

As we go about the day-to-day business of running The Time Is Now to Help, it is easy to become so focused on the immediate needs in front of us that we sometimes lose sight of the bigger picture. There are donations to enter, thank-you letters to write and mail, grant applications to complete, requests for assistance to research, phone calls and visits to make to those waiting for assistance, volunteers to coordinate, assistance deliveries to be made, and important state and federal requirements to meet to maintain our 501(c)(3) status. We cannot lose sight of the fact that the most important work is providing assistance to the many people in desperate need who are waiting for help.

This week, we took a moment to step back and look at the bigger picture. We reviewed the assistance we have provided so far this year and, for the first time in a while, stopped to truly consider the impact that all of us together have made. What we saw was overwhelming.

The generosity of our Matching Grant donors and all of “You” are changing lives throughout our communities. These funds provided more than rent payments, utility assistance, food, transportation and household necessities. They have provided and are continuing to provide something just as important: hope. We changed tears of desperation to tears of gratitude for the relief of their pain and suffering in poverty.

We thought it was important to share this with “You” because these accomplishments belong to all of us. After all, it is “You” who have made our matching grants successful and allowed us to continue reaching people when they need us most.

We are currently working toward our goal of raising \$50,000 in matching donations for the Family Legacy Summer 2026 \$50,000 Matching Grant. While we patiently work toward matching this generous grant dollar for dollar, we are continuing to provide assistance with the funds already received. All of us have been busy helping senior citizens, children, working poor families, single mothers, individuals with disabilities and veterans throughout our communities.

When we think about the people who have come to us for help, it is difficult to imagine any of them being able to simply wait for assistance. Could a recently widowed mother wait another month to catch up on her rent and utilities? Could an elderly couple battling cancer wait in hunger until they found a way to put food on their table? Could a single mother continue getting to work and stay employed if she lost her vehicle? Could a grandmother raising her grandchildren simply go without the basic necessities her family needs? The answer is no.

Because of all of “You” we were able to say, “Yes. We can help.”

Just this past week, we helped many of our neighbors facing desperate circumstances. A recently widowed mother with two young children had fallen behind on her rent and utilities while struggling through the immense grief of losing her husband. Friends stepped in with meals, her church provided spiritual support, and The Time Is Now to Help provided the overdue rent and utility assistance she desperately needed. With those burdens lifted, she has been able to return to work and begin healing without the additional fear and stress of falling deeper into poverty.

We also helped an elderly couple who were overwhelmed by their financial responsibilities while both were undergoing cancer treatment. Volunteers delivered food and other care items, and our assistance is helping them move toward more stable housing during an incredibly difficult chapter of their lives.

Two single women received help with car payments, allowing them to maintain reliable transportation to their jobs. Two grandmothers who lovingly stepped forward to raise their grandchildren received assistance with rent, clothing and utilities.

These may sound like simple acts of assistance, but to the people receiving them, they are anything but simple. Our assistance can mean keeping the lights on, keeping a roof over a child's head, getting to work and being able to provide for your family, having food in the refrigerator and staying in a home instead of becoming homeless. Our assistance lets them know that someone cares.

So many people walk through our beautiful communities and wonder, “How can poverty possibly exist here?” But poverty can exist in any community. It does not discriminate based on age, religion, location or race. It can affect a senior citizen who worked hard all their life, a child who has no control over the circumstances surrounding them, a single mother trying desperately to provide for her children, a veteran, a person with disabilities or a hard-working family who simply cannot overcome an unexpected financial crisis. Poverty often exists behind closed doors, in homes on every street and in every neighborhood.

Thanks to all of “You” we are opening some of those doors. We are easing the pains of poverty. We are replacing fear with hope. We are helping frightened children smile again, helping parents breathe a little easier and giving our neighbors the opportunity to get back on their feet. This is the bigger picture.

As I write this column, I am looking at a stack of requests from people who are waiting for their turn to experience the generosity of the Family Legacy donors and all of “You.”

Their names may be different. Their circumstances may be different. But they all have one thing in common: They need someone to care.

Soon, because of “You,” we will walk through their doors. We will help ease their burdens. We will give them hope when they feel there is none. Together, we will change their lives.

That is the bigger picture. That is the difference we are making together. And that is why **The Time Is Now to Help.**

We thank you Lord for bringing us together in your love and filling our hearts with love for you and for each other.

Currently, thanks to the generosity of the Family Legacy Summer 2026 \$50,000 Matching Grant donors, every donation is being matched dollar for dollar. This means your generosity is being doubled, allowing us to provide twice as much poverty relief to our neighbors in need. We look forward to sharing how every penny generated through this matching grant is being put to work to provide meaningful assistance to individuals and families throughout our communities. Every donation, every match and every act of generosity is making a difference in the lives of our fellow creations.

Health & Happiness, Love & God Bless Everyone, Sal

Please visit our website to read more of our past and current columns and/or to make a donation: www.timeisnowtohelp.org Please go to the home page, follow the yellow highlighted link that says WC Letters to see current and past columns.

A Very Special Thank You: Family Legacy Donors, Family Foundation, Kunes Family Foundation, Ziegler Charitable Foundation, Paul Ziegler, Dr. Mark and Cynthia Brower, The Harold and Bernice DeWeerd Family Foundation, Paper Dolls, Dale and Gail Folkers, J.P. Morgan Charitable Giving Fund, Susan & Philip W. Hagenah Family Fund, United Way of Walworth County, Lake Geneva Area Realty, Gerald and Bernadette Kraft, Carolann Lippert, Carol Brathol, Marianne Bretz, Karin Slayton, William Davit, Jeanne Allen, E. and Barbara Andres, Stanley Roelker, Nancy Flood, Aileen Hodges, Beverly Mather, Beth Pizzo, J.N. Hackman, James Shannon, all of our anonymous donors and ALL of you who support The Time Is Now to Help. Anyone who would like a Time Is Now donation box in your business, please call (262) 249-7000.

Please visit: www.timeisnowtohelp.org