

# Volunteer gives United Way a boost

Linda Dums 11:10 p.m. CDT July 12, 2014



*(Photo: Graham Washatka/For Post-Crescent Media)*

Matt Prickette of the Town of Menasha believes in spreading the word about United Way Fox Cities.

“I continue to support the United Way because I believe in making our local community a better place,” said Prickette, 37, who has been involved with the organization for more than eight years. “I feel the United Way is one of the ways I can help give back to the community.”

Prickette became involved after he moved to the area 10 years ago and his employer was doing an employee campaign to raise awareness about United Way.

He volunteers his time, contacting businesses and asking them to consider running an employee campaign. He also is a United Way Fox Cities Emerging Leader, which is a group of men and women under age 40 who support the community by giving \$500 or more per year to United Way. Emerging Leaders also get involved with community and networking events, CEO talks and participate in committees.

Last year, Prickette started a community golf outing at Ridgeway Golf Club in Appleton to benefit United Way. The event raised almost \$13,000, which benefits United Way programs. Another event will be held in August.

“I knew there were a lot of good members out there that would support the cause,” Prickette said. “That along with the fact that I enjoy golfing and I do a lot of charitable golf outings in the summertime. I just thought with the presence that United Way has and the goodwill, the generosity and basically overall mission would fit well.”

Scheels also partnered with the event.

“That was a neat little aspect of it,” he said.

Prickette enjoys giving to United Way.

“They have a specific mission,” he said. “They try to identify the needs specific to our area so they can allocate the dollars more efficiently.”

He likes the opportunity to give to an organization that serves the community. He grew up in a smaller community, “which perhaps did not have the local support like northeast Wisconsin does,” he said. “I feel lucky to live in an area where local businesses and their leaders serve the community with an infectious enthusiasm, as if it was their duty to give back.”

Prickette knows needs are growing, and United Way services are being used.

“I feel it is important to give back,” he said. “There are those people in need. Everyone has a time in their life when they might not be able to find what they need. It’s part of human nature to help others.”

Vice president of resource development Sandy Drexler said Prickette cares about the Fox Cities and its people.

“He’s willing to do something about making it better,” she said, noting the money raised from the golf benefit will go to programs that touch one in three people in the Fox Cities.

“He has shown a lot of initiative as a volunteer, but I think one of Matt’s strengths is his initiative and his ability to improve our community through the relationships he has with people and companies,” Drexler said.