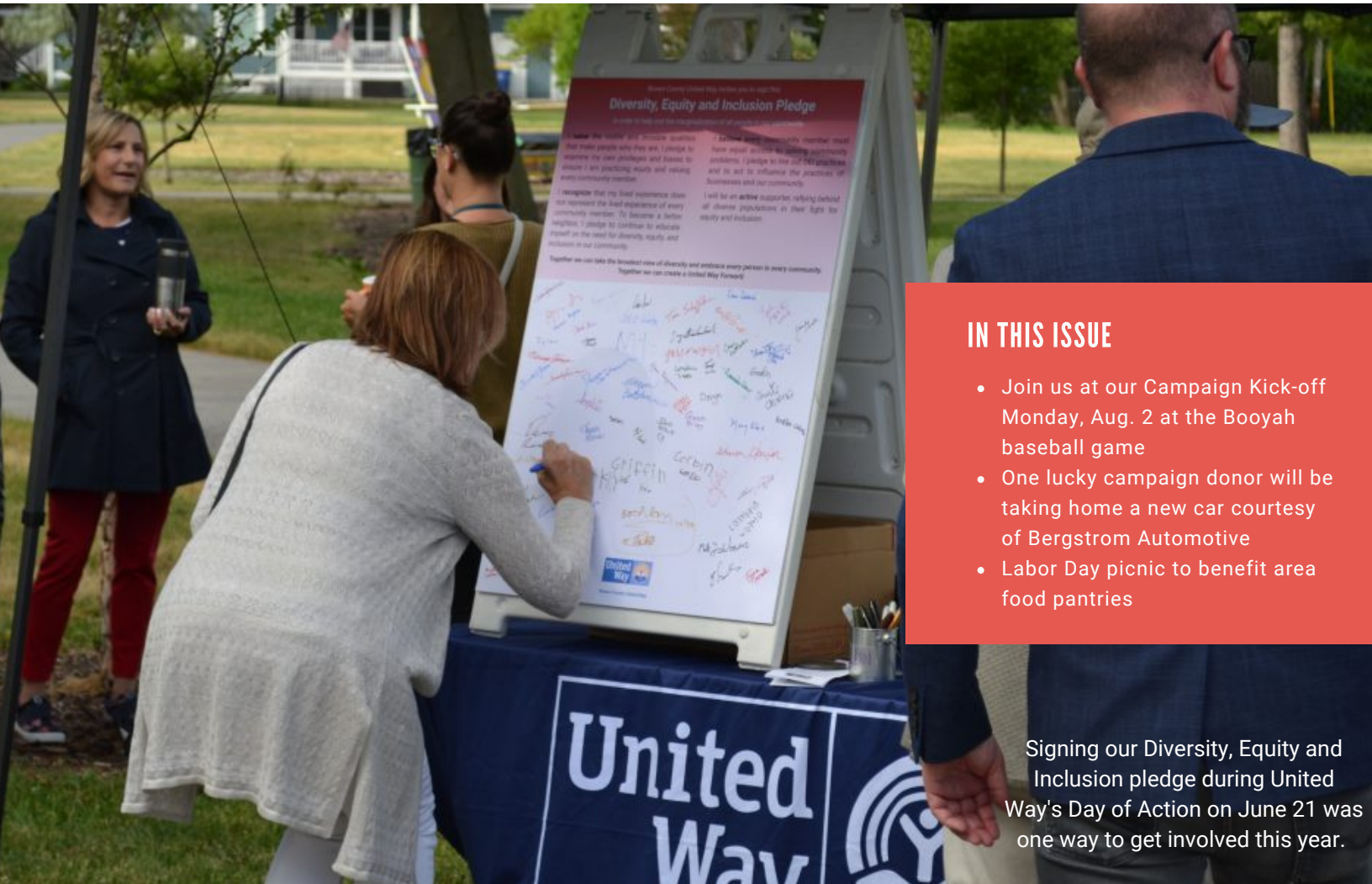


# A UNITED WAY FORWARD

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



## IN THIS ISSUE

- Join us at our Campaign Kick-off Monday, Aug. 2 at the Booyah baseball game
- One lucky campaign donor will be taking home a new car courtesy of Bergstrom Automotive
- Labor Day picnic to benefit area food pantries

Signing our Diversity, Equity and Inclusion pledge during United Way's Day of Action on June 21 was one way to get involved this year.

