

For more information, contact
Rebecca Schimke, Communications Specialist
RSchimke@UnitedWayGMWC.org
414.263.8125 (O), 414.704.8879 (C)

United Way Announces \$60.125 Million Fundraising Goal

United Way of Greater Milwaukee & Waukesha County's emphasis on creating lasting change through Community Fund and volunteering efforts.

Milwaukee [09/01/16] – United Way of Greater Milwaukee & Waukesha County announced a goal to raise \$60.125 million during its Community Campaign kickoff event at the Milwaukee County Zoo yesterday. The organization also announced its first ever volunteerism goal of 16,750 volunteer hours completed during the [Season of Caring](#), which runs from August through December.

The funds raised will mobilize local resources to provide vital health and human services to thousands of families in southeast Wisconsin. Thanks to the [Community Fund](#), one donation not only goes to the need that everyone is aware of, but also to those less obvious, but no less important.

The volunteer goal enhances the resources mobilized through donations with sweat equity; helping United Way partner agencies and initiatives fulfill their missions and offer services they may not have the capacity to do without the extra time and talent that volunteers provide.

“United Way is about being part of something greater,” said Mary Lou Young, president and CEO of United Way of Greater Milwaukee & Waukesha County. “United Way addresses the complexity of people’s lives and communities by focusing on the root causes of issues and responding to immediate basic needs.”

“Volunteers transform communities,” said Dr. Darienne Driver, Milwaukee Public Schools Superintendent and volunteer engagement committee chair. “United Way values the gift of volunteer time and



Steven SaLoutos, executive vice president of U.S. Bank, Jacqueline Herd-Barber, community volunteer, and Larry Blanton, senior vice president & general manager of MetalTek International, three of the Community Campaign Co-chairs (not pictured: Richard Meeusen, chairman, president & CEO of Badger Meter, Inc.) pose with the goal amount after the reveal.



Greater Milwaukee
& Waukesha County

the impact it can make in the life of a child, for someone who is struggling to meet their basic needs, and the community as a whole. I encourage everyone to become a volunteer and to participate in United Way's Season of Caring."

United Way invests in 220+ programs and over 110 partner agencies. Its focus is on Education, Income and Health – the building blocks for a good quality life. Investments from United Way of Greater Milwaukee & Waukesha County cover a four county region – Milwaukee, Waukesha, Washington and Ozaukee counties.

Our community is at a crucial tipping point," said Richard Meeusen, chairman, president & CEO of Badger Meter, Inc. and campaign co-chair. "The bottom line is that we have much more work to do to make our four-county region stronger, safer, healthier and more united. Gifts to the Community Fund ensure that United Way is able to address the root causes of issues that affect our community the most."

"The key to social change in the Greater Milwaukee area is how we work together. United Way is working with schools and organizations to help ensure that every child is successful – cradle to career," said Jacqueline Herd-Barber community volunteer and campaign co-chair. "We fight for the education of all of our children, to ensure they are ready to succeed in school, stay on track, and graduate on time. Volunteers who sign up to read, tutor, or mentor our youth can make a lasting impact on a child and help them achieve these goals."

"As a banker, I'm always looking for the return on investment. I have 30 years of experience with United Way as an allocation committee member, a fundraiser, and now as a co-chair," said Steven SaLoutos, executive vice president of U.S. Bank. "I can tell you unequivocally that United Way has the best ROI – creating measurable impact on our four-county region. Together we are fighting for the financial stability for all."

"United Way is about connecting the people that want to give to the people in our community that need it most," said Larry Blanton, senior vice president & general manager of MetalTek International and campaign co-chair. "In order to improve the health of our community we must all become more aware of health risks, starting from before birth. United Way partners with agencies to provide help to those without health insurance, seniors in need of home health care, survivors of abuse, and individuals struggling with mental illness or addiction."

"Our community's problems are interrelated." Mary Lou Young stated. "Only the Community Fund's diversity of programs work together to address the complex causes of poverty, teen pregnancy, homelessness, and many others – in a way that no single agency, donor, volunteer, or sector of the community can do alone. We are counting on our community to rally together and create lasting change."

United Way's 2016 Community Campaign runs through December 14. Results will be announced at a Community Celebration hosted by Badger Meter, Inc.



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There are many ways to get involved in with the campaign. You can donate through your workplace giving campaign or make direct personal contributions. You can also volunteer as part of a group or as an individual. United Way invites you to join the movement and Live United.

About United Way of Greater Milwaukee & Waukesha County: *United Way of Greater Milwaukee & Waukesha County improves our community by mobilizing people and resources to drive strategic impact in Education, Income and Health – the building blocks for a good quality of life. Learn more at:*
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