



# PRESS RELEASE

10/23/2024 – FOR IMMEDIATE RELEASE

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## United Way Unveils New Brand Strategy to Reflect Its Transformative Approach Forward

**GREEN BAY, WI** – Today, Brown County United Way joins United Way Worldwide (UWW) in announcing a refreshed brand that reflects the organization’s extensive reach and impact. As one of the world’s largest and oldest privately funded charities, UWW helps over 48 million people annually, including through an estimated 85 agencies in Brown County.

“The global brand refresh is a significant milestone in our organization’s 137-year history and represents our commitment to evolve and innovate in order to meet the changing needs of our communities worldwide” said Angela F. Williams, president and CEO of UWW. “It signifies our organization’s longstanding journey, while also embodying our transformative approach to remain relevant, sustainable, impactful now and in the future.”

United Way’s global brand refresh effort comes at a time when data reveal a decline in the proportion of Americans who volunteer or contribute to nonprofit organizations. Through this renewed strategy, United Way aims to spur greater engagement and action among the public and reinforce what United Way stands for, how it’s different, and why audiences should be engaged with the work of United Way. Underpinning the revitalized brand are four impact areas – youth opportunity, healthy community, financial security, and community resiliency – that highlight United Way’s expertise and unwavering commitment.

“By aligning with the global brand refresh, and further unifying with our global network, our United Way will be better equipped to tackle the unique needs of our community and drive meaningful change in the lives of individuals and families here in Brown County,” said Robia Vang, Communications and Engagement Strategist of Brown County United Way. “This strategic branding approach helps us to better amplify the impact we are having throughout all of Brown County.

UWW’s global brand refresh was informed by a comprehensive and robust brand discovery process that included both qualitative and quantitative research at the local and global level reflecting the needs of communities.

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Additionally, United Way is rolling out a new branding campaign theme, “United is the Way™.” By activating the United Way name into a declarative statement of purpose, “United is the Way” invites all people and communities to take action and make a bigger impact, together. The brand refresh also includes a revitalized visual identity, in which UWW’s iconic circle of hope logo has been unboxed to signify the dynamic nature of the 137-year-old organization, which – through its deep roots in tens of thousands of communities around the world – listens and responds in real-time to changing, pressing needs.

UWW’s new brand will be rolled out across all communication channels, including a refreshed website. The organization is confident that the global brand refresh will resonate with its diverse audience and inspire increased engagement and support of communities around the world.

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#### About United Way Worldwide

United Way mobilizes communities to action so all can thrive. True to our founding spirit, whenever there is a need in our communities, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. Our reach across tens of thousands of communities means we can share innovations and scale impact to improve lives around the world. From strengthening local resilience to advancing health, youth opportunity, and financial security, we’re working towards a future where every person in every community can reach their full potential. To learn more, visit [www.unitedway.org](http://www.unitedway.org).

#### About Brown County United Way

Brown County United Way’s mission is to unite people, resources and ideas to co-create community solutions that strengthen every person and every community in Brown County. We envision an inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being and community connection.

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