

United Way Fox Cities kicks off 2018 campaign

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United Way Fox Cities
www.UnitedWayFoxCities.org



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United Fox Cities held its 2018 United Way Fox Cities Campaign Kick-off under the big top at SECURA Insurance headquarters in Appleton.

Roughly one in three people in the Fox Cities are impacted by the organization's work, and United Way Fox Cities performs in the top 2 percent of United Ways of similar size.

Workplace giving represents a vital share of the money United Way Fox Cities brings in, with 88 percent of funds received coming through workplace campaigns. Kimberly-Clark Corp. leads in workplace giving.

Goals of United Way Fox Cities are:

- Building financially stable individuals and families
- Making sure all children are on track to reach their full potential
- Ensuring children are free of abuse and neglect
- Fostering a community of mentally healthy children, youth and adults

The kick-off program included a testimonial for Jenna, a single mother working full-time as an early education teacher making \$11 per hour, or just over \$22,000 per year. She struggles to manage her rent and must make difficult choices when it comes to feeding her family, buying medications and paying school costs.

An area pediatrician also shared about the impact of a literacy program in which children through the age 5 receive a free book at well child appointments. It's been shown that 90 percent of a child's brain development happens by age 5.

To learn more about United Way Fox Cities, visit unitedwayfoxcities.org.