

United Way sets 2014 campaign goal of \$8.1M

United Way leaders set an \$8.1 million fundraising goal for their fall campaign that will benefit more than 100 Fox Cities programs. (Aug. 26, 2014) Jim Collar, Post-Crescent Media 7:06 p.m. CDT August 26, 2014

APPLETON – United Way Fox Cities has set a big goal for its 2014 campaign, but officials are confident the community will again come through.

More than 200 community leaders gathered on the grounds of Secura Insurance Co. on Tuesday to kick off the annual United Way Fox Cities 2014 campaign. This year's goal is \$8.1 million. "This community really responds to needs here in our local area, and we're really fortunate to have that kind of support," said Peter Kelly, president and CEO of United Way Fox Cities.

The United Way raised more than \$7.3 million in 2012. Last year, United Way set a \$7.7 million goal and brought in more than \$8 million.

Tom Riodan, co-chairman of the 2014 campaign, said the pieces are in place for growth trends to continue.

Co-chair Tim Bergstrom said it's vital for the community to maintain its enthusiasm. "Our community has needs and our needs continue to grow," he said.



The United Way identified several priority issues in the Fox Valley, including early childhood development, mental health services and programs that support stronger parenting.

This year's campaign will support more than 100 programs provided by partner agencies.

It will also support United Way's community initiatives. Its PATH for Students program provides school-based mental health therapy. United Way also partners with Valley Transit to provide The Connector — a service that provides transportation for second- and third-shift workers. And its Fox Valley

Diaper Bank provides more than 300,000 diapers each year to low-income families in the region.

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By the numbers

- According to the National Center for Children in Poverty, 42 percent of children under age 3 in Wisconsin live in low-income families.
- Statistics from the 2011 LIFE Study show that families in the Fox Cities are increasingly struggling to meet their basic needs. Schools report a growing number of students qualifying for free or reduced-price lunches, and 16 percent of youth reported going hungry.
- Increasing rates of child abuse and neglect in Outagamie and Winnebago Counties now exceed the state average.

Source: United Way Fox Cities