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NEWS RELEASE

United Way Fox Cities

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United Way Fox Cities Celebrates Community Support

Supporters of United Way Fox Cities gathered on January 24, to celebrate a successful community campaign that met the 8.75 million dollar goal. The 2017 United Way campaign was spearheaded by co-chairs David G. Voss, Jr., president and CEO, Miron Construction and Dustin McClone, executive vice president, McClone.

Generous support from the community makes it possible for United Way to continue the work of building a stronger, more caring community for everyone. United Way supported programs will impact 1 in 3 people in the Fox Cities in the coming year. Funds are invested in initiatives, community service programs, such as United Way 2-1-1, grants, and over 100 programs provided by United Way partner agencies.

Four new programs have been approved for admission to United Way Fox Cities and will receive funding in 2018:

- Samaritan Counseling Center is a nonprofit, state-licensed outpatient mental health and drug and alcohol treatment clinic. Samaritan's Counseling Program addresses mental health conditions such as anxiety, depression, substance abuse, suicidality, relationship concerns, anger and many more diagnoses. Annually, the program serves 1,100 clients out of four locations. In the Fox Cities, the program serves approximately 525 adults and 265 children and adolescents. Of the 790 clients in the United Way Fox Cities service area, typically 300 or 38.5% are low-income.

- The Fox Valley Memory Project, a program of Lutheran Social Services, was created approximately four years ago to help address the needs of those living with dementia and their caregivers. The project collaborates with other organizations to create dementia-friendly communities where the fear and isolation often associated with dementia are eased by connecting people with one another and with resources in the community. Three years ago, the project hired a part-time executive director through an innovative grant from United Way Fox Cities. The project is best known for its Memory Cafes, held at seven locations throughout the Fox Cities. With a goal of reducing social isolation, the eight monthly cafes provide people with dementia and their caregivers a few hours of socialization in a stigma-free environment.
- Thrive Academy, a program of Valley Packaging Industries, targets youth and adults who are at high risk for poverty based on disabilities and/or poor work history that prevents them from attaining and maintaining employment. Thrive increases workforce readiness by assisting adults to maintain competitive employment and strengthening the family's ability to succeed economically. The program began in 2015 with an innovative grant from United Way Fox Cities. Thrive combines classroom social skills learning, job skill training, healthy living and stamina training, community internships, and job placement assistance so participants are ready for competitive jobs.
- Reach Out and Read, a program of the Appleton Public Library promotes pre-literacy and school readiness in the exam rooms of pediatricians and family practitioners by giving new books to children and advice to parents about the importance of reading aloud. Reach Out and Read participants promote the development of pre-literacy skills in ten well-child visits between the ages of six months to five years. Service area includes Neenah, Menasha, Appleton, and Outagamie County. About 3,000 children are born each year, resulting in a population of 15,000 children from infancy to age five who are projected to be served annually.

“Reaching the 8.75 million dollar campaign goal is a tribute to the incredible individual and corporate donors who support our efforts to invest in the most pressing needs facing our community,” said Peter Kelly, president and CEO of United Way. “Because of that support our United Way will continue our work of bringing together people and organizations from all across

the community who bring the passion, expertise and resources needed to get things done. We are proud to be recognized as a high performing United Way by United Way Worldwide. The success of our fund raising efforts over the years is being acknowledged.”

The campaign celebration was held at Fox Cities Stadium. Kimberly-Clark Corporation sponsored the event. In addition to the goal announcement, individuals and/or teams who displayed exemplary leadership in their company’s United Way campaign were recognized:

Employee Campaign Awards:

- Small Company – Integrity Insurance
- Medium Company – Miron Construction Company
- Large Company – Pierce Manufacturing

Leadership/Emerging Leaders

- TIDI Products

Sustained Excellence

- Best Western Premier Bridgewood
- BMO Harris Bank
- Habush, Habush & Rottier S.C.

Kimberly Clark Corporate Challenge Awards:

Employee Participation Award for the company that saw the greatest increase in employee participation, with a minimum of 100 employees and 25% employee participation:

- The Boldt Company

Employee Giving Award for the company that saw the greatest percentage increase in employee giving, with a minimum of \$20,000 raised the previous year.

- TIDI Products

The winner of the United Way Car Sweepstakes featuring a 2017 Chevy Cruze donated by Bergstrom Automotive was Joseph Krueger. Joining Dustin McClone as Campaign co-chair in 2018 will be Jim Kotek, president and CEO of Menasha Corporation.

End

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