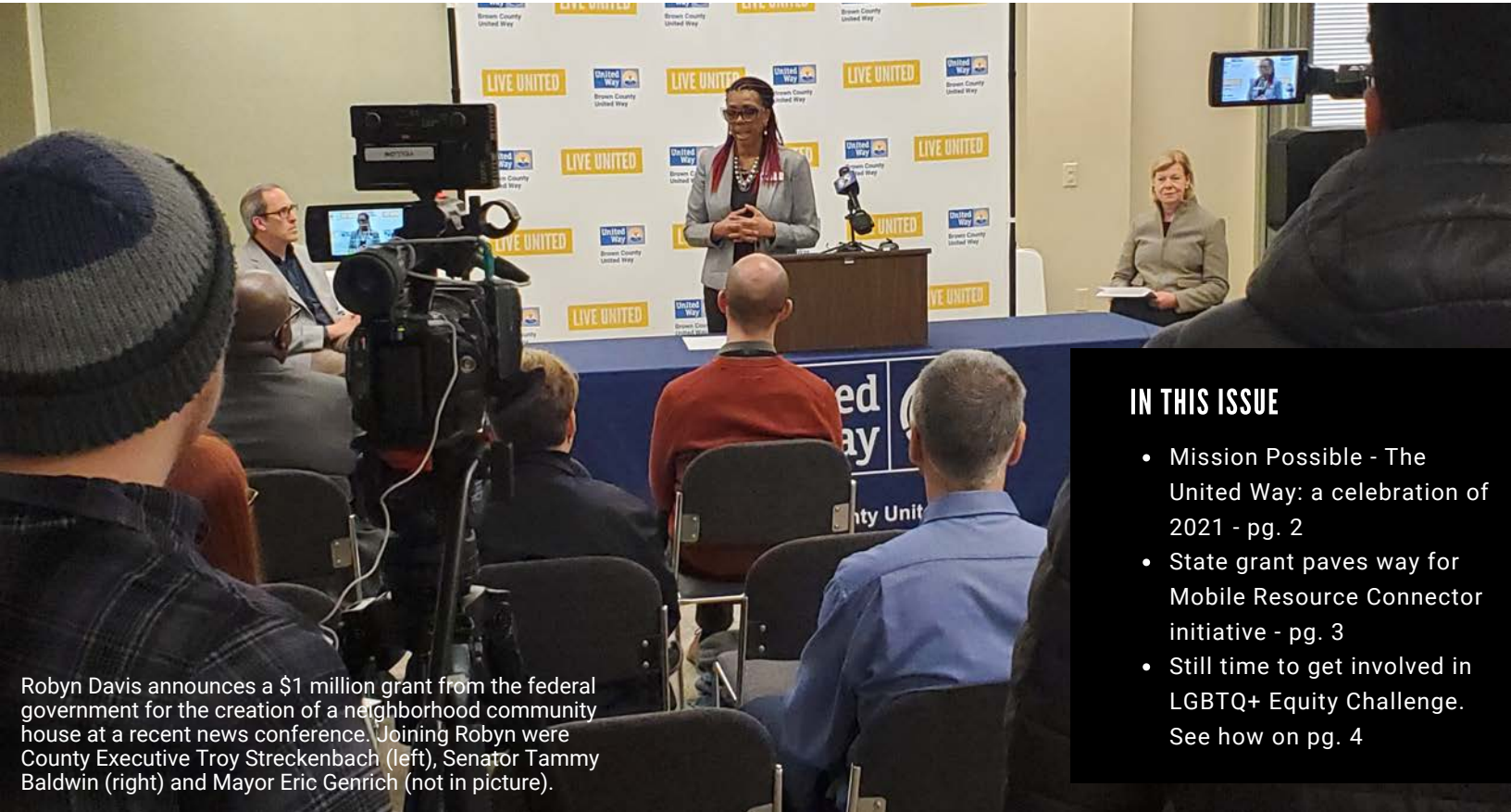


A UNITED WAY FORWARD

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



Robyn Davis announces a \$1 million grant from the federal government for the creation of a neighborhood community house at a recent news conference. Joining Robyn were County Executive Troy Streckenbach (left), Senator Tammy Baldwin (right) and Mayor Eric Genrich (not in picture).

