

# A UNITED WAY FORWARD

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



Left to right: Robyn Davis (Brown County United Way), Jon Arlt (Festival Foods), Brown County Executive Troy Streckenbach, Mary Vanden Heuvel (Love Life Ministry), Paula Breese (Family & Children Resources of N.E.W.), Steve McFarlane and Jim Ridderbush (Greater Green Bay Labor Council).

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## One diaper a day is not enough

Did you know that one in three U.S. families struggle to provide baby diapers? That one in three is the same statistic of families struggling to make ends meet in Brown County. Diapers are a basic need for babies and toddlers, just like food, shelter, and clothing. But some families in our community cannot afford to keep up with their babies' demands. According to the National Diaper Bank Network, babies need 12 diapers daily, and toddlers need eight.

For the past 11 years, Brown County United Way and the Greater Green Bay Labor Council have teamed up to hold an annual Diaper Drive. This year's drive ran from September 23 through October 7. The campaign coincided with National Diaper Awareness Week, which was from September 24 through October 2. National Diaper Awareness Week draws attention to the issue of diaper needs in the U.S.

"This year, we wanted to make the drive a little different," says Cierra Ivey, Brown County United Way's Communication and Engagement Strategist, "so we used our main partner, Festival Foods, who is our main collection site, and had a media conference inside their store to kick off the drive."



Brown County United Way and the Greater Green Bay Labor Council are excited to announce that they collected nearly 88,000 diapers throughout the drive. They received a massive donation of over 85,000 Huggies diapers from Kimberly-Clark and over 2,000 more from the community through Festival Foods in Brown County (De Pere, Suamico, Green Bay West, Green Bay East, and Green Bay North) and an Amazon Wishlist.

The recipient partners, Family & Resource Center of N.E.W. and Love Life Ministry, gathered with volunteers to sort through the thousands of donated diapers. Everything will be distributed to families in need.



Donated diapers from Kimberly-Clark and Festival Foods

## Welcome to the team, Rashad!

Brown County United Way is excited to announce Rashad Cobb as the new Chief Operating Officer for the organization. The newly created role will allow Cobb to work closely with the President and CEO, Robyn Davis, to implement Brown County's United Way's strategic plan and build relationships with community stakeholders, donors and the public.

"I am excited to join Brown County United Way because of the organization's mission and the people involved at every level of the organization," said Cobb.

Cobb may be new to the team, but he's not new to the community. Cobb comes from the Greater Green Bay Community Foundation, where he was the Director of Equity & Community Initiatives.



**Rashad Cobb, Chief Operating Officer  
for Brown County United Way**

Before that, he worked for several Brown County area nonprofits working directly with youth facing housing insecurity, prison integration programming, youth development, workforce development and programming aimed at eliminating transportation barriers for working families.

"We look forward to leveraging Rashad's demonstrated leadership along with the depth and breadth of his experience for the success of Brown County United Way and the betterment of our community," says President and CEO of Brown County United Way, Robyn Davis.

Cobb was recently named Green Bay's Citizen of the Year by the Mayor's office for his extensive community involvement during his nearly two decades living in Green Bay.



## Read to succeed book drive

Research indicates that children in low-income families have fewer reading materials, and many have zero books at home. Early access to books is critical to successful reading development. A home library increases children's vocabulary development, attention span and academic success.

Aon is working to close the reading achievement gap with assistance from Brown County United Way by holding a Read to Succeed book drive.

The drive provided books to children through the Free Little Library system in the Navarino, Downtown, Whitney Park and Joannes Park neighborhoods across Green Bay. Those neighborhoods have many households identifying as ALICE (Asset Limited, Income Constrained, and Employed), mainly living paycheck-to-paycheck.



**A Free Little Library station in Brown County**

Aon employees stocked six Free Little Libraries with over 75 new and gently used children's books over the summer. They aim to get more kids interested in books and parents involved in reading with their children. Through Aon's corporate volunteer engagement project, they hope to encourage kids to develop a love for reading, learning and success.



**Aon employee filling a Free Little Library**

Aon is a service that delivers innovative solutions to help shape business decisions for the better. They provide their clients with the clarity and confidence to make better decisions to protect and grow their business.



## Making sure each house feels like a home

Families at Howe Community School received a surprise gift at their Back-to-School Night thanks to the generosity of CONNECT, powered by American Family Insurance.

"There were so many smiles on parent's faces," says Brown County United Way's Communication and Engagement Strategist Cierra Ivey, "you can tell they we're grateful for the gift."



**Home Sweet Home Joy Kits**

Over 200 Home Sweet Home Joy Kits were created for families at Howe Community School through CONNECT's corporate volunteer engagement project with Brown County United Way. Inside those kits were household essentials like cleaning and laundry items, hand stenciled dish towels, and a handwritten joy note.

