

Happy Holidays

A UNITED WAY FORWARD

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



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Jill Sobieck, Brown County United Way's impact initiatives and outreach manager, was one of more than 100 people who volunteered for Make a Difference Day. See pg. 3 for story.

Brown County United Way's research proves vital part of collaborative's work

Brown County has a secret recipe helping make our community healthier – and Brown County United Way is a key ingredient.

That recipe is the Beyond Health Collaborative, comprised of partners across the community and led by a steering team of local leaders representing all the area public and tribal health agencies, all the health systems (hospitals and N.E.W. Community Clinic), Wisconsin Department of Health Services, and Brown County United Way (BCUW).

"With our work centered on the social determinants of health, the Collaborative works to identify and prioritize the most pressing health concerns in our community in order to mobilize resources and develop actions to address those concerns," said Andrea Kressin, community engagement manager for Brown County Public Health and

the Collaborative's facilitator.

Past successes have included assisting in the creation of Connections for Mental Wellness, a community-wide collective impact initiative that helps address community needs and issues related to mental wellness and mental health care, and helping the Brown County Oral Health Partnership reach sustainability.

On the surface BCUW may not seem like a likely member given the other steering team organizations' explicit role of providing health services, but Kressin says its involvement is vital. "It's their expertise in understanding our community and its needs that Brown County United Way brings to the table," she said. "They bring invaluable insight and an ability to look at

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all the different factors of what makes people healthy and communities strong, and how they fit together. Collaborative members need a lot of information at our fingertips to determine the health priorities for our community, and Brown County United Way is one of our best resources.”

Sarah Inman, BCUW vice president of community investment and Collaborative steering team member, is excited about BCUW's role. “While most people know us as a grantor of dollars to help our community's most vulnerable residents – and that’s a huge part of our mission – we’re also a collective impact collaborator,” she said. “Researching the needs of our community so that we can better serve it and its members is an essential part of the work we do. I think that’s one of the big values we bring as an organization and as a community partner.”

Kressin cited several BCUW research studies that contributed to the newest health priorities that were just set by the Collaborative, including

Beyond Health Collaborative 2022-2025 Proposed Health Priorities

Equitable Access:

Taking steps to level the playing field and build trust by calling out discrimination and racism and focusing on marginalized voices in the community.

Social Cohesion:

Helping people connect with each other and their community in healthy ways.

Unified Planning and Policy:

Making sure health, equity, and inclusivity are on the top of our minds whenever we create policies and plan for the future of our community.

Provide your input

The Beyond Health Collaborative wants to hear from you. Do these priorities make sense? Do you have other suggestions? Complete a brief survey here:

[Survey](#)

To read the full assessment, click here:

[Assessment](#)

211 caller data summaries (topics people call about), COVID-19 impact surveys, and the organization’s ALICE Report (Asset Limited, Income Constrained, Employed). “Having these local measurement pieces is critical to understanding the current state of many of the determining factors related to the health of the community,” she said.

Taking BCUW's participation in the Collaborative a step further, Inman also helped lead steering team members through a comprehensive mapping process to help identify coalitions, organizations and initiatives in Brown County that have the potential to lead and partner on the Collaborative's proposed health priorities and strategies at a system level.

“In order to understand where we need to go, we need to understand where we currently stand,” Kressin explained. “Sarah helped us through that process. We can paint a picture of health using the community health assessment data that we have, but we also need to know who’s working in the identified spaces and where gaps might potentially exist. We have a community that is willing to come together for coalitions and taskforces as needed when concerns come up, so we wanted to make sure we understood current initiatives in a meaningful way. The mapping was also very important because it is used to guide our process of choosing interventions at the strategy level.”

“The mapping process was intentionally asset-focused and participatory, with the goal of capturing current-state activities and community-level indicators that align with the proposed priorities. The end product, which will continue to evolve over time, really showcases the power of partnerships and collective action in our community,” Inman explained.

With the priorities in place and the mapping done, Kressin says the work now moves to taskforces from the participating organizations who will work together to develop the strategies and implement actions.

Campaign Thank You!

Thank you to the following companies that have completed local United Way campaigns. (Some companies are still running campaigns in Dec. and Jan):