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\$1 million federal grant enabling first-of-its-kind neighborhood community house

With the help of a \$1 million appropriation from the federal government, Brown County United Way is set to create a first-of-its-kind for Green Bay neighborhood community house designed to help the residents of four near east-side neighborhoods.

Senator Tammy Baldwin worked to secure the appropriation, the largest grant ever received by Brown County United Way. Senator Baldwin helped make the announcement of the grant during a news conference at the Brown County United Way offices. The appropriation is part of the bipartisan Omnibus Appropriations Legislation for Fiscal Year 2022 that was recently passed.

The neighborhoods to be served by the community house are Downtown, Joannes Park, Navarino and Whitney Park. Once complete it will offer services such as job training, financial literacy education, parent-

ing programs, housing programs and mental health support.

"Brown County United Way believes place matters," said Robyn Davis, BCUW president and CEO. "When we refreshed our strategic direction in 2018, we identified place-based strategies as an important, proven way to improve outcomes for neighborhoods identified as under resourced. This neighborhood community house is a crucial next step in our plan to help revitalize the neighborhoods we've identified."

"The Neighborhood Community House is an important step forward in revitalizing under-resourced neighborhoods in Green Bay," said Sen. Baldwin. "I was proud to bring home support from Washington to Wisconsin and deliver \$1 million for Brown County United Way to accelerate this project. After two years of the COVID-19

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MISSION: POSSIBLE

The United Way

Annual Celebration recap

Brown County United Way celebrated its 2021 year in review and focus on the future during its Annual Celebration held via a virtual get-together last month. The theme of the event was *Mission Possible: The United Way*.

Campaign cabinet chair Jeff Rafn, PhD, president of Northeast Wisconsin Technical College, announced a successful community campaign that raised \$4,153,049, an increase over 2020's campaign total of \$3,567,376.

"Together, we had a collective impact," said Rafn. "We raised a lot of money. But it really isn't so much about the money. We raised a lot of caring – caring for the people in our community. All this money is being spent in response to the needs of this community, strengthening our neighborhoods and making sure everyone has the ability to be successful and lead a quality life. Thank you to everyone who helped achieve this wonderful financial total."

Financial support from the community makes it possible for BCUW to fulfill its mission of uniting people, ideas and resources in order to create community solutions that strengthen every person in Brown County. Studies show that pre-pandemic, more than one in three Brown County households struggled with basic needs. That number has since increased.

United Way staff members also highlighted some of the past year's accomplishments in its pillars of health, education, financial wellbeing and community connection. In total, \$1,169,325 was invested, helping more than 16,000 people through program leadership and financial support. Highlights included:

- **Grant funding to 22 local programs:** System-of-care grants funding local agencies that provide individuals and families with assistance in United Way's four pillars.
- **Neighborhood Partnership Grant funding:** Beginning in 2020, investing more than \$53,000 in projects designed to strengthen four near-eastside Green Bay neighborhoods. Funding included security lighting in two parks, the downtown outdoor dining room project, neighborhood socials, and resident gardens.
- **Emergency Response Fund grants:** Helping fund people's immediate needs, supporting frontline workers, and helping nonprofit organizations stay open, largely in response to COVID-19.
- **Three Character Playbook middle school classroom project grants:** Awarding students from Green Bay and Ashwaubenon schools funds for a mindfulness room and multicultural murals and displays.
- **Year of Action volunteer opportunities:** Coordinating volunteer initiatives such as Spring Trash Bash, Make a Difference Day, Day of Action, serving meals at New Community Shelter, and in partnership with the Greater Green Bay Labor Council a diaper drive and blanket drive.

"We have been a vital catalyst for change for nearly 100 years," said Robyn Davis, BCUW president and CEO. "In 2017 when I started, the mission seemed daunting: strategically plan for our future while staying agile and responsive to the emerging needs of our community. We didn't have all the answers and we certainly didn't anticipate some of the challenges. Yet we knew the mission was possible and that it would bring us closer to achieving the vision of an inclusive community where all individuals can experience optimal health, education, financial wellbeing and community connection. Today we celebrated the work of our Possible Mission Force who are making our Mission Possible, The United Way."

