



BUSINESS PULSE SURVEY: [Would a universal health care plan help or hurt Wisconsin families?](#)

United Way sets fundraising goal at \$42 million

The Business Journal of Milwaukee - August 24, 2007 by [David Schuyler](#)

The United Way of Greater Milwaukee has set a fundraising goal of \$42 million for its 2007 community campaign.

The goal is 5 percent higher than the \$40 million target for last year's campaign, which raised more than \$41 million for area nonprofit organizations.

Campaign co-chairs are Tim Sullivan, president and chief executive officer of South Milwaukee-based mining equipment manufacturer Bucyrus International Inc., and Jon Hammes, chairman and CEO of Brookfield developer Hammes Co. The campaign is set to launch Aug. 24 and run until Dec. 13.

Sullivan said the goal is reachable, particularly at a time when many Milwaukee-area companies are having trouble finding qualified workers to hire.

The demand for trained workers is driving a need for greater funding of job training programs and initiatives. Sullivan expects that need to resonate with many local employers.

"It's very, very complicated finding qualified workers in the city," said Sullivan.

In fact, jump-starting the campaign are matching grants from Manpower Inc. and Miller Brewing Co. of at least \$50,000 each for funds raised for job training programs, he said. Exact totals for the grants were not available at Business Journal deadline. The donations will at least double the \$50,000 matching grant for job training Bucyrus made in last year's effort.

Hammes said donors will see an "edgier" campaign this year as part of an effort to highlight issues such as poverty, urban unemployment and teen pregnancy.

"We're bringing to their attention the seriousness of these issues," he said.

[Contact the Editor](#)

[Need Assistance?](#)

[More Latest News →](#)

Entrepreneur Case Studies

[From Beginners to Bigshots](#)

- [How to write a business plan](#)
- [SBA loan program details](#)
- [Profile: Tech startup uses SBA loan](#)
- [Profile: Restaurateurs tap most-popular loan](#)

Sponsored
by

