



Press Release

For more information, contact
Dan Herda, Director of Communications
United Way Greater Milwaukee & Waukesha County
dherda@unitedwaygmwc.org
Cell: 414.731.0369

United Way of Greater Milwaukee & Waukesha County continues to Evolve Brand, Strategic Direction

Updates to funding model focused on solving community challenges by focusing on greater impact with initiatives

February 28, 2025, Milwaukee. United Way of Greater Milwaukee & Waukesha County today announced a global brand refresh and adjustments to the local organization’s funding model to help ensure greater strategic impact.

Both the brand refresh and updated strategic direction are designed to enhance and drive community-wide progress on important issues by allocating greater funding and resources to United Way’s Key Initiatives, with the goal of making faster progress in addressing issues that face our community.

“Our United Way is extremely proud of the support we’ve provided to our four-county footprint over the past years,” said Amy Lindner, president & CEO of United Way of Greater Milwaukee & Waukesha County. “We are especially proud that this support has effectively addressed some of our community’s biggest needs leading to sustainable solutions. Our plan is to increase the pace on addressing these needs.”

Two examples of these solutions include reducing the teen birth rate by 65% through the Teen Pregnancy Prevention Program, and by meeting the criteria to end family homelessness in Milwaukee and Ozaukee counties through United Way’s Safe & Stable Homes initiative. Success toward ending family homelessness is measured using the U.S. Interagency Council on Homelessness’ 58 criteria to analyze progress.

Beginning in late 2024, United Way Worldwide launched a global brand refresh. The goal is to ensure the relevance and sustainability of one of the world’s oldest and largest charities for the next century.

Updated language and a revitalized visual identity are currently being rolled out throughout the world. The idea of the refresh is to better communicate the pivotal role United Way plays in mobilizing communities to action so all can thrive.

“We are proud to be a member of this powerful network,” said Lindner. “While this is a global effort, we want to emphasize that our United Way is 100% focused on the people who live right here in our own neighborhoods. That’s where your donation has gone in the past, and where it will continue to go in the future.”



A RICH HISTORY. AN EVOLVED MODEL.

United Way of Greater Milwaukee & Waukesha County is also announcing an update to its strategic direction for funding that will be better aligned with current community needs, donor desires, and the modern value proposition of United Way.

- United Way will invest in multi-year grants to organizations that demonstrate they can advance the work of the organization’s Key Initiatives (Listed below).
- In addition to Key Initiatives, United Way will invest in legacy and infrastructure resources, as well as support for urgent needs.
 - Legacy funds will support programming that is essential for sustaining the achievement of a past collective impact or Key Initiative goal.
 - Infrastructure programs and resources are designed to connect people to information and assistance in times of need.)
- A donor’s ability to designate a United Way gift to a nonprofit of their choice will remain unchanged.

“This is about investing more effectively and efficiently in our community,” said Lindner. “We are focused on solving big issues, then moving on to new Key Initiatives that will address the future needs of our community. As a fund-raising organization that is guided by donor input, United Way is committed to adapting to the needs and wishes of the donors.

“United Way is grateful for its long-standing partnerships of the agencies that will be most impacted by this change. We are announcing these changes with 16 months’ notice in our continued commitment to these partnerships.”

Current Key Initiatives include:

Reducing Barriers to Employment & Advancement

Goal: 15,000 people will be ready to start stable careers having overcome key employment barriers by 2029.

Safe & Stable Homes

Goal: End family homelessness in our entire four-county footprint by 2025.

Techquity

Goal: We will provide 50,000 computers to people who need them by 2027.

Teen Mental Wellness: Empowering Minds

Goal: Empowering Minds schools will elevate the mental wellness of 21,000 high school students by 2030.

United Way of Greater Milwaukee & Waukesha County announces 2025 Campaign Co-chairs



Pictured left to right, Kurt Bechtold, Steve Booth, Raquel Filmanowicz, Scott Lauber.

United Way of Greater Milwaukee & Waukesha County is pleased to announce the four community leaders who will head up the 2025 United Way Community Campaign.

The 2025 Campaign Co-chairs are:

- **Kurt Bechtold** - Chairman & CEO - Walbec Group
- **Steve Booth** -Chairman & CEO - Baird
- **Raquel Filmanowicz**, founder & managing partner – VC 414
- **Scott Lauber** – CEO We Energies

The co-chairs were introduced at United Way's Annual Meeting on Thursday evening, hosted by Foley & Lardner, LLP. The campaign officially kicks off in August 2025.

At the Annual Meeting, United Way also announced the newly elected and re-elected Board of Directors, as well as recognized two individuals during their annual award presentations.



The Linda McFerrin African American Nonprofit Leadership Award recognizes an outstanding African American nonprofit executive who has provided exemplary leadership in the community.

DR. JEANETTE MITCHELL

(presented posthumously)

A trailblazer in Milwaukee's leadership landscape, she rose from telephone operator to become Wisconsin Bell's first African American female district manager in her 30-year corporate career. During that time, her dedication to public service included eight years on the Milwaukee Public Schools board, where she served three terms as president. Her drive for positive change led her to earn multiple degrees, including a doctorate from Cardinal Stritch University. Dr. Mitchell then established the Leadership Center there, creating transformative initiatives like the African American Leadership Program, which has nurtured and empowered over 200 Black leaders in the city. In 2019, she founded the African American Leadership Alliance Milwaukee (AALAM) to advance racial equity through cross-sector leadership development. Known affectionately as 'Dr. J.', Jeanette inspired countless individuals by embodying servant leadership with authenticity and vibrancy throughout her life. She passed away August 18, 2024, leaving behind a legacy that will shape Milwaukee's future for generations to come.

The John A. Puelicher Award recognizes the achievements of an outstanding United Way Campaign Coordinator in honor of John A. Puelicher.

GRETCHEN HOLDER

Gretchen began her career in finance in Grand Rapids, MI, then relocated to Milwaukee in 1976 to become the first woman Investment Officer in the Securities Department of Northwestern Mutual Life. After a hiatus to focus on family, Gretchen reentered the workforce and was a Senior Portfolio Manager at U.S. Bank when she retired in 2015. Beginning in 2018, she became a Campaign Coordinator for both United Way of Greater Milwaukee & Waukesha County and UPAF.

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Learn more at: <http://www.unitedwayGMWC.org>