



News Release

For Immediate Release

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Wells Fargo Supports Couleecap's Supportive Housing Program and the Fight Against Homelessness in our Area

(Westby, WI) Couleecap, Inc. is honored to announce that it has been awarded a grant for \$5,000 from Wells Fargo in support of Couleecap's Supportive Housing Program. This program provides leasing, housing, and extensive support services to individuals and families who are homeless. The primary goal of the Supportive Housing Program is to move individuals and families from homelessness to permanent housing and self-sufficiency. Those in the program work on goals such as finding employment, improving their housing stability, and increasing their self-determination. The Supportive Housing Program offers special support services to homeless participants who are disabled or experiencing mental health issues.

For every one dollar Wells Fargo donates, Couleecap is able to match \$4.00 in federal funding. "This \$5,000 gift allows us to bring \$20,000 of federal assistance to Crawford, La Crosse, Monroe, and Vernon counties," said Kim Cable, Couleecap's Housing & Community Services Director. "We are honored to have Wells Fargo support our work."

"A home is a basic need for everyone in our community and helping ensure there is an adequate supply of quality, safe, affordable housing has been a top priority for Wells Fargo for many years," said Sang Kim, Wells Fargo's region president for Wisconsin and Michigan. "We're pleased this one small act is making additional dollars available for a big impact in La Crosse and we're happy to provide our support."

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties.

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