Legacy and campaign awards were also presented during the event: R.C. Nelson Award to Adam Jackson, W. Heraly MacDonald Award to Laurie Riedy Timmerman, Excellence in Nonprofit Leadership Award to Robin Scott at We All Rise African American Center, Community Impact Award to The Greater Green Bay Community Foundation and the Green Bay Packers, George F. Kress Award to Bergstrom Automotive, and Meritorious Service Award to Procter & Gamble

The winner of the United Way Car Sweepstakes featuring a 2021 Subaru Crosstrek donated by Bergstrom Automotive was Phil Nelson of Green Bay.

New board members named

Brown County United Way has elected two new community leaders to serve on its board of directors.

Jeff Rafn, PhD, is the president of Northeast Wisconsin Technical



Jeff Rafn

College, and in 2021 served as the BCUW campaign chair. Julie Marthaler is vice president of Underwriting and Performance Excellence at CONNECT, powered by American Family Insurance.



Julie Marthaler

"We are honored to welcome these new board members", said Robyn Davis, BCUW president & CEO. "They both have demonstrated a passionate commitment to our community as well as to the mission and vision of Brown County United Way. Their considerable gifts and talents will be great additions to the volunteer leadership of our organization."

Serving as board of directors officers for the year are Chair: Paul Spicer of Wisconsin Public Service; Vice Chair: Corey King, PhD, of University of Wisconsin Green Bay; Secretary: Steve Schmeisser, Verkuilen & Associates CPAs; and Treasurer: Mike Gasick of Rawhide Youth Services. Adam Jackson of Humana is the immediate past chair.

Board members provide visioning, direction setting and results accountability. The board represents United Way in the community, brings the public voice to decision-making, and upholds stewardship and accountability to maintain the trust of the community.

Board members whose terms recently ended are Brian Russo, founder of EyeHeartWorld, and Jessie Stauffacher, president of American Family Enterprise agency distribution channels.

State grant paves way for new mobile initiative

Brown County United Way is the recipient of a nearly \$1 million state grant to help fund an innovative new initiative that will bring essential human services designed to help people achieve life stability to where they live and work.

The mobile resource connector initiative received \$999,737 in February from the state's Equitable Recovery Grant Program, designed to support community-based organizations working to increase equity and eliminate disparities in communities disproportionately affected by the pandemic. The initiative is the collective work of a multi-agency advocacy council led by Brown County United Way focused on creating community solutions that strengthen every person and every community in Brown County.

According to Robyn Davis, BCUW president and CEO, services will be taken out to individuals by the agencies through the use of three mobile resources: a passenger van, a class C RV, and a semi-truck and trailer. The primary focus of the services will be health, early childhood education, economic support and housing.

"Social connection is at the heart of social service," said Davis. "By decentralizing the delivery of these services and bringing them to people, we believe we can destigmatize what it means to ask for help and remove the barriers many people have for receiving help."

An essential component to the initiative's success will be making the vehicles inviting and user friendly. Davis says community navigators will accompany each vehicle so that individuals and families can begin their interaction by engaging with a peer.

Agency partners will determine the services offered and locations based on 2-1-1 caller data and customer input. The intended populations for the initiative are underserved individuals who struggle to attain and maintain stability in their education, health, connection to community and financial wellbeing due to structural and institutional barriers current systems and society have erected.

"The initiative will increase equity and eliminate disparities by creating a robust, accessible, coordinated service delivery model that brings multiple sources together in one place, tailored to the needs of the people who can't come to



Artist's rendering of the three Mobile Resource Connector vehicles that will be bringing services to people in need in Brown County.

where those services have traditionally been offered," said Davis. "This will enable us to meet people where they are and connect them to resources when they are ready."

Once fully operational Davis foresees the program and vehicles being utilized up to 60 hours a week, every week of the year. Based on initial projections, she anticipates the initiative could reach more than 18,000 people annually.

The grant, which allows for expenses through 2024, will fund personnel, promotional and vehicle maintenance and operational costs. The partnership is in the process of securing donors to obtain the three vehicles.

The community partners currently working on the program are the City of Green Bay, Achieve Brown County, ASPIRO, Boys and Girls Club of Greater Green Bay, Catholic Charities of the Diocese of Green Bay, Community Services Agency, Connections for Mental Wellness, Curative Connections, Encompass Early Education & Care, Family & Childcare Resources of Northeast Wisconsin, Family Services of Northeast Wisconsin, Foundations Health and Wholeness, House of Hope Green Bay, Literacy Green Bay, NeighborWorks Green Bay, N.E.W. Community Clinic, New Community Shelter, The Salvation Army, Volunteer Center of Brown County, Wello, and the YMCA.

