

NEWS RELEASE

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United Way Fox Cities

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United Way to kickoff annual fundraising campaign

(Appleton) United Way Fox Cities' supporters gathered on the grounds of SECURA Insurance Companies on Tuesday, August 29 to officially mark the beginning of the 2017 United Way community campaign. A goal of \$8.75 million dollars has been established for the campaign. Campaign Co-Chairs, David G. Voss Jr. of Miron Construction, and Dustin McClone of McClone will lead the campaign.

Keynote speaker for the event, Nanci Micke, vice president of marketing and communications for United Way Fox Cities provided information on the role of research in making investment decisions. The Fox Cities LIFE (Leading Indicators for Excellence) Study, the United Way ALICE Project, the Point in Time Count, and Project RUSH are tools used to determine community need. Key data includes:

The Point in Count

- 27 people were living on the streets in the Fox Cities on the night of July 26, 2017.
- On average approximately 350-360 individuals are currently struggling with homelessness.

Project RUSH: Research to Understand and Solve Homelessness

- 57% of the survey participants reported that they been told by a doctor or nurse that they had a significant mental health condition.
- Only 50% of those with a mental illness are receiving the treatment and support they need.

United Way is helping to address these issues with two new grants, \$25,000 to Homeless Connections that will help clients access a stable income and address the goal of helping people have financial stability, and a grant of \$15,000 to Housing Partnership for a program called "It Takes a Village" that assists the chronically homeless to find stable, permanent housing.

United Way programs helped over 1100 people receive safe refuge from homelessness and abuse last year. More than \$600,000 is invested in programs that support homelessness and shelter each year.

The LIFE Study provides research that United Way Fox Cities uses to make informed investment decisions and to keep a pulse on community needs. In 2006 the LIFE Study reported that 25% of 10th graders experienced depression and 14% percent had attempted suicide. United Way responded by creating United Way's PATH for Students to provide school-based mental health services for children and youth who are unable to obtain care elsewhere. Therapy is provided by licensed therapists from Catalpa Health, Family Services and Lutheran Social Services. The program was piloted in the Menasha School District and now almost ten years later is in 10 school districts. The program has served 1385 students.

United Way Fox Cities supports and operates the local 2-1-1 call center, and the Fox Cities Diaper Bank. Investments are made in over 100 programs, initiatives, and grants serving more than 100,000 people in the community.

Dustin McClone, executive vice president of benefits for McClone said, "Throughout the years, I have been fortunate enough to see the United Way from many different perspectives, which made the opportunity to Co-Chair an easy decision. One in three people here in our community use United Way services, the impact is for our neighbors, co-workers, family and friends. When you are able to see first-hand, the individual lives being impacted by the efforts, you feel compelled to do more."

David G. Voss, Jr, president and CEO of Miron Construction added, "The Fox Cities are renowned for our high quality of life, but we must work together to maintain and even improve upon that reputation. We want every individual who lives in this community to live a long, healthy, and happy life and we have a responsibility as business leaders and community members to make that happen."

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United Way fights for the health, education and financial stability of every person in every community.