

FOR IMMEDIATE RELEASE—March 27, 2009



For Additional Information, Contact:

Janet Schulz, Board of Directors President, United Way in Waukesha County
Chief Integration Officer, ProHealth Care
(262) 928-8080

Paul Melnick, Chair, Impact Strategies and Results, United Way in Waukesha County
Senior Vice President, Marine Bank
(262) 695-6000

Ty Taylor, 2008 Campaign Chair, United Way in Waukesha County
President, Waukesha State Bank
(262) 549-8500

Danelle O'Neill, Impact Council Co-Chair, United Way in Waukesha County
Executive Director, Stillwaters Cancer Support Services
(262) 548-9148

Jayne Thoma, Executive Director, United Way in Waukesha County
(262) 547-8459

United Way in Waukesha County Board of Directors Able to Sustain Funding

More Than \$4.5 Million Allocated to United Way-funded Programs

WAUKESHA—The United Way in Waukesha County board of directors took action at its meeting last night to maintain program allocations at the same level as last year, avoiding any reductions in funds to its partner agencies. Board President Janet Schulz announced, “The funding gap we had projected in January has closed in large part because of The Windhover Foundation grant and the contributions made as a result of a fundraising challenge to the community issued by The Windhover Foundation. The donor intent was clear, ‘preserve funding levels.’”

- more -

United Way Board Allocates More Than \$4.5 Million
March 27, 2009
Add One

The board also learned that total dollars pledged exceeded the revenue gap by \$11,000. Board action placed these contributions into a fund for emergency allocation requests in 2009. Schulz, chief integration officer for ProHealth Care, continued, “Overcoming the financial challenges United Way faced in January is a testament to the character of our community.”

The board voted to invest more than \$4.5 million for 2009 to impact education, income, and health in Waukesha County by funding five countywide initiatives, and 72 health and human service programs provided by 36 agencies. Funding investments will help children and youth achieve their potential through early learning, school readiness, and parental engagement; families become financially stable and independent by maximizing income, growing assets, and developing a dependable workforce; and improve people’s health and quality of life through basic health care and mental health services, caregiver support, and transportation services.

“We’ve repeatedly heard the phrase ‘tough economic times’ from just about everyone lately,” said Paul Melnick, volunteer chair of Impact Strategies & Results for United Way. “But workers and residents throughout Waukesha county demonstrated this year that their capacity to give and their compassion for those people who need United Way-funded services are greater than current financial challenges,” continued Melnick, senior vice president of Marine Bank.

- more -

United Way Board Allocates More Than \$4.5 Million
March 27, 2009
Add Two

Quad/Graphics President & CEO Joel Quadracci was the first to contribute toward closing the funding gap by committing a \$275,000 gift to United Way by The Windhover Foundation, a charitable organization chaired by Betty Quadracci and funded by Quad/Graphics and the Quadracci family. A challenge to the Waukesha County community was then issued by Quadracci to raise \$200,000 by mid-March, which, when added to the \$275,000 donation, would close the gap between the shortfall in United Way's total revenue and the funding level allocated to the agency programs in 2008.

A ProHealth Care contribution was the first corporate response to Quadracci's challenge presented to United Way, which became known as The Windhover Foundation Challenge. Contributions were made by organizations, companies, and organized labor, which included: First Bank Financial Centre, First Business Bank, Fraternal Order of the Eagles, International Union of Painters and Allied Trades AFL-CIO Local 781, James Imaging Systems, M&I Foundation, Marine Bank, ProHealth Care, R&R Insurance Services, Rogers Memorial Hospital, The Past Presidents Club, Sunset Bank, UPS, and WE Energies. Momentum built as corporate leaders publicly supported The Windhover Challenge.

- more -

United Way Board Allocates More Than \$4.5 Million
March 27, 2009
Add Three

Twenty-three organizations throughout Waukesha County participated in special event fundraising activities in response to the challenge, to include a countywide ‘Casual Day for United Way on St. Patty’s Day,’ as proclaimed by County Executive Dan Vrakas. Participants included Associated Bank, Cargill, Carroll University, Citizen’s Bank of Mukwonago, City of New Berlin, Cooper Power Systems, Davis & Kuelthau, S.C., Dresser Waukesha, Elmbrook School District, Interfaith Senior Program, Landmark Credit Union, ProHealth Care, R&R Insurance Services, Schneck Business Solutions, The Schroeder Group, United Way in Waukesha County, Village of Elm Grove, Waukesha County, Waukesha School District, Waukesha State Bank, WE Energies, Wisconsin Community Service, and Workforce Development Center.

“The final outcome of the 2008 campaign is a result of not only The Windhover Foundation stepping forward to challenge us to fill the gap, but also the hundreds of volunteers who work within their organizations on behalf of United Way to coordinate employee campaigns and special events,” said Ty Taylor, 2008 campaign chairman for United Way.

Taylor, president of Waukesha State Bank, added, “Companies that have historically supported the United Way campaign continued their partnership this year. First-time contributions by individuals and organizations in an economy like this were even more impactful. The true measure of our community’s generosity, however, will be the thousands of individuals who will receive the help they need from United Way-funded programs.”

- more -

United Way Board Allocates More Than \$4.5 Million
March 27, 2009
Add Four

Danelle O’Neill, co-chair of the Impact Council with its members from United Way partner agencies, stated, “I believe I speak for all the agencies that receive funds from United Way by expressing our gratitude to those donors who chose to support United Way, which in turn will help their neighbors and colleagues.” O’Neill, executive director of Stillwaters Cancer Support Services, continued, “In economic times like these, each of the agencies will continue to focus on its core mission and keep providing services to those who seek our help.”

#