

A UNITED WAY FORWARD

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



Bergstrom Automotive partners with United Way's across Northeast Wisconsin to give away a new car to a generous donor. "This car could be yours" story on page 2

IN THIS ISSUE

- "United We Can" Food Sculpture Challenge, pg. 2
- Day of Action, pg. 3
- Kids getting creative with STEM activities, pg. 4

Make our 'Mission Possible' this year!

Your mission this campaign season, should you choose to accept it, is to give, advocate, and volunteer for the people in our community who struggle with stability every day.

It really shouldn't be a decision of whether you accept it or not. People in this community – your friends, neighbors and co-workers – need

our help, perhaps now more than ever given the inflationary prices of the basics we all need to live. It's no secret that many people in Brown County struggle with stability in their daily lives. Pre-pandemic, the number was 1 in 3 households. With gas prices hovering at nearly \$4 per gallon and a box of cereal costing over \$6, it's a given that the number has only increased this past year.

But what does that struggle look like? Consider the following from people who self-identified as ALICE (an acronym for Asset Limited, Income Constrained, Employed):

"It was brought to my attention that I do not eat food because I'm

always doing something else such as work. I don't have money for food. I have four meals a week, so I eat once a day. I have to decide on when I want to eat my one meal, so I am not starving all day."

Or, "When I'm going through like a really 'low' low, I isolate and ignore people. One of my biggest challenges is trying to navigate the ebb and flow of my life while living with multiple mental illnesses."

This year's campaign theme is Mission Possible, the United Way. It's meant to bring attention to the important mission the United Way is engaged in and how when we work together in a United Way, we can be successful. It is possible!

Continue on page 2

Make our Mission Possible cont. from pg. 1

Last year you helped us raise more than \$4 million. That money helped thousands of people in Brown County with short-, intermediate- and long-term needs. It is when we work in a United way that our mission is

possible. United we provide food and shelter, mental health services for the vulnerable and safe places for children. United we lead community research, targeted neighborhood programs and community responses to

community crises. At United Way, our resources go further, and our community grows. Join us in making our Mission Possible... the United Way!

Striking out hunger during "United We Can" Food Sculpture Challenge


Brown County United Way is gearing up for a fun day at Capital Credit Union Park with the Green Bay Rockers! On August 11, the action kicks off in the afternoon with a "United We Can" food sculpture challenge between area companies. Teams have three hours to create a sculpture of their choosing using food cans. Those creations will then be on display for fans attending the baseball game to enjoy.


Aside from the fun competition, fans will have the chance to learn what Brown County United Way is all about. During the game,


the organization will be in the spotlight with a presentation highlighting the work that is done in the community. There's also a chance to win free United Way t-shirts! Tickets for the August 11 game are on sale now, and by using the code "United" during checkout, Brown County United Way gets a portion of the ticket sales.

Brown County United Way extends a huge thank you to the companies participating in the "United We Can" Food Sculpture Challenge, and for the generosity of Capital Credit Union and the Green Bay Rockers.






Brown County United Way


NIGHT AT 

Thursday, August 11th at 6:35pm

Tickets are \$15

\$4 From Every Ticket Purchased Goes to Brown County United Way

Scan the QR Code or Visit:
[Greenbayrockers.com](https://greenbayrockers.com)
Click Buy Tickets
Choose Promotions
Enter Promo Code: UNITED
And You Will be Brought to The United Way Ticket Link



2231 HOLMGREN WAY GREEN BAY, WI 54304 • GREENBAYROCKERS.COM • 920-497-7225

Team members from Procter & Gamble show off the toilet they built for last year's United We Can Sculpture Challenge. Procter & Gamble has signed up once again this year. Come out to the game and see this year's creation!

This car could be yours...

How do you think you'd look sitting behind the wheel of a new car following the completion of this year's Brown County United Way annual fundraising campaign? It's going to happen to someone, so why not you?

This year's car, courtesy of Bergstrom Mazda of Green Bay, is a 2022 Mazda CX30, equipped

with a sunroof and leather seats. It's valued at more than \$33,000. The winner will be announced at our Annual Celebration Event in the spring.

Any Brown County United Way donor who makes a first-time undesignated gift of \$26 or more, or any donor who maintains their 2021 undesignated gift, is

is qualified for one entry. Any donor who makes an undesignated increase of \$26 or more from their 2021 gift is qualified for two entries.

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

Day of Action 2022

Nationally, United Way recognizes June 21 as a "Day of Action." United Ways across the country are encouraged to volunteer for the community. This year, Brown County United Way staff and board members volunteered for Wise Women Gathering Place, a resource center that shows support through skill building, peace, and respect.



Among the tasks were organizing and putting together informational booklets that are given to people who have experienced domestic violence, putting together care kits full of natural remedies and essential oils, and cleaning out a donated RV that serves as a service spot for individuals who are utilizing "Safe Park", an overnight parking program for people who are living out of their cars.



