



Greater Milwaukee  
& Waukesha County

## For Immediate Release

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## United Way of Greater Milwaukee & Waukesha County Celebrates 10 years of the Philanthropic 5 Award and the 2017 Winners

*Community leaders honored for volunteerism and philanthropy*

[May 15, 2017] Milwaukee – United Way of Greater Milwaukee & Waukesha County will celebrate 10 years of the Philanthropic 5 Awards and honor five community leaders for their commitment to the Greater Milwaukee and Waukesha County area as the winners of the 2017 [Philanthropic 5 awards](#).

The awards, created by United Way's Emerging Leaders Council, recognize five community leaders, in their 20s, 30s or 40s, and one exceptional youth, under 21, who give, advocate and volunteer for change throughout our local community. Each Philanthropic 5 winner is awarded \$500 to donate to the charity of their choice and the Philanthropic Youth winner is awarded with a \$500 scholarship for continuing education.

The award ceremony and recognition event takes place on Thursday, June 8, 2017 at The Atrium in Shorewood from 5:30 – 8:30 p.m.

### This year's winners are:

#### **Danielle Bergner, Michael Best & Friedrich LLP**

Danielle Bergner gives back to the community for one simple reason: she is grateful for what the community has given her. Danielle works to impact the issues of education, health, and community development through her work at Michael Best & Friedrich and with CORE EI Centro, Inc. As Board President, Danielle has been instrumental in advancing CORE's mission to improve lives through holistic health care and nutrition by supporting programs like Integrative Health, Acupuncture, and Thriving with Cancer. Danielle truly embraces community service, volunteerism, and philanthropy with a special hands-on passion and commitment.

#### **Craig Cerbins, First Business Bank – Milwaukee**

Craig Cerbins understands the potential for passionate young leaders to drive serious community impact. After moving to Milwaukee in 2011, Craig dived into the local nonprofit community as a United Way Loaned Executive. Soon after, Craig connected with Meta House and co-founded the Young Leaders Board, putting his passion for engaging young professionals around local causes into action. Recently, Craig became vice chair of this committee and co-chair of the Advancing Advocates Council for The Women's Center. Additionally, Craig is proud to lend his professional skills to the finance committees for both Meta House and The Women's Center.



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### **Melissa Goins, Maures Development Group, LLC**

Melissa Goins has earned a reputation in Milwaukee for being a real estate developer who successfully addresses the challenge of revitalizing blighted neighborhoods. As a business and nonprofit leader, philanthropist, volunteer, and woman of color, Melissa serves as an exceptional model and mentor. She dedicates time, talent, and resources to many community organizations that help provide pathways of opportunities to children and families facing challenges, including CUPED Corporation and Penfield Children's Center. Holding both an undergraduate and MBA degree from Marquette, Melissa is currently enrolled at Alverno College for her Master of Science in Community Psychology and Professional Counseling. She has received numerous recognitions for her leadership and impactful developments.

### **Emma Paulson, Emma Rose – A Patient Helping Patients**

Emma Paulson was originally diagnosed with Leukemia at age 16. Shortly afterwards, in the middle of her battle, she started a Facebook-based foundation called Emma Rose- A Patient Helping Patients. She brings 50-70 care packages a month to the children fighting cancer at Children's Hospital of Wisconsin. Items in the care package include fuzzy socks, chapstick, pillow pets, and other comfort items. At 21, Emma was in nursing school studying to be a pediatric oncology nurse. Unfortunately, she and her family recently found out that Emma's cancer has returned. She is in for a much tougher fight this time: she will be having a bone marrow transplant this May, and her brother will be her donor. Despite everything, Emma continues to bring gifts for the cancer-fighting kids. Emma's motto is: "Life is tough, my darling, but so are you."

### **Rebecca "Becky" Stoner, ACTS Housing**

Since Becky was old enough to know better, she has been actively recruiting her family and friends to donate and volunteer for a number of housing-related causes. This drive earned her a family nickname: "the passionate one," a nod to the fierceness with which she brings people into her mission. Becky currently serves as the Director of Development for ACTS Housing and will be the first to tell you her role is a vocation. She views homeownership as a crucial building block to a more equitable world. When she's not working with ACTS she is active in St. Francis of Assisi Parish, where she co-directs the community garden with her husband. She also sits on the Executive Committee of the Milwaukee Global Shapers hub, a global platform of young people helping to shape their communities, and enjoys serving as a support person for the Milwaukee Jesuit Volunteer Corps community.

### **Philanthropic Youth: Kalan R. Haywood, II President, City of Milwaukee Youth Council**

Kalan Haywood is no ordinary 17-year-old. As President of the City of Milwaukee Youth Council, Kalan assesses, evaluates, and advocates for the needs of city youth, recommending changes in laws, policies, and practices to make our community a better place for young people. Kalan also serves as a youth leader with Urban Underground. A 12<sup>th</sup> grader at Rufus King, Kalan is actively involved as a student ambassador and member of the National Junior Honor Society. His hard work has not gone unnoticed: Kalan has been asked to share his vision for a great Milwaukee through interviews in the Journal Sentinel, Our Issues Milwaukee, Wisconsin Public Radio, and community-wide speaking engagements.



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**About Emerging Leaders:** *The Emerging Leaders program began in 2006 to engage young leaders with United Way and connect them to the community. The mission of the Emerging Leaders is to connect a diverse group of individuals in their 20s, 30s and 40s to make an impact on the community.*

**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. We win by Living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting social crises. Learn more at: <http://www.unitedwayGMWC.org>*

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