

A UNITED WAY FORWARD

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



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Can sculpture challenge brought out creativity plus benefited area food pantries. See story on pg. 3

Emergency Relief Fund credited with saving lives

When Itisha White switched the calendar from 2019 to 2020 life was going well and her plan for the future was on track.

A single mother of three children, she was working as a CNA at a local nursing home while also going to school at NWT. She was studying to be a substance abuse counselor. Her children, ages 14, 11 and 6, were all in school; the oldest a high schooler, the youngest had settled into kindergarten with nearly a half a year under his belt. Life was going well!

And then, like for many people, Itisha's world was turned upside down. Within

months, COVID-19 was ravaging our communities causing many places to shut down or go virtual.

"When COVID hit, it was like a curse," recalled Itisha. "All of my classes went from in person to online. I was taking chemistry at the time, and that was really hard to take online. It was crazy."

Adding to the stress was that her three children had to be home as well. In addition to trying to keep up with her studies in a whole new format, she had to make sure her kids were being attended to while going **cont. on pg. 2**

Emergency funds cont. from pg. 1

to school online.

"I was very afraid of COVID," Itisha admits. "Two of my kids are asthmatic and I was really concerned for their health." Fearing for their safety she made the difficult decision to quit her job. While she remained a student at NWTC, she did not work for a year, going from March 2020 to March 2021 without a paycheck. Not knowing how her family was going to get through this difficult time, she turned to We All Rise: African American Resource Center for guidance and assistance.

Fortunately, the staff at We All Rise was able to provide the help Itisha and many others in the community needed, thanks in part to the companies and individuals who gave to Brown County United Way's Emergency Response Fund (ERF), a special fund set up to help people affected by crises such as COVID.

According to Robin Scott, We All Rise's executive director, her organization received many calls for help. "The world was shutting down and people were flocking to our doors. We knew we couldn't

shut down, so we declared ourselves 'essential' and went to work to find resources that could help the people who were coming to us."

One of those places was Brown County United Way. Since April 2020 BCUW has provided We All Rise with \$37,000 in ERF grants. (They also received grants from the Packers Give Back COVID 19 Community Relief Fund and the Greater Green Bay Community Foundation.) The money has been used to help people secure food, rent, utilities, basic hygiene supplies and other necessities, transportation and mental health services.



Itisha White and her family

"I know these emergency funds saved lives," said Scott. "Many of the people who came to us were in desperate situations. Buses were shut down, homeless shelters were full and people, because of job losses, needed help with just the basics of life. If nothing else, our being open and able to help made the fear people were facing diminish so much."

To date, BCUW has awarded 47 grants to 37 agencies for COVID assistance, totaling more than \$338,000. Nearly 80 corporate and individual donors have contributed to the fund, many of whom are also donors to BCUW's general fund.

Now, nearly two years since flipping that calendar, Itisha feels her life is back on track. "We All Rise really was a lifesaver for me and my family," she said. "I just want to say a big, big thank you. I'm very appreciative of the people who supported organizations like We All Rise. If I knew who they were, I'd hug them. We need more people who are there to help others. For those of us who don't have family around, they're like family because they're willing to help. I like to pay it forward and I will be helping others who need help in the future."

Campaign Thank You!

Companies with completed workplace campaigns:

- Bergstrom Automotive
- EMT International
- Greater Green Bay Chamber of Commerce
- Kadant GranTek
- Miron Construction
- Robert W. Baird & Company

Companies running campaigns/starting in October:

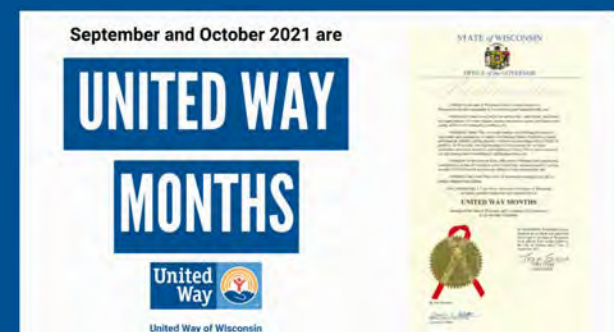
- Associated Bank
- Bellin Health
- Camera Corner Connecting Point
- CESA 7
- CONNECT
- Cummins NPower
- De Pere School District
- Encompass
- Family & Childcare Resources of NEW
- Family Services of Northeast Wisconsin
- Festival Foods
- Foth
- Georgia-Pacific
- Green Bay Packaging
- Hurckman Mechanical
- KI
- Pieper Automation
- Prevea Health
- Procter & Gamble
- RGL
- Salvation Army
- Schneider
- WBAY TV
- WIPFLI
- Wisconsin Public Service (WEC Energy Group)

