

A Campaign for Community Connection

Naming Opportunities



Share your belief in the healing power of human connection! Make a naming gift to Wellpoint Care Network's Campaign for Community Connection. Explore the options at multiple levels.



Name Our Campus

Wellpoint Care Network is seeking a lead philanthropic partner to name our entire campus and showcase our shared belief in the healing power of human compassion and connection! Together, we will transform 18 acres on Milwaukee's Northwest Side to address adversity, heal trauma and support strong, thriving families and communities.

We currently serve 5,000 children, adolescents and adults daily, including half of all children and families in the Milwaukee County foster care system.

The **upgraded Campus will serve upwards of 7,500** community members annually and offer:

- Mental Health Clinic
- Community Training and Conference Center
- Social Hall and Coffee Shop open to the community
- Gymnasium where children and families can play and connect
- YMCA early childhood education
- Community Gardens and Peace Garden
- Community walking trails and other outdoor recreation
- Space for additional services offered by community partners
- Community Engagement Programming to welcome neighbors to our campus for social events, education, training and other gatherings to connect, collaborate and solve challenges

Elements of Trauma Informed Care are intentionally infused into the design of the campus to create a supportive atmosphere of calm, comfort, safety and connection to all who visit, work, play or access services here. – Ann Leinfelder Grove, President and CEO



Full Building Wing

Name one of three main buildings where our mission comes to life! More than 300 employees provide Mental Health Services, Child and Family Well-being Services and Trauma Informed Training and Consultation within these buildings — and out in our community every day. • **\$1 Million**



Atrium Entryway

The new entrance will offer an inspirational and engaging campus access point. Soaring windows will bathe this space in natural light, while modern furnishings and security amenities will ensure the comfort and safety of thousands of visitors annually. • **\$500,000**

MENTAL HEALTH CLINIC

Name our state-of-the-art, community-centered outpatient clinic and bring down barriers to high-quality mental health care for Milwaukee children, adolescents and families — no matter their income or insurance status.

- Clinicians provide care following the Neurosequential Model of Therapeutics™ (NMT), developed by world-renowned neuroscientist and trauma expert, Dr. Bruce D. Perry
- A majority of our clinicians are specifically qualified to treat children and adolescents, with 90% of patients ages 0-19
- Spaces are designed for traditional, occupational and art therapies
- Patient and family comforts also include the Campus Peace Garden, walking trails and community social hall
- Trauma-informed design creates a safe and calming environment that communicates respect for the dignity, experiences and value of each individual and diverse communities.



Front Garden and Terrace

Connection starts with the feeling of welcome. Our welcome mat rolls out in the front garden and community terrace space on the Capitol Drive side of the campus, near the main entrance and adjacent to the Community Social Hall. Beautiful, mature trees provide a canopy for perennial gardens and winding walkways, while the patio terrace offers comfortable outdoor seating for clients, neighbors and guests. • **\$250,000**

Community Garden

Gardening is a therapeutic and life-sustaining activity. Large community garden plots will provide neighbors, employees and clients with a safe, sunny place to plant seeds, pull weeds, cultivate conversation and create human connection. A dedicated Peace Garden offers seating and a quiet place under a tree where neighbors, clients, therapists and social workers can pause, reflect and enjoy the peace of nature. • **\$250,000**



Community Social Hall

The positive energy of this bright, spacious and comfortable space will offer an accessible place for connections to develop and flourish. The hall will be open to the public for coffee, conversation, neighborhood meetings and other activities. Comfortable tables and casual seating will create a welcoming and inspirational place where ideas are ignited and actions are taken to create community where every child and family can thrive. • **\$250,000**



Team Member Entryway

Our employees are our greatest asset. When our therapists, social workers and other employees come to work, we want to support and motivate them for the essential role they play in serving our community. The employee entrance includes a welcome space where key messages are shared and access to an elevator that brings employees into bright and open work spaces where they accomplish their goals. • **\$100,000**



Training & Conference Center

As an international leader in the science, training and practice of Trauma Informed Care, we have trained 75,000+ people in our Seven Essential Ingredients framework. Our new training and conference center is equipped with state-of-the-art technology, comfortable seating and a beautiful and peaceful design to support learning and engagement. This space allows us to host private trainings for businesses, schools and other organizations; offer training and education to the public and collaborate with other agencies seeking meeting or event space. • **\$250,000**

Art Therapy Suite

Sponsor the healing power of art for children, youth and adults engaged in mental health services. Art therapy utilizes the science of brain development and the benefits of regulation as a pathway to healing. Creative expression is calming, joyful and provides a welcome shift from a technology-driven culture. • **\$100,000**



Occupational Therapy Suite

Occupational therapy plays an important role in healing adversity by melding cognitive therapy, social and emotional learning and sensory activities. Our expert occupational therapists offer a range of individualized interventions to help patients overcome challenges, build skills and manage emotions and behavior. • **\$100,000**



Family Therapy Suite

Supportive relationships are key to healing. Our family therapy rooms offer a safe and peaceful environment where families engage in therapeutic activities to strengthen and repair strained or broken connections. • **\$100,000**

Board Room

This 35-person, technology-equipped meeting room, adjacent to the atrium entrance, is a hub for governance meetings and available for use by community groups. It is designed to be bright, comfortable and flexible to meet our commitment to serve as a community anchor on Milwaukee's Northwest Side. • **\$50,000**

Conference Rooms (4 opportunities)

Four spacious, flexible and technology-equipped conference rooms just off the atrium entrance provide space for meetings with community members and people in our care. One room will be set aside specifically for foster youth involved in our Youth Transitioning to Adulthood program. These rooms will also be made available to other community groups in need of meeting space. • **\$25,000**

Collaborative Work Spaces

These modern office suites offer hybrid, hoteling workstations, meeting and conference rooms and high quality technology solutions. Collaboration and employee engagement are prioritized as employees enjoy ample space to work individually and within teams. • **\$25,000**

Walking Path (6 opportunities)

A safe and accessible walking path circles the entire 18-acre campus, providing a place for our employees, neighbors and people in our care to exercise and connect. • **\$25,000**



Welcome Desk

Connection and positive engagement starts where we greet our campus guests. The Welcome Desk is the centerpiece of the bright atrium entrance and sets the tone for all the connections that follow. • **\$25,000**

Additional Naming Opportunities

Campaign for Community Connection donors will also be acknowledged in perpetuity at these levels:

- **Inspirational Benefactor**
Individual plaque on Donor Wall • **\$15,000 - 20,000**
- **Leaders Circle**
Group plaque on Donor Wall • **\$10,000 - 14,999**
- **Connectors Circle**
Group plaque on Donor Wall • **\$5,000 - 9,999**
- **Collaborators Circle**
Group plaque on Donor Wall • **\$1,000 - 4,999**

If you are interested in naming the Campus or Mental Health Clinic, or if you have any question at all, please contact **Starlet Hayes, VP of Mission Advancement** at **(414) 465-1313** or **shayes@wellpointcare.org**.

