

Milwaukee Health Care Partnership, United Way of Greater Milwaukee & Waukesha County  
**Health Improvement Fund Promotional Toolkit**

Staff Email/Newsletter Copy

**Help ensure everyone has the care and services they need to be healthy**

*Donate to the Health Improvement Fund*

Every Milwaukee child and adult deserves an equal opportunity to be healthy. That includes having access to high quality, patient focused health care close to home. The Milwaukee Health Care Partnership (MHCP) Health Improvement Fund (HIF) is your opportunity to help connect vulnerable people with affordable health care coverage and the medical, dental, and behavioral health care services that meet their needs. HIF dollars also provide access to navigation and other support services that ensure positive health outcomes.

Your contributions to the HIF will:

- Strengthen families' connection to primary care "health homes"
- Connect people with serious health concerns to affordable specialty care
- Make sure people can get important medications, like insulin, despite their ability to pay
- Provide expanded access to dental care for children and adults
- Increase access to mental and behavioral health services in a variety of community settings
- Help low-income people navigate social services and the health care system in general, so they can *get the right care at the right time in the right place*
- Ensure health insurance education and enrollment supports to people who are uninsured or underinsured

The Health Improvement Fund is a United Way challenge grant supported by the health system members of MHCP (*Advocate Aurora Health, Ascension Wisconsin, Children's Wisconsin, and Froedtert Health*). Together, they have pledged up to **\$2 million to match HIF contributions 6 to 1!**

As you consider where to direct your United Way contributions in 2022, **we ask that you consider giving to the Milwaukee Health Care Partnership (MHCP) Health Improvement Fund (HIF).**

To learn more about the Health Improvement Fund:

- Watch these videos:
  - [2022 Vide: Representation Matters](#)
  - [Good Health: Health Improvement Overview](#)
- View the attached flyer
- Visit the Health Improvement Fund [webpage](#)

## Social Media Copy & Images

All social and poster images can be downloaded [HERE](#)

Access to health care is about more than location – it’s about creating an environment where people of all situations feel accepted, represented, and trust their providers. Make this a reality for those who most need it the most by donating to the United Way Health Improvement Fund today:

<https://unitedwaygmwc.org/Health-Improvement-Fund>

The United Way Health Improvement Fund is your opportunity to help connect people most in need with affordable health care coverage and the medical, dental, and behavioral health care services in their communities. Donate today: <https://unitedwaygmwc.org/Health-Improvement-Fund>

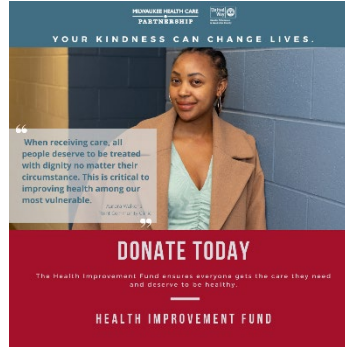
By donating to the United Way Health Improvement Fund, you are ensuring people can get important medications, like insulin, despite their ability to pay. Donate today: <https://unitedwaygmwc.org/Health-Improvement-Fund>

By donating to the United Way Health Improvement Fund, you are ensuring that children and families, no matter their situation, have access to critical mental and behavioral health services. Donate today: <https://unitedwaygmwc.org/Health-Improvement-Fund>

Help adults and children across Milwaukee get the dental care they need. Donate to the United Way Health Improvement Fund today: <https://unitedwaygmwc.org/Health-Improvement-Fund>

## SOCIAL IMAGES

*With Quotes:*



*Plain:*

