



For more information, contact
Shahree Douglas, Public Relations & Social Media Specialist
United Way Greater Milwaukee & Waukesha County, SDouglas@UnitedWayGMWC.org
414.263.8125 (O), 414.732.6412 (C)

United Way of Greater Milwaukee & Waukesha County Surpasses Community Campaign Goals

Milwaukee [December 14, 2017] – United Way of Greater Milwaukee & Waukesha County announced today that it raised a record-breaking \$60,355,186 during its annual community campaign and exceeded its volunteer goal, recording 25,252 volunteer hours during its annual [Season of Caring](#).

“This is a wonderful achievement - we set two ambitious goals to help meet the growing needs in our community and top businesses as well as individual donors have generously responded,” said Gregory S. Marcus, president of The Marcus Corporation and chairman of the United Way board of directors “Thanks to the people in this community, United Way will continue to fight for the health, education and financial stability of every person in our four county area.”

Officials from United Way say the campaign total is \$105,186 over the goal of \$60.250 million, and a \$224,702 increase over the 2016 campaign total of \$60,130,484.

The annual campaign was chaired this year by four dedicated community representatives who gave their time and talent to ensure the success of the campaign. **Sheila D. Cochran**, Milwaukee Area Labor Council AFL-CIO retiree; **Matthew Levatich**, President and Chief Executive Officer, Harley-Davidson Motor Company; **Jay Magulski**, President and Chief Executive Officer, Landmark Credit Union; and **Jonas Prising**, Chairman and Chief Executive Officer, ManpowerGroup served as the co-chairs and gave their time and talent to encourage others to be a part of the campaign.

“It’s the people behind United Way that make all the difference. Corporate teams, government workers, healthcare providers, retirees, college students and organized labor all came together to address the communities’ most critical problems,” said Mary Lou Young, president & CEO of United Way of Greater Milwaukee & Waukesha County. “When diverse people and groups work together to overcome obstacles – we can drive measurable, lasting impact that none of us can achieve alone. I’m incredibly proud of what our community has done and look forward to seeing the lasting impact it will create.”

At the start of the Community Campaign United Way announced its second annual volunteerism goal of 23,000 volunteer hours completed during the Season of Caring, which ran from August through December. The total number of hours served by community volunteers was 25,252, surpassing the original goal by 2,252 hours.

“We are astonished by the generosity in our community and are so thankful for all of the corporate groups, community organizations, and individuals who stepped up to give their time



Greater Milwaukee
& Waukesha County

and talent to make a difference in our community,” said Dr. Darienne Driver, Milwaukee Public Schools Superintendent and volunteer engagement committee chair. “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.”

Community Highlights:

- Largest corporate supporter overall – **Johnson Controls, Inc.**
- Eleven additional local companies contributed over one million dollars in employee gifts and corporate support. They are:
 - **Aurora Health Care**
 - **Baird**
 - **BMO Harris Bank**
 - **Fiduciary Management, Inc.**
 - **GE**
 - **Harley-Davidson Motor Company, Inc.**
 - **ManpowerGroup**
 - **MillerCoors**
 - **Northwestern Mutual**
 - **Rockwell Automation**
 - **We Energies**
- **Rockwell Automation** was the 2017 Season of Caring sponsor and also topped the list for number of volunteer hours
- Eight other community organizations exceeded 500 volunteers hours during Season of Caring. They are:
 - **Cristo Rey Jesuit High School**
 - **Johnson Controls, Inc.**
 - **ManpowerGroup**
 - **Marquette University**
 - **Milwaukee Area Technical College**
 - **Milwaukee Public Schools**
 - **Northwestern Mutual**
 - **ProHealth Care, Inc.**

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>*

Be part of the change:

<http://twitter.com/UnitedWayGMWC>

<https://www.facebook.com/UnitedWayGMWC>

<https://www.facebook.com/UnitedWayGMWC>

###