- ASPIRO, Inc.
- Associated Bank
- Bellin Health
- Bergstrom Automotive
- BMO Harris
- Boys & Girls Club of Green Bay
- Brown County United Way
- Camera Corner/Connecting Point
- CASA of Brown County, Inc.
- Catholic Charities of the Diocese
- Catholic Diocese of Green Bay
- CESA 7
- CliftonLarsonAllen LLP
- CONNECT
- Cummins NPower, LLC
- Curative Connections, Inc
- De Pere School District
- DigiCopy
- EMT International
- Encompass Early Education and Care
- Family & Childcare Resources of N.E.W.
- Festival Foods
- Foth
- Foundations Health and Wholeness
- Fox Communities Credit Union
- Family Services of NEW
- Green Bay Area Public School District
- Georgia - Pacific
- Golden House
- Greater Green Bay Chamber
- Green Bay Packaging
- Green Bay Packers
- Hinkfuss, Sickel, Petitjean & Wieting
- House of Hope Green Bay
- Hurckman Mechanical
- Johnson Bank
- Johnson Financial Group
- Kadant/Grantek
- KerberRose & Associates, CPA
- KI
- Legal Action of Wisconsin
- Leonard & Finco Public Relations
- Miron Construction Company
- NEW Water
- Northeast Wisconsin Technical College
- Nsight/Cellcom Telservices
- PCM Credit Union
- Pieper Automation
- Prevea Health
- Procter & Gamble
- RGL
- Robert W. Baird & Company
- Schneider
- St. Norbert College
- HSHS St. Mary's Hospital
- HSHS St. Vincent Hospital
- Streu's Pharmacy Inc
- The Salvation Army of Greater Green Bay
- Tweet/Garot Mechanical, Inc.
- UWGB
- WBAY TV - 2
- WEC
- WIPFLI
- Wisconsin Bank & Trust

thanks for volunteering!

Make A Difference Day does much more than prep homes for winter

More than 100 volunteers made a difference in our community this past month helping 54 of our neighbors-in-need by helping them prepare their homes and yards for winter.

According to Jill Sobieck, Brown County United Way impact initiatives and outreach manager, the effort was part of United Way's Make A Difference Day and was a collaboration between BCUW and the Volunteer Center of Brown County. Additional partners were the Aging & Disability Resource Center (ADRC) of Brown County and UWGB. The goal was to serve the county's senior citizens and individuals living in BCUW's four-neighborhood cohort on Green Bay's near eastside as many of these people either have physical limitations that prevent them from doing the work themselves or they don't have the tools to get the work done.

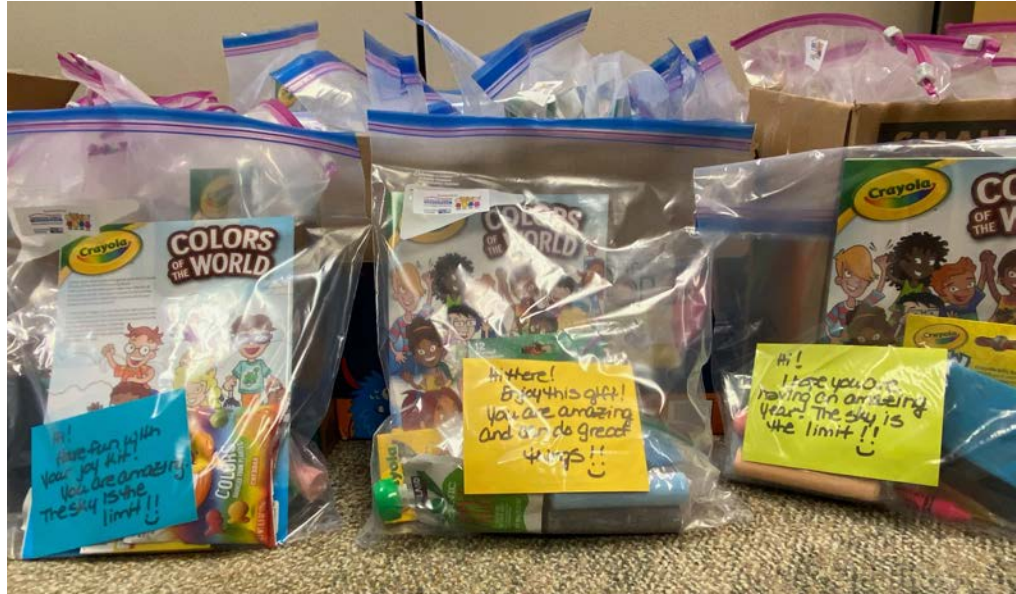
"We wanted to help people get ready for winter by doing projects where they live," said Sobieck. "The projects were determined by the residents, and included things like raking leaves, trimming hedges, cleaning up gardens and washing windows."

While Make A Difference Day was officially October 23, the effort was a multi-day event with projects running through early November.

Sobieck says she's thrilled about what was accomplished and hopes to make this a long-term tradition.

"This was our second year doing this work and first year partnering with the Volunteer Center. We will definitely continue this partnership in the future. I'm really excited about continuing to develop these community partnerships with fellow nonprofits that support individuals in our community-building neighborhood relationships. The individuals who I volunteered for were so appreciative and welcoming. I think many enjoyed the companionship as much as the work being done in their yard."

Bringing Joy to the community



Last month Brown County United Way and **CONNECT Powered by American Family Insurance** dropped off 250 **Joy Kits** at We All Rise African American Resource Center! The kits included snacks, coloring books, notes of joy, and more! Thanks to everyone who helped put them together!