"These Home Sweet Home Joy Kits are an essential basic need for families," says Brown County United Way's Impact Initiative and Outreach Strategist Jill Sobeick, "these are things many have to go without or juggle not buying something else essential. It really makes a difference!"

Kits were handed out after parents met their children's teachers, signed up for free/reduced lunch and learned more about afterschool programming.

"We feel really fortunate to be so connected with community nonprofits and partners like Howe Community School," says Sobeick, "It allows us to bridge the resources directly to the needs of the clients and families."

"To say there were lots of hearts filled with Joy today, I think, might be an understatement," says Lisa Jossart, Vice President of Partner Distribution and Community Investment with CONNECT.



CONNECT is an insurance company that provides an umbrella of services and insurance products.



# Gov. Tony Evers proclaims September & October as United Way Months!

Read the full proclamation below

## STATE of WISCONSIN



OFFICE of the GOVERNOR

# Proclamation

*WHEREAS*; the state of Wisconsin works to ensure that every Wisconsinite has the opportunities and resources to live a thriving and sustainable life; and

*WHEREAS*; it takes every part of the community—including individuals, businesses, and organizations—to create change, advance the common good, and improve quality of life for everyone; and

*WHEREAS*; United Way is a trusted partner in mobilizing the power of individuals and communities through the building blocks of education, health, and financial stability; and

*WHEREAS*; over the past year, Wisconsinites generously contributed their time and talents and invested more than \$130 million in building stronger communities through United Way; and

*WHEREAS*; on this occasion, the state of Wisconsin joins United Way in celebrating the critical work that they do, both in Wisconsin and around the world, as the organization kicks off its annual campaign that supports its efforts;

*NOW, THEREFORE*, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim September and October 2022 as

## UNITED WAY MONTHS

throughout the State of Wisconsin and I commend this observance  
to all our state's residents.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 26<sup>th</sup> day of August 2022.

Tony Evers  
TONY EVERS  
GOVERNOR

By the Governor:

Douglas La Follette  
DOUGLAS LA FOLLETTE  
Secretary of State

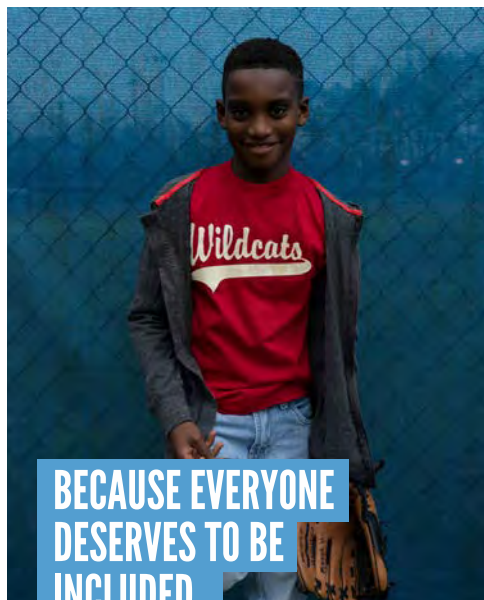
# Facing the uncomfortable truth

Taking a stand against racism, community violence, and oppression of minorities is not just a declaration of words. It's taking action. Brown County United Way and the Greater Green Bay Community Foundation are working to address "the structural and institutional racist principles that exist in many organizations and sectors in Brown County" with a Diversity, Equity, Inclusion, and Belonging (DEI-B) pilot training.

The in-depth training was conducted by the America & MOORE team, a highly skilled and experienced professionals dedicated to developing leaders' intercultural knowledge, attitudes, and worldview. "At Brown County United Way, we are dedicated to bringing DEI-B opportunities to our community by offering a menu of comprehensive learning opportunities given by experts in the field," says Brown County United Way's Program Investment and 2-1-1 Strategist Holly Ladwig.

Ten leaders from different agencies agreed to participate in the in-person workshops that offered insight into internal, interpersonal, institutional and systemic racism. The workshops also addressed personal bias, inequities in the workplace, and strategies for developing implementation plans back at their organizations. "Bringing together non-profit community leaders and influencers will help pave the way for change in our community so that everyone is impacted for the better," says Ladwig, "from new employees, board members, to our community at large."

Program participants were selected via an application process that allowed local leaders to make their case for their organization's inclusion in the program. More opportunities for participation in DEI-B related programs will continue to be developed.



**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](http://www.browncountyunitedway.org)

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Send a check to Brown County United Way, PO Box 1593, Green Bay, WI 54305-1593

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Contact Steve Zinda, Campaign Strategist at [stevez@browncountyunitedway.org](mailto:stevez@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?**



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