



United Way
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

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United Way's **Ride United** Transportation Program Relaunches

Manitowoc, Wisconsin (June 27, 2023) United Way Manitowoc County's **Ride United** program has just relaunched, once again helping cover ride costs for basic needs in partnership with Felician Village On-the-Go and Martitime Cab. United Way's goal is to provide 300 or more rides per month starting June 2023 through May 2024. United Way's Board of Directors approved \$48,000 from the organization's 2022 fundraising efforts in support of this critical program. Additionally, Lakeshore Technical College has generously donated \$1,500 as a **Ride United** program sponsor, bringing the program's total support to \$49,500.

The purpose of **Ride United** is to improve transportation equity, a critical component of poverty alleviation. United Way Manitowoc County saw early impact during the program's pilot phase last June (2022). During the pilot, Ride United provided 244 rides thanks to a \$4,000 grant from United Way Worldwide improving access to employment (154 rides), food (35 rides), health services (35 rides), education (10 rides), and legal services (2 rides).

Community stakeholder feedback following the pilot phase was very positive. "**Ride United** is filling a gap for patients without a driver license who need to get from the hospital to other non-health locations such as the police station, employment office, etc. I hope to see **Ride United** continue," stated Jessica Hodkiewicz, social worker at Holy Family Memorial Froedtert.

Lakeshore Technical College (LTC) also reported **Ride United** benefiting students by not only getting them to campus but also assisting with childcare dropoff and pickup, improving students' ability to attend classes. "LTC does not have a transportation solution for students so **Ride United** is filling a critical gap," said Courtney Ebben, Career and Employment Services Manager.

Nonprofits also identified the impact **Ride United** brought to those they serve. "The **Ride United** program is breaking down transportation barriers that have long been in place – it's a direct ride versus spending hours riding from one stop to the next," stated Amber Daus, CEO of Grow It Forward.

To learn more about **Ride United**, how to book a ride, or make a donation, please visit www.UnitedWayManitowocCounty.org or call 920.682.8888.

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United Way Manitowoc County: United Way Manitowoc County envisions a community where all people achieve their human potential. United Way's mission is to improve lives by mobilizing the caring power of others. For additional information, visit www.unitedwaymanitowoccounty.org or call (920) 682-8888.