

# A UNITED WAY FORWARD

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



Jenny Anderson, an employee at Imperial Supplies, reads the book *Grumpy Monkey* to a kindergarten class as the students follow along. Each scholar at Howe Community Elementary School in Green Bay received a free book.

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## New books bring smiles to Howe Community School scholars

Unique titles range from *Grumpy Monkey* to *We Don't Eat our Classmates*

Brown County United Way Emerging Leaders and Imperial Supplies teamed up to give a brand-new book to every student at Howe Community Elementary School on Monday, June 6, just in time for summer.

The 2nd Annual Summer Send-Off Book Drive was held not only to encourage children to read during the summer in an effort to reduce educational regression that can occur when kids are not in school, but to show them that the community cares about them and that they can dream big about their futures.

The purchase of the books was made possible through a financial gift from Imperial Supplies to Brown County United Way. The project was coordi-

nated by Brown County United Way's Emerging Leaders members.

"Imperial Supplies has a long history of supporting education in the Green Bay area. We are proud to continue this tradition in partnership with Brown County United Way. Reading is foundational to education and we are happy to provide books to the students at Howe Elementary School to help these young learners develop a passion for reading," said Victoria Tyliniski, vice president of marketing at Imperial Supplies.

"Teachers rarely get such a great opportunity as this," said Diana Delbecchi, Green Bay Area Public School District community schools resource coordinator. "To provide our

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Brown County United Way



# Kids clothing drive continues through summer

College basketball star Kamari McGee and Brown County United Way have teamed up to ask the community to donate kids summer clothing to We All Rise African American Resource Center. A kickoff event was held last month and the drive is continuing throughout the summer.

Drive to the Hoop: Kamari's Kids Klotthing Drive is helping stock We All Rise's youth

clothing closet which supports

families in need. Items needed include

shorts, shirts and under-

wear for both boys and girls. All

kids' sizes are needed. A list of

specific items can be found, purchased

and sent directly to We All Rise via the

adjacent QR code. Items can also be

purchased locally and dropped off at

We All Rise, 430 S. Webster Avenue,

Green Bay.

"This clothing drive is really important because it directly

supports survivors and their children," said Robin Scott, executive director at We All Rise.

"I'm excited to put my name to this drive because growing up I've always wanted to be

in a position where I could give back to the community," said McGee. "It's my passion

and I think it's very important to give back. As a role model in the community, I am excited

to support the youth."

"We're hoping for a great response as it gets at the core of our vision of having an

inclusive community where all individuals are able to meet their basic needs," said Robyn

Davis, BCUW president and CEO. "We're really excited that Kamari reached out and wanted

to partner with us because this is a great way for the community to make a difference in

people's lives."



Kamari McGee



Scan to see items for the clothing closet

## New neighborhood grants focus on education, community connectiveness

Giving a book a month to 200 Howe Community School families for the next several months is the plan of the Howe Community Resource Center's Howe Monthly Book Program which recently received a grant of \$10,000 from Brown County United Way's Neighborhood Partnership Grant fund.

This program is one of three projects that received grants during the latest granting cycle which totaled nearly \$29,000. The other projects are the National Railroad Museum's Education Outreach Program and NeighborWorks Green Bay's Asset-based Community Development campaign. The funding for the programs is coming from this past year's Brown County United Way annual community fundraising campaign.

Howe Community Resource Center applied for its grant to help families in Green Bay's Navarino Neighborhood start or grow their home library and encourage parents to read more frequently with their children. Each month of the program, registered families will get a book, community resources and items for basic needs. Studies show Green Bay is a book desert with only 18 percent of the homes having 100 or more books. The money from the grant will be used to purchase the books to be given away.

The National Railroad Museum Education Outreach Program will work with the Green Bay Area Public Schools after-school centers at Baird, Beaumont, Keller, Sullivan, Tank and Jefferson schools. Each school will receive two education sessions per week for up to 25 students over a five-week period this fall. The education sessions will emphasize creativity, self-expression, teamwork and respect that build skills in reading, math, science, technology, history, geography, art and physical education. The grant of \$8,637 will cover program staff salaries, technology and curriculum supplies. It is anticipated that 150 children will benefit from the program.

The final grant, awarded to NeighborWorks Green Bay, will be used to encourage engagement of households in Green Bay's Western Corridor Neighborhood in order to reduce social isolation. NeighborWorks will use the grant dollars to first survey households in the areas of knowledge, skills and interests that they would be willing to share with others in their neighborhood. They will then develop programs to connect and mobilize people by organizing groups of neighbors with similar interests, who want to work on an issue together or who might teach or learn from one another. The grant, which totals \$10,000, will be used to support program staff salary, evaluation and translation services.

BCUW's Neighborhood Partnership Grants originated with the desire to impact the community on a grassroots level through smaller, flexible, easier-to-obtain funds that can be distributed to eligible non-profit organizations. These grants provide funding for project/program/activity-based initiatives and exclude any funding of on-going services.

# LGBTQ Equity Challenge achieves goal of helping people develop deeper understanding

Ninety-seven percent of the survey respondents who took Brown County United Way's 9-week LGBTQ+ Equity Challenge this spring indicated they were more knowledgeable about the LGBTQ+ community after participating in the challenge.

Ninety-four percent said they felt more comfortable engaging with people of all sexual orientations as a result of the challenge, with 92.6 percent saying they felt more comfortable engaging with transgender and gender-diverse people as a result of the challenge.

The challenge was designed to help people develop a deeper understanding of how inequity and intolerance of the LGBTQ community affect people and communities. It was modeled off of the 21-Week Racial Equity Challenge Brown County United Way offered in 2021. Participants received weekly emails with links to information about defined topics. The topics included definitions and terminology, history, intersectionality, violence, education, healthcare, current challenges and how to be an ally. It also highlighted some of the progress happening in the LGBTQ+ community in Brown County.