## Annual Campaign works to put people on path to stability

The path to stability for the 1 in 3 Brown County families facing hardships may not be an easy trek, but with your help it is achievable.

Today your gift could provide a meal. More than 1 in 10 people in Brown County face food insecurity. Tomorrow it's a new opportunity for our county's youth. Ninety percent of brain development occurs before age six. And looking into the future, when we combine all our strategies to address education, health, finances and community connections, we will be achieving our goal of seeing 10,000 people on the path to stability.

Last year you helped us raise more than \$3 million. That money went to good use as it is helping more than 33,000 people in Brown County with both immediate- and long-term needs. Additionally, our 2-1-1 Call Center made more than 10,000 referrals for people seeking community services.

See Annual Campaign cont. on pg. 3

# Campaign Kickoff set for Aug. 2

*There's still time to get your tickets*

Brown County United Way's annual Campaign Kickoff is set for Monday, August 2 and it promises to be a home run of fun!

That's because this year's Kickoff will be at the Green Bay Booyah baseball game. A special ticket package is available. For \$15 fans get a box seat and a Booyah hat, with \$5 going to United Way.

A special highlight of this year's kick off will be Brown County United Way first: a United We Can food sculpture challenge. Two groups have signed up for the challenge and will be creating sculptures from canned food items that will then get donated to local food pantries.

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



- **United We Can food sculptures**
- **Education/trivia**
- **Fun and Fund Raisers**



Scan this QR code for a special ticket package

United Way table. There will also be an opportunity for fans to participate in a 50/50 fundraiser to benefit United Way as well as see the car being given away at the end of this year's fundraising campaign.

## And this car could be yours...



Once again Brown County United Way will be giving away a car to one generous donor courtesy of Bergstrom Subaru of Green Bay.

This year's car is a gray 2021 Subaru Crosstrek valued at more than \$25,000. The winner will be announced at our Annual Celebration Event in early spring 2022.

Any Brown County United Way donor who makes a first-time, undesignated gift of \$26 or more, or any donor who maintains his or her 2020 undesignated gift, is qualified for one entry. Any donor who makes an undesignated increase of \$26 or more from his or her 2020 gift is qualified for two entries.

This is the third consecutive year Bergstrom Automotive has teamed up with Brown County United Way to give away a car.

## Annual Labor Day picnic to benefit area food pantries

The Greater Green Bay Labor Council's AFL-CIO Community Services Program is once again holding its Labor Day Picnic on Monday, September 6 at Bay Beach from 11 a.m. to 4:30 p.m. The event is open to the public and all proceeds will be donated to area homeless shelters and food pantries.

Cost for the picnic is \$10 for anyone 13 and older; \$5 for ages 3-12; and free for under three. A family package is available for \$25 which includes two adult tickets and up to four kids' tickets (\$60 value). Tickets can be purchased at the picnic.

Presentation of the colors and dignitaries speaking start at 11:30 a.m. Other activities include bingo, kids' games, raffles and face painting.

The Greater Green Bay Labor Council and Brown County United Way have been in partnership since 1982 helping make Brown County a better place to live for all its residents.

## Best Foot Forward Shoe Drive running through August 20

You're invited to help kids put their best foot forward for the upcoming school year by donating a new pair of quality shoes.