"Wise Women Gathering Place is a trusted community resource center and Brown County United Way partner," says, Vice President of Community Investment Sarah Inman, "The organization was honored to be a part of our Day of Action celebration this year."

If your company is looking for ways to volunteer in the community, please reach out to Brown County United Way.



The importance of advocacy

Nonprofit leaders across Northeast Wisconsin gathered for an advocacy forum hosted by Brown County United Way and the Greater Green Bay Community Foundation earlier this summer.



The forum explained advocacy and why nonprofits should get engaged in such work. Keynote speaker Colette Greve from the Wisconsin Ethics Commission covered the specific laws, regulations, and guidelines when it comes to advocacy. Brown County United Way's President and CEO Robyn Davis shared some insight on the importance of diversity, equity, inclusion, and belonging.

The forum ended with a panel of nonprofit leaders explaining advocacy from their point of view. The panel consisted of Natalie Bomstad from Wello, Beth Hudak from House of Hope Green Bay, and Michael Schwartz from Oral Health Partnership.



Making a difference, one book at a time

Ruder Ware Business Attorneys made a difference for some of our county's youth this summer when their employees participated in a volunteer impact project called Daniel Tiger Literacy kits, which Brown County United Way helped arrange.

Employees created 50 kits and donated them to Howe Community Resource Center for its Home Visitation Families. Inside the kits was a book from the popular Daniel Tiger Neighborhood series on PBS, a magnifying glass to encourage kids to explore on their own, and other booklets and journals from PBS.

Howe Community Resource Center seeks to build a solid and resilient community through education and support to children and their families. The center provides in-home visitation for at-risk families throughout Brown County and served over 70 families last year.

Ruder Ware Business Attorneys is a business law firm founded in Wausau. With offices now in Green Bay, it continues to follow its founders' principles: provide creative, valuable legal service to business clients and be active in communities by providing outstanding leadership to projects and programs that benefit the common good.

Learning never stops with the Einstein Project

Brown County United Way helps bring program to more neighborhoods



Kids giving up free time and playing in the summer to learn about STEM (science, technology, engineering and mathematics) may seem a little crazy, but that's exactly what's happening with the Einstein Project's Makerspace Program, "Einstein's Sandbox". Brown County United Way provided a grant last year as part of its Neighborhood Partnership program. Now in 2022, they are excelling in their mission to expose kids to STEM education through experimental learning.

The Makerspace program makes over 60 stops, Monday through Saturday, across Northeast Wisconsin with different STEM activities for kids to enjoy. "Einstein's Sandbox" aims to bring the workshops to the kids. "We can't bring all the kids here [Einstein Project's home in Green Bay], so we go to them," says Einstein Project Development Director Matt Hohner. Hohner says the number of kids ranges from location to location with most being around 50.

Kids are encouraged to make anything their mind imagines. "There are some things that I would never create in a million years," says intern Eleanor Stoa. "Like I've seen the craziest things

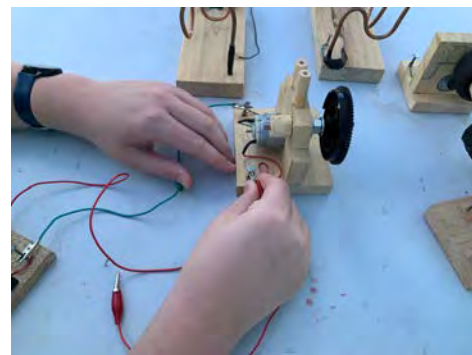
these kids make." Stoa is a college intern from UW Madison who helps with the Makerspace program. She is often on location, monitoring kids and helping them learn that STEM can be cool.



"Most of them are so happy to be here," says Stoa. "It's optional to be here, it's not like a teacher is making you come." The Einstein Project runs in the Stoa family. She says her older siblings were also interns at the organization way before the Makerspace program was even an idea.

"There are studies that show that kids who work with Legos and use their imagination and build all these different things do better in school," says Hohner. "So, we've taken that a step further and it's not just those snap bricks that Lego has, it's anything."

"Investing in the Einstein Project brought STEM experiences directly to kids in their neighborhoods,



creating more opportunities to explore the sciences in a fun, hands-on way," says Brown County United Way's Impact Initiatives and Outreach Manager Jill Sobieck. "And more importantly, these programs occur during the summer months, helping to reduce summer learning loss".

Einstein Project is located on the UW Green Bay Campus. It also has a calendar on its website einsteinproject.org of where "Einstein's Sandbox" will be next.



Welcoming two new staff members to Brown County United Way

Brown County United Way has hired two individuals to join its dynamic team



Cierra Ivey

Ivey is the Communication and Engagement Manager responsible for social media, web content, and media relations. She also oversees organization's affinity groups: Emerging Leaders Society and Retire United.

