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United Way of Greater Milwaukee Raises \$54 Million

Funds will support critical programming in Education, Income and Health

MILWAUKEE (December 11, 2014) – United Way of Greater Milwaukee announced today that it raised \$54,029,869 in its annual community campaign this year, exceeding its \$53.8 million projected goal. United Way officials say the total is \$1,203,385 million more than the \$52,826,484 raised in 2013, for a 2.3% increase.

The money raised will impact 1 in 4 people in Milwaukee, Ozaukee, Washington and Waukesha Counties through the support of 160+ programs at more than 80 agencies.

“We all have a stake in creating a healthy, prosperous community,” said Paul Purcell, chairman & CEO of Robert W. Baird & Co. and a 2014 United Way Community Campaign co-chair. “It is heartwarming to know we can count on the support of our community. It means we will be able to ensure that more children succeed in school so they are prepared for post-secondary education, work and life.”

“We are fortunate to live in an area where businesses and individuals understand that we will only grow and prosper as a community if all families are financially stable,” added Scott Wrobbel, managing partner of Deloitte LLP, and a campaign co-chair. “We are grateful to everyone for their support that will allow us to fund programs that provide emergency food and shelter, assist veterans and help adults get the additional education they need to better provide for their families.”

Thelma A. Sias, vice president of local affairs for We Energies, and a campaign co-chair said, “We set an ambitious goal this year because the needs in our community are great. We are so grateful to the people of Greater Milwaukee. Their generosity will help us ensure everyone in our community has access to healthy food and quality health care; that survivors of domestic violence and those suffering from mental illness get the help they need; and that teens have the information they need to make healthier choices.”

“Today, as a community, we are celebrating exceeding our campaign goal, however, we know that our work does not end here,” said David Lubar, president & CEO, Lubar & Co. and United Way chairman of the board. “The United Way extends a big thank you to our thousands of donors. We are hard at work to ensure that your contributions are being used wisely and effectively to support those most in need in our community.”

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Last week, United Way of Greater Milwaukee announced it will merge with United Way in Waukesha County to form United Way of Greater Milwaukee & Waukesha County, effective Feb. 1, 2015. The 2015 fall campaign will be a combined campaign.

"We are looking forward to even greater things in 2015 as we grow stronger together," said Mary Lou Young, president & CEO of United Way of Greater Milwaukee, and who will also head the new organization. "Together we will be able to maximize our customer service and increase our operational efficiency, ultimately resulting in additional dollars available for funding programs that improve lives and strengthen the Greater Milwaukee and Waukesha County communities."

Campaign highlights:

- Johnson Controls set a new record, again achieving the largest annual combined workplace campaign total in United Way of Greater Milwaukee's 105-year history, raising \$6.1 million and surpassing last year's company record total of \$6 million.
- Eight additional local companies contributed over \$1 million in employee gifts and corporate support, with each company increasing their contribution over 2013. They are:
 - Northwestern Mutual, \$4.2 million
 - Aurora Health Care, \$2.6 million
 - Fiduciary Management, Inc. \$2.6 million
 - Rockwell Automation raised \$2.5 million
 - We Energies, \$1.8 million
 - BMO Harris, \$1.5 million
 - Robert W. Baird & Co. Inc., \$1.3 million
 - Harley-Davidson Motor Company, \$1.3 million
- Many other companies also substantially increased their contributions. Among them:
 - Deloitte LLP, a 44.7% increase
 - Pearls for Teen Girls, a 72.3% increase
 - Cummins N'Power, a 129.8% increase
 - Campbell Soup Supply Company LLC - 225.4%
- Cargill Beef Milwaukee had an amazing 91% participation rate despite a drastic cut in their workforce earlier this year.
- United Way secured a \$1.7 million challenge grant for a third year through the Milwaukee Health Care Partnership from the five leading hospital systems (Aurora Health Care, Children's Hospital of Wisconsin, Columbia St. Mary's, Froedtert Health



and Wheaton Franciscan Healthcare) to help expand primary care to underserved and vulnerable populations.

About United Way of Greater Milwaukee: *United Way of Greater Milwaukee advances the common good by creating opportunities for a better life for all. Our focus is on education, income and health – the building blocks for a good quality of life. Learn more about our community-changing strategies and goals at:*
<http://www.unitedwaymilwaukee.org/Newsroom.htm>

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