This collaborative effort between Brown County United Way, Green Bay Area Public School district, and Howe Community Resource Center is designed to provide elementary kids (ages 5-12 years) with a new pair of shoes to start the school year. Many children go without adequate footwear or are unable to purchase quality shoes.

Shoes should be new and of good quality in the following sizes:

- Kids: size 10 through 6 youth
- Adults: Up to size 9

The shoes can be dropped off at the Howe Community Resource Center, 526 S. Monroe St., Monday-Friday from 9 a.m. to 4 pm. through August 20.

Volunteers will also be needed to sort the shoes on Monday and Tuesday, Aug. 23 & 24. Please visit [Brown County United Way](http://BrownCountyUnitedWay.org) to sign up.

# 21 Week Equity Challenge described as 'powerful'

More than 10,000 individuals across the state, including 1,400 in Brown County, recently completed the United Way of Wisconsin's 21 Week Equity Challenge.

"The challenge was powerful," stated one participant. "The net result, through a great deal of reading, listening, watching and discussing, is we have become more aware. More aware of the challenges faced by people of color, more aware of the implicit and structural racism surrounding us, more aware of our own racism, and of course more aware of our own white privilege. Not only are we more aware, we feel more competent in facing racism as an advocate and activist."

The Equity Challenge was created to help people develop a deeper



understanding of how inequity and racism affect our lives and our communities. Participants received an email each week with links to articles, videos and podcasts on a variety of topics such as privilege, internal bias, racism in media, economic mobility & opportunity, and health and healthcare.

"This work will always be here and need to be done," commented another participant. "Just like adopting a lifestyle of physical

fitness or nutritional wellness, I must internalize and adopt a lifestyle and mindset of antiracism and equity for the remainder of my life if I want to continue developing as a healthy and whole person. With this continued commitment and growth I can contribute to the dismantling of systemic inequalities and be an advocate and ally in our community."

The equity challenge will be offered again beginning August 30 and running through January 17. [Click here](#) or go to [www.unitedwaywi.org](http://www.unitedwaywi.org) to register. There is no cost.

We also invite you check our website for upcoming activities and events related to diversity, equity and inclusion in our community.

## Annual Campaign

*cont. from pg. 1*

We begin our 2021 campaign with even higher hopes, looking to help even more people. People like...

...**Ella**, who at age 16 has lived with several different friends and relatives, as well as foster families since she was 8 years old. Her mother has been unavailable most of her life, bouncing between jail, homeless shelters and the streets. The Green Bay School District, in collaboration with a local shelter, was able to get Ella a room at the shelter. The money granted from your gifts to Brown County United Way was used to obtain personal items to make Ella's shelter bedroom feel warmer and more personal. She had never had her own room before, so this allowed her to feel safe and protected, as well as give her pride in decorating her own room. She loves it and is doing extremely well in both home and school environments. The money also helped with a few cab rides to get her to necessary appointments and school functions. The result is that Ella has been attending school regularly and thriving in her new environment.

...**Jacob**, who in 2017 had more than \$22,000 in outstanding debt. His goal was to be debt-free. Jacob sought help at a Brown County United Way-funded financial health program and worked with a budget counselor, meeting at least twice a month, building and sticking to the budget they created together. Jacob is now debt-free and is looking to

buy his first house - a concept that was not even a dream a few years back.

...And **families** living in four near east side Green Bay neighborhoods. Through the new Neighborhood Partnership Grant initiative started in 2020, Brown County United Way is funding innovative neighborhood programs designed to address long-standing structural issues that often lead to individual needs. One of those initiatives is the Literacy Green Bay Books and Bubbles program.

Literacy Green Bay and the Brown County Library are working together to establish Family Read, Play & Learn Centers at three laundromats in and near those neighborhoods. The goal of the program is to support school readiness and enrich the time families spend doing laundry by providing safe, fun spaces and literacy-rich materials and activities that support early brain and language development.

