown County United Way's Emerging Leaders, Imperial Supplies give new book to every student at Howe Community School

Brown County United Way's Emerging Leaders have gifted a brand-new book to every student at Howe Elementary Community School in Green Bay, thanks to a financial sponsorship from Imperial Supplies in Green Bay. Brown County United Way and Howe were able to purchase the books from the Lion's Mouth Bookstore, a locally owned bookstore in downtown Green Bay.

With the generous support of Imperial Supplies, Brown County United Way's Emerging Leaders and Howe provided books that represent the diversity of our community. Each student received a book picked by their teacher to keep as their own. The books were given out earlier this month.

"Teachers rarely get such a great opportunity," said Diana Delbecchi, Green Bay Area Public School District community schools resource coordinator. "To provide our scholars with a brand-new book for summer reading would normally require our teachers to purchase them out-of-pocket. The partnership with United Way's Emerging Leaders and Imperial Supplies makes it possible for all our scholars to finish out the school year with a new book in hand and ready for summer reading!"

According to United for Literacy, Howe School is located in a book desert. Research shows 90 percent of the households in the school attendance area do not have, or have difficulty accessing, printed books and other reading materials.

Brown County United Way's Emerging Leaders is a network of passionate, community-minded early- to mid-career professional who want to connect with other while serving their community. They work collaboratively to tackle community challenges by participating in strategic local volunteer projects that make a lasting difference. To learn more, or to get involved go to www.browncountyunitedway.org and click on "get involved."



Students at Howe Elementary Community School proudly display the new books they received thanks to project initiated by the Emerging Leaders Society with financial support from Imperial Supplies.

Join Brown County United Way in Juneteenth, Day of Action activities on June 19 and 21

Brown County United Way is inviting the community to join us at two diversity, equity and inclusion events later this month: the Juneteenth Celebration and Day of Action.

On Saturday, June 19 we will be having a display at Green Bay's Juneteenth Celebration being held from 9:30 a.m. - 3 p.m. in the parking lot at the corner of Monroe Avenue and Pine Street in Green Bay. We will be sharing information about our work to promote diversity, equity and inclusion in our community including our upcoming 21 Week Equity Challenge and DEI pledge.

On Monday, June 21 we will host our Annual Day of Action from 8-9 a.m. in Navarino Park in Green Bay. This event will be a kickoff to several volunteer opportunities throughout the year, all sponsored by Breakthrough Fuel. During the event, attendees will be able to sign our DEI pledge and sign up for future volunteer activities.

Breakthrough Fuel has committed to being our Volunteer Event sponsor for 2021. With their generous financial contribution we will be holding several volunteer events throughout the year, including our Day of Action on June 21. Thank you Breakthrough Fuel.

New content added to BCUW website

We've added two new pages to our website to provide new opportunities for interacting with us.

Earlier this year we added a **Diversity, Equity and Inclusion page**. Located under the "Our Impact" header at the top of the home page, this page houses links to some of our favorite resources that have been shared as part of the 21 Week Equity Challenge. We are continuing to build this page out and encourage you to check back often for additional updates.

For donors looking for more profound ways to impact our work, we've also added a **Planned Giving Page** which includes information on how to make gifts of stock (appreciated assets), IRA qualified charitable distributions, and bequests (wills). Depending on a donor's specific situation, each of these methods of giving can provide added benefits for giving, in addition to knowing you're making a profound impact on our community. Look for the link to this page on the yellow bar at the top of the homepage titled "Ways to Give."

Through a partnership with United Way Worldwide and Freewill, anyone can create a legal will that's valid in all 50 states at no cost to you.

What matters to you most? Put your values into action

Generosity takes on a new meaning as we grow older, build financial resources and set charitable goals. These planning checkpoints, arranged by age group, outline how to maximize your generosity to the causes that matter most to you.

50s

Update your will to reflect any life changes, such as a new relationship or grown children leaving home. Meet with a financial advisor to review your investments and savings. There's still time to make catch-up contributions for retirement. Best ways to make an impact:

A gift of your will or trust: This costs you nothing today and can be made by adding one sentence to this document.

Retirement plan assets: Name Brown County United Way as a beneficiary of part or all of your retirement plan assets. It takes minutes to contact your plan administrator or complete the change-of-beneficiary form online.

Life insurance policies: If your children are grown and financially stable, consider donating these to Brown County United Way.

Donor-advised funds: This popular option offers you the flexibility to recommend

how much and how often money is granted to qualified nonprofits. You open a fund with a written agreement at the Green Bay Community Foundation which then provides regular accounting to you.

Appreciated Securities: Donate stocks you've owned for longer than one year and receive an income tax charitable deduction when you itemize. You can also eliminate capital gains taxes.

60s

Check with your financial advisor to make sure you are on track with retirement savings. If you've already retired, revisit your expenses, priorities and health care needs. Best ways to make an impact:

Life income gifts: If you are looking for income in retirement, consider establishing a charitable remainder trust and use appreciated assets to maximize your tax benefits. You receive income for life from the trust with the rest supporting Brown County United Way after your lifetime.

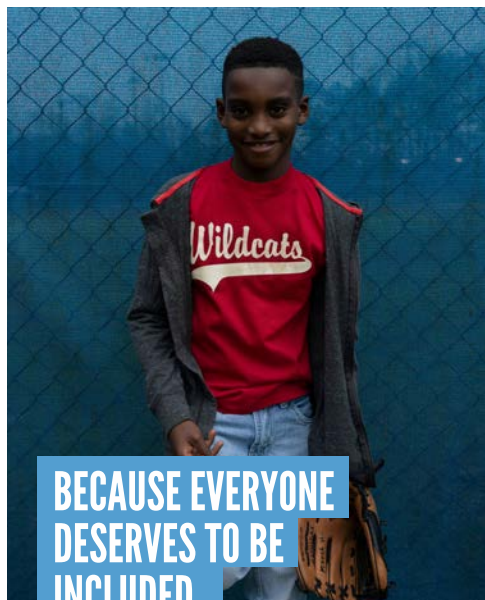
Beneficiary designations: Review the beneficiaries of your life insurance policies and retirement plan assets. Many of these assets may result in a large tax hit for your family, but they pass tax-free to Brown County United Way.

70s

Discuss your giving goals with your family and meet with your financial advisor to align your financial and philanthropic plans. Best ways to make an impact:

Gift from your IRA: If you are 70½ or older, give any amount up to \$100,000 per year from your IRA directly to a qualified nonprofit such as Brown County United Way without having to pay income taxes on the money.

To see more [planned giving options](#), please visit our website.



BECAUSE EVERYONE
DESERVES TO BE
INCLUDED.

LIVE UNITED

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 Brown County United Way, PO Box 1593, Green Bay, WI 54305-1593

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

Did you know?

Did you know that nearly

1,400

Brown County citizens are participating in the United Way's 21-Week Equity Challenge?

The Equity Challenge enables participants to develop a deeper understanding of how inequity and racism affect our lives and communities. Weekly emails with links to articles and videos take participants through a journey that starts with understanding internalized racism and explores how racism permeates person-to-person interactions, institutions and social structures.

The challenge will be offered again beginning August 30. Sign up [here!](#)



Brown County United Way

You have received this newsletter because you previously indicated you were receptive to receiving communications from Brown County United Way. If this is no longer the case, you can unsubscribe by emailing tom@browncountyunitedway.org

112 N Adams St, Ste 201, Green Bay, WI 54301 *** 920.432.3393