



CHARITABLE GIVING PAST THE HOLIDAYS

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By Alex Ronallo

With the holidays coming to an end, so is the big charitable giving season, But as the year winds down are donors growing tired of the need? We spoke with some organizations about their strategies for staying afloat amid competition.

At United Way Fox Cities, President Peter Kelly told FOX 11 the organization is on it's way to a projected \$7.7 million donation year.

"Much like retail we really depend on December to really make it or break it," Kelly explained.

For the Salvation Army of Brown County the numbers are a bit shaky. According to community relations manager Kathryn Pahl, it's still \$260,000 short of a \$1.15 million holiday goal.

"It's been up and down all through the season. Right now we're actually a little ahead of where we were at this time last year," Pahl explained.

And after the clock strikes midnight January first, the need is still there.

"It's important to remember that all the issues that we deal with are generally here 24/7, 365 days a year," Kelly stated.

Kelly told FOX 11 it can be difficult to drum up continued support.

"There's a lot of donor fatigue, I think. There are a lot of really good organizations, with very worthwhile causes in the community," said Kelly.

"We're not asking for more than there is need. There's more need than what we ask for," Pahl said.

And with so many charitable organizations competing for donor dollars and volunteer hours, Pahl told us there's only one thing to do: work together. She explained that charities are collaborating more all the time, particularly when it comes to grant writing.

"These big donors and community foundations want to see us working with other organizations," said Pahl.

Kelly used to work in the for-profit sector and told us the idea takes some getting used to.

"It's hard to always think that way, for me, but I've definitely come to realize that's the only way we're gonna be successful," Kelly explained.

The charitable organizations told us it's not always about money, either, donating time and talents are very important. They encourage people to volunteer, if possible.

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