Diaper drive collects 128,000 diapers

Many more baby bottoms are being covered with clean diapers thanks to the generosity of Brown County residents and two local companies that manufacture diapers.

Brown County United Way and the Greater Green Bay Labor Council Services Committee collected more than 128,000 diapers during this year's drive held in October. Since the first drive in 2012 more than one million diapers have been collected.

"Once again the people of Brown County have come through to help our fellow families that are struggling on the path to financial stability," said Dan Wadle, Brown County United Way community services liaison and drive organizer. This is always a team effort to collect this many diapers and we have a great team of businesses that serve as

collection sites and donors who contribute. I'd like to give a special thanks to both Procter & Gamble and Kimberly-Clark for their sizable contributions. They really make this drive possible."

This year's collection sites were Festival Foods, Pomp's Tire and the Brown County Library branches.

According to Wadle, 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 additional support of the community through drives such as this one, many local families cannot provide the diapers their kids need.

All 128,000 diapers collected are being distributed to families in need in Brown County via local agencies.



Take advantage of a tax deduction while helping others

Dec. 31, 2021 is deadline to take advantage of this opportunity

Now's your chance to not only make a difference in the lives of your fellow Brown County residents in need, but you can get a federal tax savings as well.

For the second year the CARES Act is allowing for an "above-the-line" deduction for charitable gifts made in cash of up to \$300. New this year is an "above-the-line" deduction for those married filing jointly. Joint filers (who aren't itemizing) will be allowed to take a deduction of up to \$600 in cash contributions to charity this year.

If you made a workplace payroll pledge this year, those deductions do not begin until 2022. To take advantage of this opportunity, the cash gift must occur in 2021. The deadline for gift submissions is Dec. 31.

According to the IRS, cash contributions

United Way Worldwide names new CEO

Angela Williams became United Way Worldwide's new president and CEO on October 15 – the first woman and first African American to lead the organization that comprises almost 1,200 affiliates in the United States and around the world, including Brown County United Way.

Williams came to United Way from Easterseals where she had been president and CEO since 2018. She was recently named to Forbes'



2021 List of Women 50 Over 50 Creating Social Change at Scale

In a welcome message to Williams, BCUW president and CEO Robyn Davis said: "In my previous role as the leader of a local nonprofit

which walked alongside homeless families, I witnessed firsthand United Way's unique ability

to identify local needs and co-create innovative solutions with cross-sector partners. It is a privilege to now be part of that work. By supporting the essential work of direct service providers, improving systems and influencing policy, local United Ways help establish and support thriving communities where every individual and family can achieve optimal health, education, financial wellbeing and belonging. We are excited to be on this journey with so many others."

include those made by check, credit card or debit card. To make an end-of-year gift to Brown County United, go to browncountyunitedway.org and click on "give" at the top of the page, or mail your gift to Brown County United Way, PO Box 1593, Green Bay, WI 54305-1593.

Brown County United Way does not provide tax, legal or accounting advice. This article is informational only. Consult your tax, legal and/or accounting advisor(s) before engaging in any transaction.

Thank you

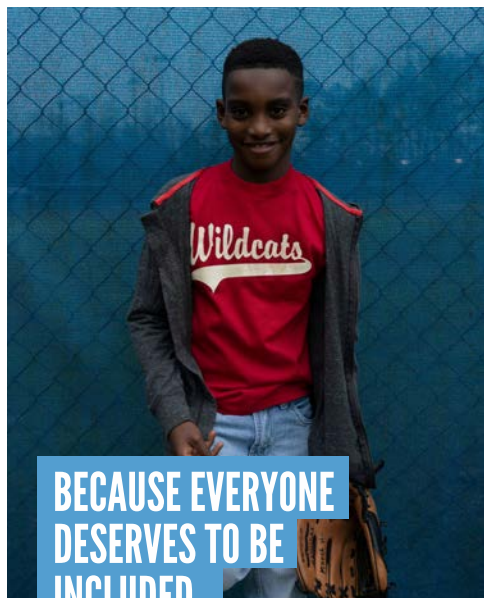
for your past gifts to Brown County United Way in support of the work we do. If you are interested in giving now, you can do so any of the following ways:

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



BECAUSE EVERYONE DESERVES TO BE INCLUDED.

LIVE UNITED



The Bias Inside Us

The Grand Foyer of the Weidner Center

Jan. 15 - Feb. 13

You are invited to explore the foundational blocks of bias, the psychology of how it forms and how it influences behaviors both consciously and unconsciously in this traveling Smithsonian Institution exhibit. Interactive elements will show how implicit and explicit bias show up in the world and how bias influences systems and policies that have consequences for many people and communities.

Watch for more opportunities of how you can get involved in this exciting and eye-opening exhibit.

The Bias Inside Us is being hosted by UWGB, UWGB's Multi-Ethnic Student Affairs Office and the Weidner Center for the Performing Arts.



Brown County United Way

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