



Editorial: U.S. Oil Open golfing fundraiser sets sights on kids

JUNE 29, 2009

Seven nonprofit organizations are working together on a new center designed to protect children and prevent child abuse, thanks in no small measure to a unique philanthropic effort that ought to be a widely used model.

The U.S. Oil Open Basic Needs Fund and J.J. Keller Foundation, working through the Greater Green Bay Community Foundation, have announced a second year of grants that reward collaborative efforts by local nonprofit organizations.

Beginning last year, the organizations promised three years of funding to nonprofits that band together on programs that meet basic community needs. This year the Child Advocacy Center, spearheaded by Family Services of Northeast Wisconsin with six other agencies, receives the first \$75,000 grant in a donation that will total \$225,000 over three years.

Two other efforts received a second year of funding. Two agencies will get \$50,000-\$75,000 this year for their program to expand dental care for children and adults in low-income families. Seven agencies will share \$100,000 for their Mental Health Outreach Expansion (MORE) program, which has expanded services for people trying to overcome homelessness and recover from the effects of domestic violence. The three Green Bay area grants are among \$860,000 in giving announced last week, the result of a collaboration among U.S. Oil and Keller, the Green Bay foundation and similar foundations serving Oshkosh and the Fox River Valley. What began 23 years ago as a golf outing for U.S. Oil's vendors and associates — they raised \$46,000 in 1986 — has grown to a major charitable force.

About 600 people are expected on four golf courses Aug. 12, and the 24th U.S. Oil Open has a \$1.5 million fundraising goal. Sarah Schmidt, director of the event, said that all of those dollars go to the communities where they were raised.

We've said many times that the people of Northeastern Wisconsin are among the most generous people anywhere. The U.S. Oil Open and the numerous agencies that benefit from its contributions provide just another example.