Gov. Evers declares Sept. and Oct. United Way Months in state

Gov. Tony Evers has declared September and October United Way months in Wisconsin!

In his proclamation he recognized the United Way's role as a trusted partner in mobilizing the power of individuals and communities to support the building blocks of health, education, and financial stability while also playing a vital role in responding to the COVID-19 pandemic.

The proclamation also pointed out the generosity of Wisconsinites to local United Ways. In 2020, Wisconsin United Ways raised more than \$120 million for community support initiatives and more than \$11 million towards COVID-19 relief and recovery efforts.



Can sculpture challenge offers fun; benefits three local food pantries

See related photos on cover

What do a toilet and a lighthouse have in common?

Both were sculptures created at the inaugural United We Can Food Sculpture Challenge held last month during the United Way's Campaign Kick-off at Capital Credit Union Park during a Green Bay Booyah baseball game. The cans were then donated to local food pantries.

The toilet, complete with a plunger and toilet paper dispenser, was created by a team from Procter & Gamble. The lighthouse, which featured a working revolving light, was designed by Brown County United Way staff and sponsored by its board of

directors.

With an entry fee of \$550, the teams were given more than 1,100 cans of vegetables to work with to design any sculpture they wanted. Festival Foods provided the cans at cost.

"P&G has always been supportive of trying new things and encourages us to take part in our community, so participating was a no brainer for us," said Jack Hendrick, an employee at P&G who helped construct the larger-than-life toilet. "We chose to construct a toilet because toilet paper is one of the products we make here in Green Bay. Making toilet paper can be a funny topic at work so we like to

have fun with it wherever we can."

Three local food pantries were the recipients of the cans used in the challenge: Trinity Lutheran, Resurrection Lutheran and Transformation House.

"We are very grateful to be supported in this way," said Larry Peterson, Resurrection Lutheran Food Pantry manager. "That amount of vegetables will satisfy our distribution needs for three months. This is another example of what a great community we live in."

BCUW anticipates doing the event again next year. Companies interested in participating should contact Tom Schoffelman at BCUW.

Diaper drive runs through October 27

With his signature declaring the week of September 27 Diaper Need Awareness Week, Brown County Executive Troy Streckenbach helped kick off the Brown County United Way and Greater Green Bay Labor Council Community Services Committee annual diaper drive.

"The need for diapers is very much

real, and many families in Brown County struggle to afford them," said Dan Wadle, diaper drive coordinator. Nationwide, 1 in 3 families reports experiencing diaper need, a number Wadle says is mirrored in Brown County.

Babies need up to 12 diapers a day, and toddlers about eight. Most childcare centers require parents to provide a day's supply of disposable diapers every day their child is in childcare. Without the support of the community through drives like this,

1 Diaper
A Day
Isn't
Enough



September 27 - October 27
**BROWN COUNTY
DIAPER DRIVE**

many local families cannot provide the diapers their kids need.

All diapers collected will be distributed via area agencies to families in need in Brown County. Persons interested in contributing can do so either with monetary or diaper donations. Monetary donations can be given at browncountyunitedway.org.

Diaper receptacle boxes are located at all local Festival Foods stores,

Pomp's Tire locations and Brown County Library branches ([click here](#) for a list of locations).

"The community's generous support of past diaper drives has been wonderful. With strong support again this year, we will make a life-changing difference for Brown County's kids in need," said Wadle.

Last year's drive collected 160,000 diapers which included generous contributions by Procter & Gamble and Kimberly-Clark.