The results are proving to be very positive. For people like Ella, Jacob and the families using the laundromats, they are finding support thanks to your dollars gifted to Brown County United Way. These are examples of people who are now on the pathway to stability.

It is when we work in a UNITED Way that we succeed. UNITED we provide food and shelter, safe places for children and healthcare services for the vulnerable. UNITED we lead community research, targeted neighborhood programs and community responses to community crises. UNITED our resources go farther and our community grows.

# Thinking outside the box: creative ways to be charitable

The possibility of new tax laws and additional relief packages continues to make the news. Required minimum distributions are back. The stock market is fluctuating. If you're keeping a close eye on your finances and are still invested in the impact Brown County United Way can make, here are some simple ideas on how you can make a difference.

- **Beneficiary designation:** List Brown County United Way as a beneficiary of your retirement plan or other assets. Since the funds are granted after your lifetime, you can maintain your family budget today. If you don't have a will, this is a great time to create one. August is National Make a Will month, and we have a free tool on our website to

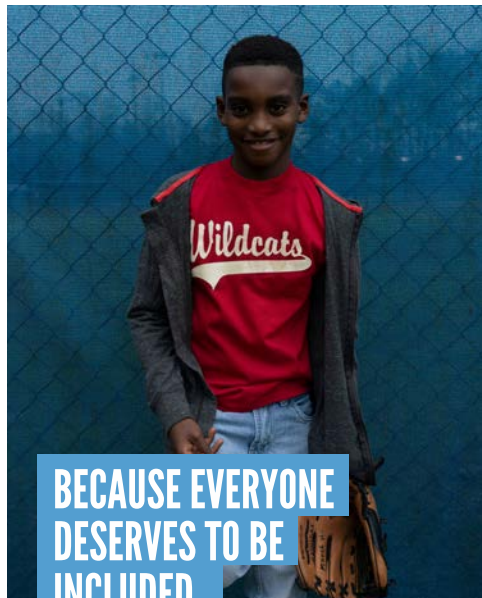
assist you. [Click here](#) or go to [browncountyunitedway.org/ways-to-give/](http://browncountyunitedway.org/ways-to-give/) for more information.

- **Grant from your donor advised fund:** This popular one-stop giving option lets you care for multiple causes and organizations with minimal paperwork. Consider this charitable savings account where your money waits until you're ready to distribute it. And, when you use your existing DAF to give it means you can invest in our future without impacting your budget today.
- **Distribution from your IRA:** If you are 70½ or older, you can use your IRA to make a gift directly to Brown County United Way without having to pay income tax on the distribution. Beginning the year you turn 72, you must take your

required minimum distribution (RMD). This was suspended in 2020, but is required again in 2021. You can use a gift from your IRA to satisfy all or part of your RMD.

- You can still take advantage of extended tax benefits for cash contributions to qualified charities. If you take the standard deduction, you can deduct up to \$300 for single filers or \$600 for married couples filing jointly. If you itemize your deductions, you can deduct up to 100% of your adjusted gross income.

Supporting Brown County United Way is easy. Contact Tom Schoffelman at [tom@browncountyunitedway.org](mailto:tom@browncountyunitedway.org) or 920.593.4780 to learn more and find the gift strategy that works for you.



**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](http://www.browncountyunitedway.org)

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Send a check to Brown County United Way, PO Box 1593, Green Bay, WI 54305-1593

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Contact Tom Schoffelman,  
VP of Resource Development at  
[tom@browncountyunitedway.org](mailto:tom@browncountyunitedway.org)

## Did you know?

More than

**6,700**

people and businesses gave to Brown County United Way in 2020.

Here's one reason:

*At Pomp's Tire Service we believe in supporting the communities we serve. In Brown County one of the best ways to support the community is by supporting the United Way. Brown County United Way takes a wholistic view of our community and partners with agencies that will help make Brown County a better place to live, work and play.*

Paul Wochinske  
President

**What's your reason  
for giving?**



Brown County United Way

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