



400 S. Washington St, Green Bay, WI 54301 | 920.432.0800 | [www.ggbcf.org](http://www.ggbcf.org)

## PRESS RELEASE

**FOR IMMEDIATE RELEASE – July 24, 2024**

### Greater Green Bay Community Foundation Launches ‘One Community Fund’ to Address Critical, Escalating Needs

**Green Bay, WI** – The Greater Green Bay Community Foundation is raising awareness of urgent community needs as it launches a new fund to facilitate greater community investment, action, and collaboration to address challenges and create change.

Drawing upon its extensive network of community partners, the expertise of its grantmaking team, and community data, the Foundation has identified the critical, escalating, and additional rural community needs affecting the quality of life in Brown, Kewaunee, and Oconto counties. The critical needs identified are childcare and early childhood, diversity and equity, housing, mental health and wellbeing, and poverty and financial stability. Insights and data on each of the critical needs are highlighted in the attached [facts sheet](#).

The Foundation encourages everyone to deepen their understanding of the needs and invites the community to join in collaborative efforts to produce meaningful results.

*“As community advocates, we work to ensure that all aspects of the quality of life are strong for everyone,” said Amber Paluch, Senior Vice President of Community Impact. “By bringing added attention to the most critical and emerging needs, we can rally the resources needed to effect substantial positive change across the board.”*

Data insights and community action around each of the needs, including escalating and additional rural community needs, is available on the Community Foundation website, [ggbcf.org/community-needs](http://ggbcf.org/community-needs).

#### **Announcing the One Community Fund**

To address the needs identified, the Foundation is excited to announce the launch of the One Community Fund. Established with generous donor contributions totaling almost \$275,000, the fund is a new vehicle for community-wide impact. The One Community Fund provides a pathway for everyone in our community to join forces and support collaborative efforts to address urgent needs and make a greater impact. Anyone can contribute, at any level, to be part of the collective effort to make our community stronger.

Investments in the One Community Fund will be directed where they are needed most and can have an immediate and meaningful impact on a larger scale. The fund is intended to complement the Foundation’s existing grantmaking, programs, and initiatives to offer additional resources to nonprofits working collaboratively throughout the community.

*“We believe that anyone can be a philanthropist. Providing a path for people to participate in growing the greater good no matter how much they can contribute is an important part of fostering a sense of collective*



400 S. Washington St, Green Bay, WI 54301 | 920.432.0800 | [www.ggbcf.org](http://www.ggbcf.org)

## PRESS RELEASE

*responsibility in our community.” said Annie Dart, Vice President of Donor Relations & Communications. “Each contribution to the One Community Fund will be meaningful in efforts to make life better for everyone.”*

Community members can contribute to the One Community Fund online [here](#). For information about all the giving opportunities available through the Community Foundation, visit [ggbcf.org/donors/](http://ggbcf.org/donors/).

###

### **For Media Inquiries:**

Erika Ritchie, Public Relations & Communications Manager  
Greater Green Bay Community Foundation  
920.432.0800 or [erikaritchie@ggbcf.org](mailto:erikaritchie@ggbcf.org)

### **About the Greater Green Bay Community Foundation**

*Established in 1991, the Greater Green Bay Community Foundation inspires and encourages charitable giving in Northeast Wisconsin by providing simple and smart giving tools for donors, impactful grants for nonprofit organizations, and collaborative leadership around critical community initiatives. Since inception, the Community Foundation has awarded more than \$200 million in grants to strengthen our community. In the past year, almost \$15 million was distributed to support a broad range of community needs. As a 501(c)3 nonprofit organization, the Community Foundation manages 778 charitable funds with assets exceeding \$183 million. [www.ggbcf.org](http://www.ggbcf.org)*

## FACTS SHEET

### Critical Community Needs

We've compiled the following summary to provide an overview of critical community needs and the supporting data. Each need is complex, and they are all interconnected, creating distinct challenges for people experiencing multiple needs. They are listed in no particular order.