Collaborative seeks to assist residents living in Joannes Park/East River floodway

Brown County United Way is participating in a new collaboration with the City of Green Bay and several other nonprofits to assess and support community and climate resilience along the East River corridor.

The Joannes Park Neighborhood Engagement Project (JPNEP) is a joint effort of BCUW, the City of Green Bay, NeighborWorks Green Bay, The Nature Conservancy and Wello. The project is working to identify and evaluate resident needs, challenges and strengths, as well as contributors to wellbeing and community resilience in the Joannes Park neighborhood and East River floodway.

The goal, says Jill Sobieck, BCUW impact initiatives and outreach manager, is to leverage the strengths of the partnering organizations to assist residents with efforts to increase physical, social, mental and environmental wellbeing as the

Diaper donation boxes are located at all local Festival Foods stores, Pomp's Tire locations and Brown County Library branches. Monetary donations can be made at www.browncountyunitedway.org

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Create a personal values inventory to guide your giving

We are a changed community, forced to slow down by COVID. For some of us its been a time of reflection about who we are and what we want to be; what we believe in and how we can change the world; what we can offer to others and how we want to be remembered.

As we start in our "new normal" we can make our lives stronger and more connected. One way to move ahead and shape the future is by developing a personal values inventory to guide our decisions.

This exercise can help you define what's most important, as well as help you identify areas to develop further. An inventory allows you to:

- **Create a sense of belonging.** A shared history or similar interests help you find others like you. If you believe in helping your community realize its potential, look for where you can extend your connections. Focus on "we," not "me."

- **Find purpose and meaning.** Your skills and talents can create exciting opportunities to help others. Share your passions with organizations that can benefit from your talents, such as Brown County United Way.
- **Dream big.** Use your values to set goals – whether now or 10 years from now. Think about how you can engage others to amplify your impact.
- **Deepen your values through philanthropy.** Weaving the two can make a significant difference for organizations that are close to your heart. Explore creative ways to give back. If you don't have a budget to help today, a future gift to Brown County United Way can be a meaningful way to help in the years to come.

Finding your value match is a powerful exercise that will help you feel good about your place in the community and the world. To learn more about how you can help your neighbors right here in Brown County contact us at Brown County United Way.

Collaborative

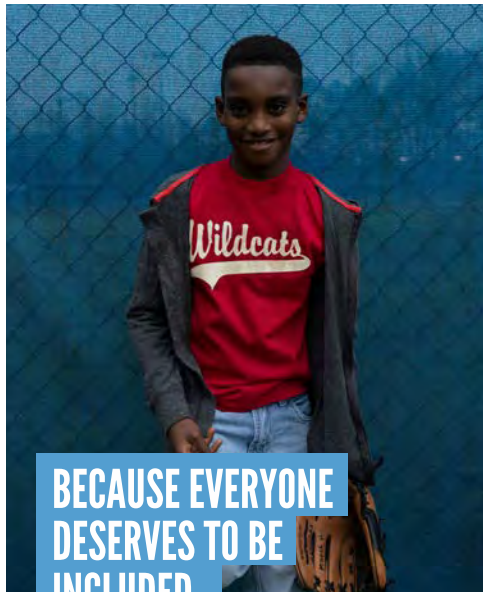
cont.from pg. 3

community has been identified as facing disproportionate impacts from issues like flooding, older housing stock and higher social vulnerability.

The first step has been a neighborhood survey which was mailed to all residents in the identified area in September. The data collected will be used by the collaborative to help form and guide investment and redevelopment strategies.

"We are eager to see the data this survey will bear out," said Sobieck. "Joannes Park is one of our key neighborhoods and I'm excited to see how it can help chart our path for making this neighborhood an even stronger one in our community."

The survey will be open until October 31. To learn more, go to browncountyunitedway.org.



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



Make A Difference Day is October 23

Brown County United Way and the Volunteer Center of Brown County are teaming up to help people in the Downtown, Navarino, Whitney and Joannes Park neighborhoods get ready for winter.

- Raking
- Trimming bushes
- Washing exterior windows
- Putting away yard furniture

Work begins on Oct. 23, but can take place when its convenient for both the volunteers and the residents.

Volunteer



Brown County United Way

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