



**Greater Milwaukee
& Waukesha County**

FOR IMMEDIATE RELEASE

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**United Way of Greater Milwaukee & Waukesha County Announces
Creation of COVID-19 Urgent Needs Fund**

March 13, 2020 – **MILWAUKEE** – As the Coronavirus (COVID-19) situation continues to develop, local nonprofit agencies are experiencing increased demand for emergency food, medical equipment, cleaning supplies, and staff time.

In response, United Way of Greater Milwaukee & Waukesha County has created a COVID-19 Urgent Needs Fund to support their local nonprofit partners.

Those wishing to donate to this fund can do so by following this secure link:
<https://www.unitedwaygmwc.org/Donate/COVID-19-Urgent-Needs-Fund>

“Our nonprofit partners serve the most vulnerable members of our community and many must remain open,” said Amy Lindner, President and CEO of United Way. “This increased need means increased supplies and staffing costs, either because they are extending hours as needs increase or using staff for things volunteers might have previously done.”

United Way has already made urgent grants to several area nonprofit organizations thanks to previous gifts of donors to the Community Fund.

“United Way moved so quickly on this,” said Maureen Atwell, Executive Director of Hebron House in Waukesha. “The homeless need a place to go, and without United Way’s partnership and support we wouldn’t be able to do what we are doing to keep our guests off the streets.”

“Given the national and immediate local crisis, United Way is uniquely positioned to mobilize the people and resources of the greater Milwaukee area and provide critically needed support,” said Tom Schneider, Executive Director of COA Youth & Family Centers.

United Way supports urgent needs year-round, such as making a \$75,000 grant to support the transition of the homeless population living underneath highway I-795 beneath the Marquette Interchange in October of 2019.

About United Way of Greater Milwaukee & Waukesha County: *United Way of Greater Milwaukee & Waukesha County fights for the health, education, and financial stability of every person in our local community.*
Learn more at: <http://www.unitedwayGMWC.org>

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