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United Way Announces \$56 Million Fundraising Goal

United Way of Greater Milwaukee & Waukesha County's emphasis on creating lasting change through Community Fund and volunteer goal.

[06/21/18] MILWAUKEE – United Way of Greater Milwaukee & Waukesha County announced a goal to raise \$56 million during its Community Campaign. We will celebrate this goal at our 2018 Community Campaign Kick-off on August 30 at our new Johnson Controls Volunteer Center.

The funds raised will mobilize local resources to provide vital health and human services to thousands of families in southeast Wisconsin. Thanks to the Community Fund, one donation not only goes to the need that everyone is aware of, but also to those less obvious, but no less important.

“Your gift to United Way of Greater Milwaukee & Waukesha will be hard at work this year,” said Mary Lou Young, CEO of United Way of Greater Milwaukee & Waukesha County. “It will help support local people in need through things like job training, reading programs, housing, food assistance, health care access and more.

In 2018, we invite you to join us to work in three areas that improve people’s lives:

Education Success

We help children get a strong start in life, start school ready to succeed, and build critical reading skills to equip them for success in school, work, and life. We also help connect young with the education and support they need for good-paying jobs and lifelong careers.

Financial Stability

We give people the education and tools to get better jobs and build a solid foundation that improves their lives and the lives of their children.

Access to Health

We build stronger communities where families have increased access to health care, as well as healthy foods, activities and environments, creating healthier beginnings and healthier lives.

A gift to United Way’s **Community Fund** allows you to help more people than a gift to a single nonprofit can. United Way experts look for gaps and duplications so Community Fund dollars go to the needs everyone is aware of but also to those needs less obvious but no less important. Our community’s problems are interrelated, and only the Community Fund’s diversity of programs work together to address the complex causes of poverty, school readiness, teen pregnancy, and many others – in a way that no single agency, donor, volunteer, or sector of the community can do alone.



This year's goal is less than our 2017 Community Campaign Goal. This rebalance is needed to recognize the loss of some valuable corporate partners due to bankruptcies, mergers, relocations, and downsizing.

"Now more than ever, volunteers, community leaders, businesses, policymakers, labor unions, and nonprofits are joining forces to fight for change on a scale that no single organization can achieve on its own," Young added.

United Way invests in 220+ programs and over 110 partner agencies. Its focus is on Health, Education, and Financial Stability – the building blocks for a good quality life. Investments from United Way of Greater Milwaukee & Waukesha County cover a four county region – Milwaukee, Waukesha, Washington and Ozaukee counties.

There are many ways to get involved in with the campaign. You can donate through your workplace giving campaign or make direct personal contributions. You can also volunteer as part of a group or as an individual. United Way invites you to join the movement, because change does not happen alone. To live better, we must Live United.

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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