

The Fitchburg Fund
 Powered by United Way

Become part of the
Healthy Neighborhoods Initiative –
 it's a *Good idea!*

United Way of Dane County United Way Fitchburg

United Way of Dane County and the City of Fitchburg are collaborating on a fresh new way to grow the common good. The city works hard to ensure all its residents have equal access to opportunities and we are proud of the work we are doing but there is more to be done. The most recent census data shows nearly 7,000 families in our city live below the poverty level.

In 2019, the city adopted the *Healthy Neighborhoods Initiative* focusing on three northern neighborhoods, to build positive community change in these six pillar areas: Education, Life Skills, Care, Mobility, Healthy Lifestyles and Healthy Landscapes. Organizations partnering with the city on the Initiative include the Latino Academy of Workforce Development, Badger Prairie Needs Network and Big Brothers and Big Sisters of Dane County.

During the month of February, the city will partner with United Way to raise funds for the Healthy Neighborhoods Initiative through a local campaign called ***The Fitchburg Fund – Powered by United Way***. The goal is to raise **\$15,000** in community funds which will be matched by the city. These funds will be invested through a request for proposal process in a local nonprofit whose work focuses on youth in one of the following impact areas:

- Improving academic proficiency
- Developing leadership qualities
- Promoting career readiness

United Way and the city are excited to collaborate on this pilot as a new way to create positive change for everyone in our city. Together we are *The Power of Many – Working for All*.

Join your neighbors by making a gift today at: bit.ly/fitchburgfund

If you want to learn more about the Healthy Neighborhoods Initiative visit:
<http://www.fitchburgwi.gov/2481/Healthy-Neighborhoods-Initiative>

Questions: contact Kim Hearn at kim.hearn@uwdc.org or Wade Thompson at Wade.Thompson@fitchburgwi.gov