

Milwaukee Health Care Partnership, United Way of Greater Milwaukee & Waukesha County
Health Improvement Fund Promotional Toolkit 2023

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 2023, **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:
 - [2023 Health Improvement Fund Video](#)
 - [2022 Video: Representation Matters](#)
- View the attached flyer
- Visit the Health Improvement Fund [webpage](#)

[Donate to the Health Improvement Fund today.](#)

Social Media Copy & Images

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

What does a gift to the Health Improvement Fund do? It helps families get connected to important health care resources in their community – despite their ability to pay. Donate today:

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

What does a gift to the Health Improvement Fund do? It helps 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>

What does a gift to the Health Improvement Fund do? It helps people get important medications, like insulin, despite their ability to pay. Donate today: <https://unitedwaygmwc.org/Health-Improvement-Fund>

What does a gift to the Health Improvement Fund do? It helps children and adults access mental health care in their community. Donate today: <https://unitedwaygmwc.org/Health-Improvement-Fund>

When you give to the United Way and the Health Improvement fund, you're not just giving a donation – you're changing lives. Learn more about the Health Improvement Fund and donate here:

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

SOCIAL IMAGES



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