

Milwaukee Health Care Partnership, United Way of Greater Milwaukee & Waukesha County
Mental Health Improvement Fund Promotional Toolkit 2025

Staff Email/Newsletter Copy

Ensure all people have the mental health services they need to thrive

Donate to the Mental Health Improvement Fund

Every child and adult deserves an equal opportunity to thrive. That includes having access to high-quality mental health care close to home. The Milwaukee Health Care Partnership (MHCP) / United Way Mental Health Improvement Fund is **your opportunity to connect people of all ages to affordable mental health care services that meet their needs – in their community**. Mental Health Improvement Fund dollars also provide access to navigation and other support services that help people get started on their path to finding care.

Your contributions to the MHIF will support organizations in the community that provide:

- Mental health services for children, adults, and families of all ages
- Outpatient mental health services, like ongoing therapy or help with medication
- Crisis services, like same-day walk-in services
- Testing or screening for conditions
- Mental health services in creative locations, like community centers or at home
- Support in helping people find and connect with the mental health services they need

As you consider where to direct your United Way contributions in 2025, **we encourage you to give to the Mental Health Improvement Fund.**

To learn more about the Mental Health Improvement Fund:

- Watch this **video**:
 - [Mental Health Improvement Fund](#)
- View the attached **flyer**
- Visit the Mental Health Improvement Fund [webpage](#)

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

Creative (for download):

- [Video](#)
- [Community Flyer](#)
- [Social Media Images](#)
- [Posters](#)

Social Media Copy & Images

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

What does a gift to the Mental Health Improvement Fund do? It helps families get connected to important mental health care resources in their community – despite their ability to pay. Donate today: <http://bit.ly/40p0eqj>

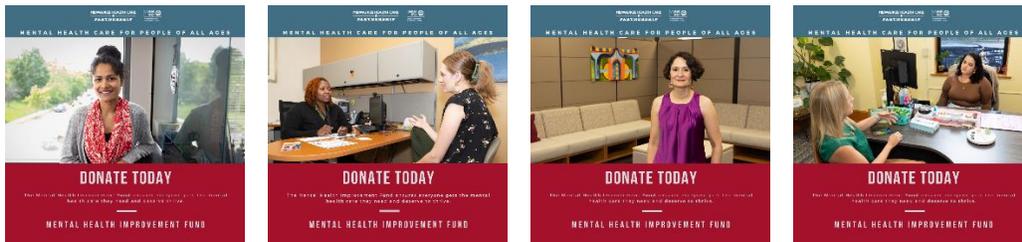
What does a gift to the Mental Health Improvement Fund do? It helps connect people most in need with affordable mental health services in their communities. Donate today: <http://bit.ly/40p0eqj>

What does a gift to the Mental Health Improvement Fund do? It helps people get important mental health medications, despite their ability to pay. Donate today: <http://bit.ly/40p0eqj>

What does a gift to the Mental Health Improvement Fund do? It helps children and adults access mental health care in their community. Donate today: <http://bit.ly/40p0eqj>

When you give to the United Way and the Mental Health Improvement fund, you're not just giving a donation – you're changing lives. Learn more about the Mental Health Improvement Fund and donate here: <http://bit.ly/40p0eqj>

SOCIAL IMAGES



Download the Social Images [HERE](#)