When asked about which topic people found most beneficial, responses varied. One person responded, "Each week was a new 'aha' moment. Definitions. Intersectionality. Week 9 (how to be an ally) hit right where I am today – how to speak to friends who make disrespectful or exclusionary remarks – how to speak up as a parent." Another person wrote: "The overall thought-provoking topics each week made me realize how it is overwhelming, how every day is a struggle on almost every level, of not just daily tasks, but even dealing with those in trusted professions who are sorely lacking compassion. How exhausting it must be!"

Despite the growth in knowledge most participants felt they still have a ways to go in their personal journeys with, "I still have a lot to learn" being a common response to their biggest take-



aways. A second takeaway was summed up, "It's my responsibility to be a strong ally for the LGBTQ+ community, and to speak up and call out hateful acts against its members."

More than 750 people registered for the challenge. Persons can still view the material by going to [lgbtquequitychallenge.com](http://lgbtquequitychallenge.com) and clicking on "Past Weeks."

## Howe Community School Book Drive

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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 the school year with a new book in hand and ready for summer reading!"

Teachers selected the books for the students based on each class' interests. Many of the most popular books among the students are newer ones that feature diverse characters, settings, and storylines to which the students can relate.

Research from United for Literacy shows that Howe Elementary is located in a book desert and that 90 percent of the households in the school attendance area do not have printed books. Getting access to books and other reading materials is considered difficult.

"Education is one of our pillars of success," said Robyn Davis, Brown County United Way president and CEO. "Reading is a core component of educational success. We believe every child should have the opportunity to pick up a book, flip through its pages and see themselves as a part of the story. With even just one book, children can see their identities represented which can help them understand their value to their communities and unlock possibilities."

The majority of the books were purchased from Lion's Mouth Bookstore, a locally owned bookstore in downtown Green Bay.

Brown County United Way's Emerging Leaders is a network of passionate, community-minded early to mid-career professionals who want to connect with others 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 get involved, go to [www.browncountyunitedway.org](http://www.browncountyunitedway.org) and click on "get involved."



# Shine a light on your values

Taking time to think about and document what's important – and why it's important – can help you connect more deeply with the people and places you hold dear.

For example, caring supporters of Brown County United Way share a commitment of strengthening our community and giving community members the resources they need to lead a successful life.

Here are some ideas for how you can forge more meaningful connections and pass along your generous spirit.

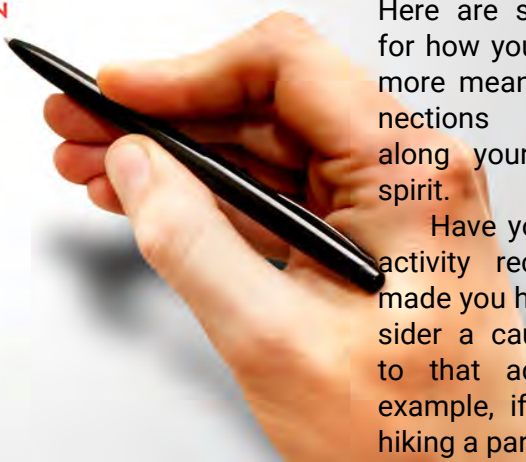
Have you done an activity recently that made you happy? Consider a cause related to that activity. For example, if you enjoy hiking a particular trail,

find a local conservation group to support.

If you feel connected to a current event, see if nonprofits you support are responding and ensure they are set up for success.

Go beyond dollars and cents. Volunteering is a great way to give back, especially for local nonprofits. Also, inviting friends and family can be an effective way to introduce them to your passions. Your values can unlock others' generosity. Letting loved ones know what you care about can help you connect. It could even bring them to support the causes you cherish.

Tell your story by keeping a generosity journal or ethical will that gives an account of who you gave to, why you gave to that nonprofit, how it made you feel and how that nonprofit's mission fits into your overall value system.



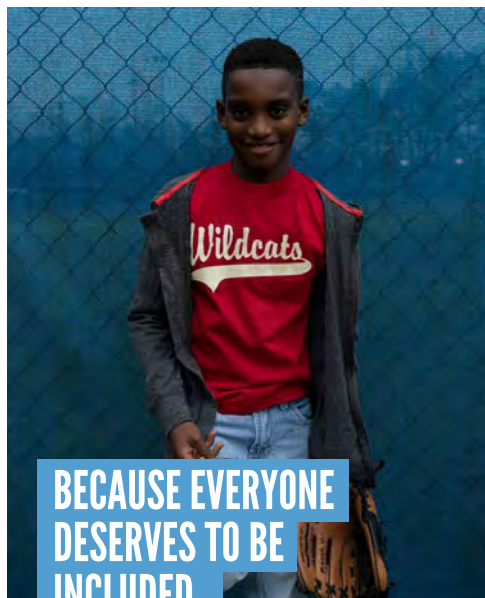
## Thank you

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)  
 \* \* \*

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)



**BECAUSE EVERYONE  
 DESERVES TO BE  
 INCLUDED.**

**LIVE UNITED**

## Did you know?

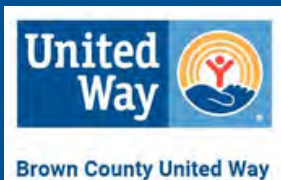
In 2021, Brown County United Way had  
**6,945**

individual contributors  
 give to our fundraising  
 campaign.

If each of those people  
 got one new person to  
 give **\$1 a week**  
 (\$52 a year),

we would increase our  
 campaign total by  
**\$361,140!**

**Who will you ask to  
 make a gift?**



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