

# PRESS RELEASE

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FOR IMMEDIATE RELEASE



Brown County United Way

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## **Brown County United Way Expands Wello's Food Box Distribution Program, Cultivating Community, with Grant Dollars and the HubCAP**

**GREEN BAY, WI** — Brown County United Way is excited to announce a strategic partnership with Wello, enhancing this year's food box distribution program, Cultivating Community. Wello, renowned for its dedication to health and well-being, has been pivotal in offering this service to nonprofit organizations serving targeted communities since 2020.

Wello collaborates with farms across Northeast Wisconsin to provide access to fresh, wholesome food for families in need. Funding secured by Brown County United Way will enable the program to serve clients of Casa ALBA, COMSA, and We All Rise from February to April, while also expanding to rural Brown County from June to August.

Natalie Bomstad, Executive Director at Wello, remarked, "We are proud to expand our Cultivating Community initiative with support from Brown County United Way. This food, sourced directly from local farms through our partner, Seasonal Harvest, will be distributed in ways that promote dignity and respect. As we continue our mission to co-create collective well-being rooted in equity, partnerships like these are crucial."

The first distribution event occurred on Monday, February 12 at We All Rise. Subsequent events will take place twice monthly at partner sites through August.

The HubCAP (Community Access Partnership) Initiative, powered by Brown County United Way, played a vital role in the distribution process and on-site support. HubCAP staff and volunteers assisted in bagging and delivering food to homes without transportation, in collaboration with We All Rise, facilitating connections to additional community resources.

Robin Scott, Executive Director at We All Rise: African American Resource Center, expressed enthusiasm for the partnership, stating, "The opportunity to meet local farmers, partner with Wello, and address our clients' self-reported needs fuels our advocacy and victim service work. Brown County United Way's funding expansion allows us to reach more families, increasing equity in food distribution and reducing noncommunicable diseases in our community."



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Brown County United Way remains committed to addressing food insecurity and promoting community wellness through strategic partnerships and collaborative efforts. Robyn Davis, CEO & President of Brown County United Way, affirmed, "We are pleased to expand Cultivating Community through the HubCAP Initiative. We look forward to increasing access to vital community resources throughout Brown County."

-30-

About Brown County United Way: Founded in 1925, Brown County United Way (BCUW) is a center for community-based strategies. Through direct fundraising, grant-making, community mobilization, and advocacy efforts, Brown County United Way leverages its organizational resources and deep local partnerships to advance targeted community solutions. With the help of more than 500 community volunteers from all community sectors, Brown County United Way is dedicated to finding solutions to the community's most pressing human services issues.

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