



Greater Milwaukee
& Waukesha County

For Immediate Release

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United Way of Greater Milwaukee & Waukesha County Announces New Initiative to End Family Homelessness by 2025

The 2019 Community Campaign is now underway, with a goal of \$55 million.

MILWAUKEE 08/29/2019 – End family homelessness by 2025. That’s the goal announced by United Way of Greater Milwaukee & Waukesha County at their annual Community Campaign Kickoff event held Thursday evening, August 29, at Miller Park in Milwaukee. The event was sponsored by Brewers Community Foundation.

“We know that many families in our community are one missed rent or mortgage payment away from homelessness,” said United Way President & CEO Amy Lindner. “Having a place to call home is the foundation of a healthy and successful life.”

United Way is calling the initiative “Safe & Stable Homes: Ending Family Homelessness.” They will continue their work in services like warming rooms and emergency shelters, but will expand the focus to homelessness prevention for families.

“We’re so grateful that we have donors who are always challenging us to raise the bar and partnering with us to connect and assist thousands of people throughout our area.

“An end to family homelessness means that every community will have a comprehensive response in place that ensures homelessness is prevented whenever possible, or if it can’t be prevented, it is a rare, brief, and one-time experience,” said Lindner.

During Thursday’s event, Cecelia Gore, Executive Director of Brewers Community Foundation, made a special announcement. “Brewers Community Foundation is proud to contribute \$100,000 to United Way’s Safe & Stable Homes initiative,” said Gore. “We believe in the power of United Way and we believe that ending family homelessness will be life-changing for so many in our community.”

2019 COMMUNITY CAMPAIGN

In addition to announcing this initiative, United Way also announced their annual campaign goals:



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- **Raise \$55 million for the annual Community Campaign.** The funds raised will mobilize local resources to provide vital health and human services to thousands of families in Milwaukee, Ozaukee, Washington, and Waukesha counties.
- **Facilitate 43,000 volunteer hours completed during the year-long Seasons of Caring effort sponsored by Rockwell Automation.** United Way connects individuals, workplace teams, school groups, and entire organizations to meaningful volunteer experiences through signature events and agency partner projects.

This year, United Way of Greater Milwaukee & Waukesha County has four community leaders heading up their campaign. They are: **Mike Flynn**, First Business Bank; **Cecelia Gore**, Brewers Community Foundation; **Blake Moret**, Rockwell Automation; and **George Oliver**, Johnson Controls.

“Each year we have wonderful individuals who co-chair our campaign and work to create change in our neighborhoods. This year, we are extremely lucky to have a ‘who’s who’ of leaders from our community,” said Lindner. “We are extremely grateful for the way they are bringing together donors and volunteers to the issues that they care about.”

United Way’s focus is on health, education, and financial stability, the building blocks for a quality life. Investments from United Way of Greater Milwaukee & Waukesha County cover Milwaukee, Ozaukee, Washington, and Waukesha counties.

“I’m very proud to be a co-chair for this year’s campaign,” said Blake Moret, Chairman & CEO of Rockwell Automation. “My family and I often talk about the importance of giving back to the community. There is no one that does it better than United Way. They have proven results and that’s what matters in today’s world.”

“United Way is a force for change,” said George Oliver, Chairman & CEO of Johnson Controls. “I wanted to be part of that change. Being a campaign co-chair is my opportunity to challenge other business leaders to really look at our communities and know that if we work together, we can truly help those in need.”

“I’m a life-long Milwaukee resident and a longtime supporter of United Way,” said Cecelia Gore, Executive Director, Brewers Community Foundation. “They are an organization that I trust. As a co-chair, I now get to see first-hand how they focus on issues that matter to the community and how they bring people together to fight these issues.”

“As a young boy, I was helped by organizations like United Way,” said Mike Flynn, President, Milwaukee Region, First Business Bank. “That has stayed with me my entire life. Now it’s my turn to help others. I want my children to know and understand what it means to give back and what it means to be part of creating lasting change in our community.”

United Way’s 2019 Community Campaign runs through December 11. Results will be announced at a community celebration held at Discovery World in December, hosted by Rockwell Automation.



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Join the fight.

You can get involved by giving through a workplace giving campaign or a direct personal contribution, advocating for lasting change by sharing your voice on United Way's social media platforms, or by signing up to volunteer as part of a group or as an individual.

ABOUT UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY

United Way of Greater Milwaukee & Waukesha County fights for the health, education, and financial stability for every person in our local community.

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