

## **MEDIA CONTACT**

Barbara Bates-Nelson  
United Way of Northern Ozaukee  
Executive Director  
248-613-7855  
unitedwayno@gmail.com

## **FOR IMMEDIATE RELEASE**

**September 24, 2024**

### **LOCAL LEADERS JOIN UNITED WAY OF NORTHERN OZAUKEE CAMPAIGN CABINET**

*Port Washington, Wis.* — United Way of Northern Ozaukee (UWNO) proudly announces the campaign cabinet volunteers who will lead the 2024-2025 fundraising campaign. The cabinet is comprised of community leaders who play a pivotal role in helping us develop and implement strategies to meet the 2024-2025 annual campaign fundraising goals by engaging support from individuals, business leaders and organizations.

This year's campaign leaders are Dan & Lynn Benning who will serve as Honorary Co-Chairs for the campaign. Dan & Lynn are Port Washington residents who are actively involved in their church ministry and various nonprofits with a special interest in literacy, community development, and helping struggling families in need. They will be working with a dedicated and committed volunteer team to ensure we are improving well-being for all, empowering people through educational opportunities, and building stronger financial futures where every Ozaukee County resident can thrive. Our passionate campaign team includes Dr. Doug McManus, Vice President of Campaign, Jim Asplin, Newport Wealth Management; Barb Dickmann Honorary Co-Chair of the 2023-4 campaign cabinet and former president of the Village of Saukville, Bill Moren, former advisor for Principal, and Robert Fechner, president and managing partner of Kuttner North America.

“We have been extremely fortunate to have been raised in families that provided us with food and shelter. As adults, we have worked with many organizations that aim to help those less fortunate. We have gotten to know many of the families and their stories. Most are in their situation due to no fault of their own. They are looking for a helping hand to get them back on track. We see the funding of these support organizations as critical to enabling the volunteers to provide the help many need. United Way focuses on rallying resources and together with their partners are positioned to respond quickly to moments of crisis and opportunities for change. This is why we support the goals and mission of United Way.”- Dan & Lynn Benning

“Having a dedicated team to build upon past campaign successes and growth has been paramount to helping us maximize our impact today and, in the future,” said Barbara Bates-Nelson, Executive Director of United Way of Northern Ozaukee. “As part of our health and well-being initiatives, UWNO recently launched the Community Services Navigator Program, which is becoming the single most significant and consequential community investment for reducing gaps in service delivery. Since we launched the program in 2022, we collectively have, improved access to care by increasing the coordination between the health and social service

resources, empowered community members to take a more active role in their care, which will lead to better health& well-being outcomes for community members.”

Through the 2023-2024 fundraising campaign, UWNO raised over \$500,000 and reinvested those dollars to support 14 local nonprofit partner programs to aid residents in need. UWNO supports local community programs that are making a difference in the lives of over 15,000 neighbors. They include Adult Literacy, Advocates of Ozaukee, Balance, Big Brothers Big Sisters, Family Sharing of Ozaukee County, Interfaith Caregivers, Lakeshore Regional Child Advocacy Center, NAMI, Ozaukee Family Services, Ozaukee Jail Literacy, Portal, and Sirona Recovery.

The campaign team is helping us increase our capacity to respond to the growing rate of households who are struggling to afford the basics; Far too many people are finding stable housing out of reach or hard to keep. Food insecurity is a growing problem for families who struggle to feed their families, and finding access to affordable health care and quality childcare is a barrier to financial stability. In Ozaukee County, 30% of households were struggling to afford the basics by 2021. The number of ALICE households in Ozaukee County increased to 10,103 in 2021 with 1,548 more families in poverty than in 2019.

The campaign team hopes to inspire others to join in and take action to remove barriers and address challenges for struggling families so all can thrive. Through collective action we can improve access to quality healthcare, including preventative services and mental health support, to advancing financial security for all.

United Way’s annual fundraising campaign will kick off in fall 2024 and includes opportunities for employees of local companies to donate through payroll deduction. Community members can donate online or through the mail. Please visit [UnitedWayno.org](https://UnitedWayno.org) for more information about donating to the 2024-2025 annual campaign.

**United Way of Northern Ozaukee**

[United Way of Northern Ozaukee](https://UnitedWayofNorthernOzaukee.org) started in 1950 as a United Red Feather Agency Community Chest founded by local business leaders. The nonprofit is committed to mobilizing the Ozaukee County community to give, advocate and volunteer, and advance education, income, and health in the county. In 2025 we will be celebrating 75 years of serving in the Ozaukee County community.