

# THE CAMPAIGN FOR WCS

REBUILDING LIVES THROUGH DIGNITY, SAFETY & HOPE



## A \$5 MILLION CAMPAIGN TO TRANSFORM COMMUNITY BASED MENTAL HEALTH CARE

For more than 110 years, Wisconsin Community Services (WCS) has supported individuals living with severe mental health needs, chronic instability, or poverty. Every year, more than 17,000 people come to WCS seeking support, stability, and a partner committed to helping them move toward their goals. For those individuals served by our Community Based Mental Health Programs, WCS is a key part of their life for anywhere from 4 years to a lifetime.

This is the work of rebuilding lives. And now, we need our community to help rebuild the space where that healing begins.



## THE CHALLENGE WE CANNOT IGNORE

Milwaukee is in a mental health crisis. In 2023, mental health was identified as the **#1 health issue** in the county. WCS has been responding to this need since 1980.

At our Community Based Mental Health Programs on West Wisconsin Avenue:

- **400 people** are served weekly
- **100 people** walk through our doors every single day
- **60 WCS staff** rely on this space to do their work
- Most individuals served live on **less than \$15,000 per year**
- More than **60% are Black, Indigenous, People of Color**

For the people we serve, this building is more than a clinic. It's stability, safety, routine, connection, warmth, and dignity.

Yet the physical environment they enter each day is outdated, cramped, and not designed for modern mental health care.

It strains staff, limits functionality, can be triggering, and does not reflect the quality of care or dignity our community deserves.

## WHY THIS MATTERS

People in these programs depend on WCS as a one-stop shop for nearly every part of daily life:

- Psychiatric care and medication management
- Pharmacy services
- Case managers and counselors who know them well
- Vision care
- Housing support
- Financial management support
- Showers and laundry
- Meals, transportation, and daily living support
- A place to socialize, feel safe, and be heard

These are individuals whose struggles are often unseen. At WCS, we see them clearly, meet them with dignity, and walk alongside them on the path to stability and hope. We invite you to walk alongside them too. A renovated space means something simple but profound:

**DIGNITY. SAFETY. HOPE.**

**A chance to rebuild a life.**

## OUR VISION

# A SPACE WORTHY OF THE PEOPLE WE SERVE

The renovation will create a modern, welcoming environment where individuals and staff can heal, work, and thrive. The new space will:

- **Sustain personal dignity** with clean, updated spaces for showers, laundry, and personal care
- **Support emotional well-being** with natural light, calming design, and areas for privacy
- **Improve safety** with a layout that reduces stress and supports crisis stabilization
- **Strengthen staff morale** with functional, healthy workspaces that improve efficiency and effectiveness
- **Create a true one-stop shop** that integrates care, pharmacy services, counseling, and daily supports under one roof

This is not just a facility upgrade.

**This is rebuilding the foundation of someone's life.**

## AN OPPORTUNITY FOR YOU TO MAKE A DIFFERENCE

For the first time in our history, WCS is launching a \$5 million capital campaign and your support is essential.

Your gift will create:

- A space where **100 people a day** are welcomed with dignity
- A work environment that sustains **60 dedicated staff**
- A community resource that lifts up those who are too often overlooked
- A model of compassionate mental health care that Milwaukee urgently needs

This is how your generosity changes lives. This is how you help someone move from crisis to stability. This is how you build a safer and healthier community.

**This is how you rebuild hope.**



**LEARN  
MORE**



## THANK YOU

You are not just supporting a renovation.  
You are rebuilding lives, one person at a time.

**To learn more or schedule a tour:**

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