RV there yet?

No, and we still need the van and semi trailer truck, too!

Because the state grant does not allow for the purchase or lease of capital equipment, we need the community's help in securing the three vehicles in order to implement the program.

Passenger Van

- 15-passenger (required)
- Capable of being retrofitted to wheelchair accessible (required)
- GPS equipped (preferred)
- White in color (preferred)

Class C RV

- Capable of being retrofitted to wheelchair accessible (required)
- GPS equipped (preferred)
- Wired for Wifi (preferred)
- White in color (preferred)

Semi-truck and trailer

- Contact Brown County United Way for needs and details

Neighborhood Community House cont. from pg. 1

pandemic, this investment will bring people together, while providing essential support for employment, financial literacy and mental health.”

Davis says the community house will provide a central place for neighborhood residents to gather, support and learn from one another, gain streamlined services, and foster a greater sense of belonging where they live, work and play. Partners supporting the federal appropriation are Family Services of Northeast Wisconsin, Howe Community Resource Center, NeighborWorks Green Bay, and the City of Green Bay.

According to the 2020 “ALICE in Wisconsin: A Financial Hardship Study” one in three Brown County residents struggle to meet basic needs. These households live below the ALICE threshold – equating to more than 35,000 households that are either below the federal poverty level, or just above it and are asset limited, income constrained, and employed – or ALICE. In the city of Green Bay, 48% of all households are below the threshold. The four target neighborhoods are among the most diverse and include a significant number of households that are below the ALICE threshold.

The idea for the neighborhood community house came from research that included asset mapping and census data, as well as listening to the needs of the neighborhood through community conversations, stakeholder meetings and surveys.

The neighborhood community house concept originated from early social reform efforts of the late 1800s. Called settlement houses, these community resources were located

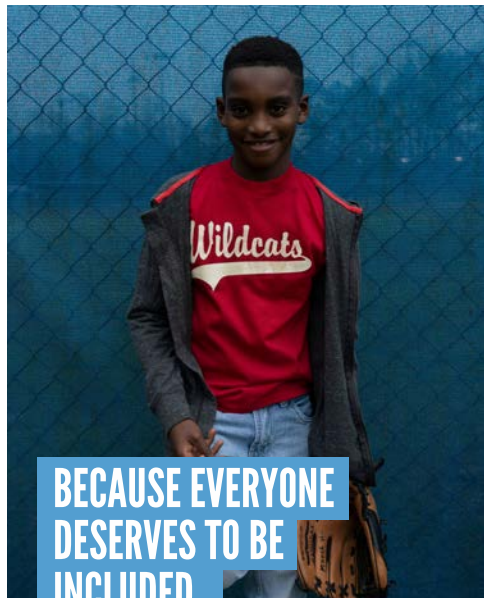
within impoverished neighborhoods and employed social workers and recruited residents to teach skills in trades, vocations and adult education. Childcare, youth education, health care and cultural and recreational activities were also common.

“We’re envisioning a one-stop shop co-created by neighborhood residents, with vital services and activities tailored to address the challenges and opportunities present within these neighborhoods,” said Davis. “Our goal is to improve neighborhood cohesion, growth and vitality.”

Previous work in these neighborhoods by Brown County United Way includes teaming up with the Green Bay Area Public School District and other community partners to establish Howe Elementary as a community school in 2018, and launching a Neighborhood Partnership Grant program in 2020 to provide mini grants to nonprofits and the neighborhood associations to support innovative projects that encourage growth and social connectiveness.

The \$1million appropriation will be matched with local funding to purchase and renovate a building as well as support the development of programming. The site of the community house has not yet been determined.

Our goal is to improve neighborhood cohesion, growth and vitality.”
- Robyn Davis



**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

9-Week LGBTQ+ Equity Challenge

Presented by Brown County United Way

Did you know?

More than 750 people are taking our LGBTQ+ Equity Challenge.

You can still participate!

Register at
www.lgbtqequitychallenge.com

Review previous materials
Go to the website and click on "past weeks"

Topics still to cover:
Healthcare
Current Challenges
Allyship



Brown County United Way

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