Ivey, a native of North Carolina, moved to Green Bay in 2020 after graduating from North Carolina Agricultural and Technical State University. Before joining Brown County United Way, she was a news producer at WFRV. During her free time, Ivey likes to volunteer. She is currently a Big for Big Brothers Big Sisters of N.E.W., a leader for Lovin' the Skin I'm In, and a dog walker for the Wisconsin Humane Society. Ivey is also a member of the Greater Green Bay Chamber's Current Young Professionals.



Steve Zinda

Zinda serves as the Campaign Manager helping donors and businesses contribute to Brown County United Way.

Zinda is originally from La Crosse. He brings over 30 years of experience in management, sales, and marketing to Brown County United Way. "I am very excited about joining the team at Brown County United Way and my role with the organization," says Zinda. "After working in 'Corporate America' for over 30 years, it feels great to be a part of an organization that is so focused on doing good, helping people and the community." Outside of work, Zinda likes to golf, cook and travel. But lately, he's been working hard on his new waterfront house.

A special interview on 91.1 The Avenue

Brown County United Way's President and CEO Robyn Davis was a guest on 91.1 The Avenue with Amanda Sharon this summer as part of the radio station's Community Voices segment. Davis spoke about the latest impact framework that Brown County United Way is following as it continues to work with the community. "We want to be intentional about the work we are doing moving forward" says Davis, "and we want to

communicate that to the broader community." As Davis explains in her interview, Brown County United Way's impact framework is broken down into three categories: Direct service to individuals, community systems, and policy change. These initiatives are executed through grant cycles, programs, and community service. Davis also talked about a new project that will benefit many

communities at once through "HubCAP", a mobile resource connector. "We want to be right in the center of where folks live, work and gather to provide access to the services and support individuals and families need to thrive," says Davis. Brown County United Way received a nearly \$ 1 million ARPA grant to implement its newest project.



Listen to Robyn Davis's full interview here: avenueradio.com/communityvoices.html

Time your Impact: Give from your IRA



An IRA is an appealing way to save for retirement: contribute and enjoy tax savings. But eventually, the tax bill comes due – when you take your annual distributions and again when you leave your assets to your heirs. If you want to avoid the tax bite and make an impact on Brown County United Way's future, consider the following giving method.

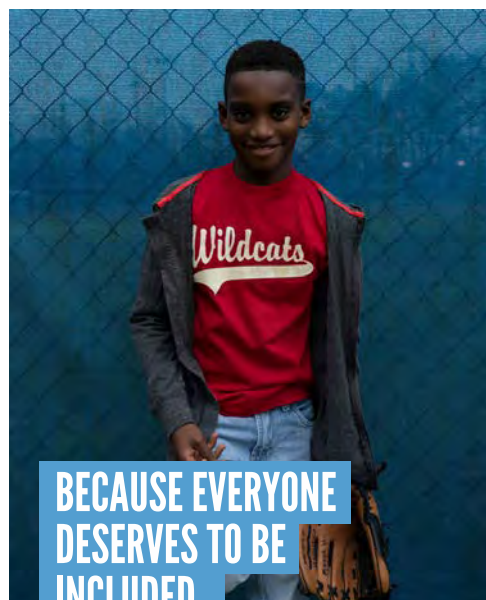
If you're 70½ or older, you can make a tax-free gift (up to \$100,000 per year) to Brown County United Way. Benefits include 1) seeing the difference you're making today, and 2) paying no income taxes on the gift (the transfer doesn't generate taxable income or a tax deduction). And as a bonus, if you're required to take minimum distributions, your gift can satisfy all or part of your RMD obligation.

You can also magnify your impact after your lifetime by naming Brown County United Way as a beneficiary of your retirement account. This is a great option for extending support from your IRA beyond your lifetime. And, it costs you nothing today.

Here's how:

- Contact your IRA administrator for a change-of-beneficiary form or simply download a form from your provider's website.
- Name Brown County United Way and the gift percentage on the form.
- Let us know about your plans so we can thank you.
- Whether you make your impact for Brown County United Way today or after your lifetime, your gift matters.

Contact Tom Schoffelman at 920.593.4780 or tom@browncountyunitedway.org to discuss your plans.



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

Did you know?

In 2021, Brown County United Way had
6,945

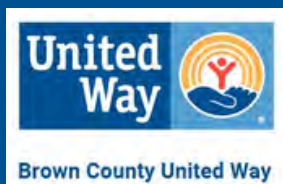
individual contributors give to our fundraising campaign.

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?



You have received this newsletter because you previously indicated you were receptive to receiving communications from Brown County United Way. If this is no longer the case, you can unsubscribe by emailing tom@browncountyunitedway.org

112 N Adams St, Ste 201, Green Bay, WI 54301 *** 920.432.3393