



News Release

For Immediate Release

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Help for the Homeless

American Family Insurance Supports Couleecap's Supportive Housing Program and the issue of Homelessness in our Area

(Westby, WI) Community support is vital to the mission and vision of Couleecap. So it is with great pleasure we announce that Couleecap has been awarded a grant for \$3,000 from American Family Insurance. "Our Supportive Housing Program serves individuals and families who are experiencing homelessness," said Kim Cable, Couleecap's Housing & Community Services Director. "American Family's support will provide leasing, housing, and extensive support services to individuals and families who are homeless."

For more than 85 years, American Family Insurance has given its customers peace of mind by making their insurance experience easy and convenient. "American Family Insurance has a long, proud history of helping people in the communities we serve," said American Family Agent Phil Strand. "We don't want to be simply located in the communities where we do business – but a valued member of those communities doing our part to help dreams come true now and into the future."

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 dollar American Family Insurance donated, Couleecap will receive \$4.00 in federal funding. "This \$3,000 gift allows us to bring \$12,000 of federal assistance to Crawford, La Crosse, Monroe, and Vernon counties," said Grace Jones, Couleecap Executive Director. "We are honored that American Family Insurance has chosen to support our work."

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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