

NEWS RELEASE
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American Foundation of Counseling Services' Capital Campaign Builds the Foundation Needed to Expand Mental Health Services in the Community

GREEN BAY, WI – Since celebrating 50 years of commitment to mental health services in the community last year, American Foundation of Counseling Services (AFCS) has released a plan of advancement to build a foundation for meeting mental health needs in the Greater Green Bay community. To fund the plan, AFCS has embarked on a Capital Campaign to raise a total of \$8,200,000 by August 2017. Community leaders have contributed \$6.5 million so far, leaving less than 25 percent of the goal to be raised.

With a vision to be recognized as the leader in providing specialty care for children and adults with complex mental health challenges, AFCS has developed a four-part Advancement Plan:

- **Specialized Treatment** – Increased development and training of staff will be used to continue building the foundation for quality treatment, to a greater capacity of clients.
- **Access to Care** – Through a Resident Training Program, AFCS will increase wholeness care within schools and homeless shelters in the community, while assisting post-graduate mental health professionals reach their 3,000 direct service hours required for state licensing.
- **Facility and Technology Upgrade** – Specific priority areas have been established for a facility allowing AFCS to carry out efficient and effective plans to address mental health services in our community.
- **Capacity through Collaboration** – A new position has been created to work with community stakeholders in an effort to coordinate the Connections for Mental Wellness initiative, following the successful template of the Fox Valley and other communities throughout the U.S.

“During the 50 years AFCS has been in operation, the mental health needs of our community have evolved,” said Ryan Good, President and CEO of AFCS. “AFCS is committed to the sustainability initiative as part of our advancement plan, substantially increasing and enhancing our services. Our plan will benefit those in our community facing mental health challenges and the barriers preventing access to desperately needed care. In order to proceed with the advancement plan, AFCS needs the help of our local leaders, organizations and caring community members.”

(more on page 2)

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Individuals, organizations and businesses are encouraged to place a high priority on the vision and goals of AFCS and the impact being made on mental health services in the Greater Green Bay community. The campaign total is currently at 75% of its goal. To make a contribution to AFCS's capital campaign or for additional information, contact Rebecca Fairman at (920) 437-8256 ext. 113 or rfairman@afcscounseling.org.

About AFCS

American Foundation of Counseling Services (AFCS) was established in 1965 by George Kress and Norman Vincent Peale, with the original intent of providing training and counseling education to clergy and congregations in Northeast Wisconsin.

Today, AFCS provides outpatient counseling to individuals and families, offering payment alternatives to make counseling affordable for those who are uninsured and under-insured. The organization is also a state-licensed child placing foster agency, providing intensive out-of-home placement for children who have been a victim of abuse or neglect or who have delinquency issues. AFCS is affiliated with The Samaritan Institute of Denver, Colorado. To learn more about AFCS, visit www.AFCScounseling.org or contact Ryan Good at (920) 437-8256.

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