

Embargoed until January 23, at 7:00PM

# NEWS RELEASE

## United Way Fox Cities

January 21, 2019

Contact: Nanci Micke  
VP Marketing and Communications  
Direct: 920-954-7215  
Cell: 915-1721

### United Way Fox Cities Celebrates Community Support

Supporters of United Way Fox Cities gathered on January 23, to celebrate a successful community campaign that raised 8.5 million dollars. The 2018 United Way campaign was spearheaded by Co-chairs Dustin McClone, president and CEO, McClone; and Jim Kotek, president and CEO, Menasha Corporation.

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 programs, grants, and initiatives including United Way 2-1-1, the Fox Cities Diaper Bank and United Way's PATH for Students. More than 100,000 people will be helped by a United Way supported program in 2019.

United Way Fox Cities is focused on identifying key strategies that make a positive difference in the following Quality of Life Goals:

- **Children, youth and adults are healthy.** United Way's focus is on improving mental health issues that can lead to an inability to perform usual activities such as going to school and work.
- **Individuals and families are financially stable.** 39% of renter households in the Fox Cities spend more than 30% of their income on housing. United Way is focused on helping these households that are considered "cost burdened."

- **Children and youth are on track to reach their full potential.** 53% of Fox Cities' third graders are not reading at grade level. United Way is focused on improving third grade reading proficiency. Children who cannot read at grade level by the end of third grade are four times less likely to graduate from high school.
- **Children are free of abuse and neglect.** The focus is on reducing the number of cases that are screened-in for investigation of child abuse and neglect. Research shows that children who experience repeated abuse and neglect are more likely to have mental health issues and be diagnosed with chronic health problems as adults.

“Raising 8.5 million dollars in a year that was challenging for many companies in our area, including major restructuring, downsizing, mergers, and bankruptcies is extraordinary. Despite challenges, a number of companies were able to increase their United Way contributions in both employee giving and corporate gifts,” said Peter Kelly, president and CEO of United Way Fox Cities. “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.”

The campaign celebration was held at Fox Cities Stadium. Kimberly-Clark Corporation sponsored the event. Individuals and/or teams who displayed exemplary leadership in their company's United Way campaign were recognized:

**Employee Campaign Awards:**

- Small Company – Azco Inc.
- Medium Company – Community First Credit Union
- Large Company – Menasha Corporation

**Leadership/Emerging Leaders**

- Menasha Corporation

## **Sustained Excellence**

- Great Northern Corporation
- Morton LTC
- YMCA of the Fox Cities

## **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:

- Alta Resources

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.

- Bemis Company

The winner of the United Way Car Sweepstakes featuring a 2018 Chevy Trax and kayak package donated by Bergstrom Automotive, was Jodie Rietveld.

Joining Jim Kotek as United Way Campaign Co-chair in 2019 will be Kim Underhill, Group president of Kimberly-Clark North America.

End

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