## HOUSING

---

### Data & Insights

- In the last two years, the number of individuals experiencing unsheltered homelessness in Brown County nearly tripled – from 28 in January 2022 to 86 in January 2024. (Source: *Brown County Point-in-Time count Jan 2021- Jan 2024*)
- A 2020 Green Bay housing market study found 310 apartments and 375 single-family homes would need to be built each year until 2040 to meet demand. Local housing advocates say these targets are not being met. (Source: *2020 Green Bay Housing Market Study*)
- 2 out of every 5 renters in Brown County spend 30% or more of their household income on rent. The threshold for affordability is 30% or less. (Source: *American Community Survey 5-year 2017-2021*)
- There are no emergency shelters in Oconto or Kewaunee counties, so residents who lose their housing must travel out of the county for shelter, further jeopardizing their ability to work and regain housing.

## MENTAL HEALTH & WELLBEING

---

### Data & Insights

- In 2023, mental health and addiction resources were the second most frequent request made by callers to the 211 Helpline in Brown and Oconto counties, behind housing. (Source: *211counts.org*)
- In Kewaunee County, mental health was identified as a top priority for improvement following a 150% rise in suicide deaths between 2019 and 2021 (Source: *Kewaunee County Community Health Improvement Plan 2022-2026; WISH Wisconsin Violent Deaths Reporting System*)
- Of the 28 suicide deaths recorded in Brown, Kewaunee, and Oconto counties between 2017-2021, approximately 75% of the victims were identified as White males. (Source: *WISH Wisconsin Violent Deaths Reporting System*)
- According to the most recent published survey of high school students in Brown County, 54% said they rarely or never got the help they needed when experiencing emotional distress. (2021 *High School Health Risk Behavior Survey – Brown County*)

## DIVERSITY & EQUITY

---

### Data & Insights

- Survey data shows that 65.7% of White, non-Hispanic respondents in Brown County described themselves as currently thriving, compared to 43.2% of non-White respondents. Of residents identifying as LGBTQ+, 49.7% described themselves as thriving. (Source: *Wello 2023 Community Health and Well-being Survey*)
- Non-White youth comprise about 60% of the students in the Green Bay Area Public School District, up from 46.6% a decade prior. (Source: *Wisconsin Department of Public Instruction*)



- Early grade reading proficiency scores reveal significant gaps between children of marginalized populations and their White, non-Hispanic peers – the largest of which is a 31.3% difference. (Source: *Achieve Brown County*)

## CHILDCARE & EARLY CHILDHOOD

---

### Data & Insights

- The percentage of adults who consider the community to have quality, affordable childcare options has dropped from 46.8% to 29% in the past decade. (Source: *Brown County LIFE Study, 2011-2021*)
- In Brown County, the estimated median cost for one year of infant, center-based childcare for a single child was \$15,424 last year or 17% of median household income. The threshold for affordability is less than 10%. (Source: *U.S. Department of Labor Childcare Prices by Age of Children and Childcare Setting*)
- The Center for American Progress identifies Oconto and Kewaunee counties as childcare deserts, or having more than three times the number of children as licensed childcare slots. Oconto County leaders estimate the demand is at least five times the number of childcare slots available.

## POVERTY & FINANCIAL STABILITY

---

### Data & Insights

- 1 in 3 households in our area live at or below the ALICE threshold, meaning they earn less than what it costs to make ends meet. Among Black, Hispanic, American Indian, and biracial households, that figure rises to 1 in 2. (Source: *United for ALICE – 2021 data for Brown, Kewaunee, and Oconto counties*)
- In some Brown, Kewaunee, and Oconto County communities, the percentage of households living at or below the ALICE threshold soars as high as 49%. In the city of Green Bay, it's 42% (Source: *United for ALICE - 2021 data for Brown, Kewaunee, and Oconto counties*)
- Black households in Brown County earn a median income that is 49% less than the overall median income for all households in the area. (Source: *American Community Survey 5-year, 2018-2022*)

For more information about critical, escalating, and additional rural needs, including the supporting data and community action taking place around the needs, visit [ggbcf.org/community-needs/critical-community-needs/](https://ggbcf.org/community-needs/critical-community-needs/).