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PRESS RELEASE

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Kenosha Achievement Center Leans on Non-Event Sponsors to Help Fill Deficit

January 20, 2020 (Kenosha, WI.) – Kenosha Achievement Center (KAC), empowering individuals of all abilities, promotes a MASK-erade non-event with the hopes of meeting an 80 thousand dollar deficit caused by the cancellation of several in-person fundraisers, events and programs.

Traditionally, the organization spends a large part of the year planning a formal gala. Last year's event, which was scheduled for October, however, was cancelled due to COVID-19 restrictions. This event typically raises more than 80 thousand dollars to fund programs for individuals with special needs. Instead, to help fill their deficit, KAC invited their community to support the organization with a non-event sponsorship.

Sponsorship options included the Sanitizer Sweetheart, the Grand Mask, Essential KAC Contributor and Socially Distanced Donor. The sponsorship descriptions promoted the non-event's theme. Sponsors were encouraged to donate based upon the following incentives: treating themselves to a safe evening at home, receiving several virtual hugs from everyone at KAC, and gaining a sense of purpose funding programs for adults and children with special needs and the list continued.

The surrounding community responded to support KAC's MASK-erade, raising just over 20 thousand dollars. While not fully meeting the nonprofit's deficit, the organization would like to thank its sponsors and supporters for helping to fund their mission. Earlier in the year, KAC's first-ever Virtual Concert Series was also introduced with the same goal — to stay safe and raise funds. Contributions from both fundraisers help to ensure KAC can continue meeting the community's ongoing needs.

"In the past year, the significance of a strong, supportive community has become even more important," says Chris Weyker, chief executive officer at KAC. "We are so grateful we can depend on our community for support during challenging times. It is comforting to know the community is behind us supporting the delivery of vital services for people with special needs. We hope to be able to welcome everyone back to some of KAC's great events soon."

KAC considers the health and safety of its community, employees, participants and their families a priority. In regards to the COVID-19 pandemic, KAC remains open and is continuing to provide essential services. This includes operating Care-a-Van Transportation Services, offering virtual home visits and therapy sessions, resuming in-person services at limited capacity and more. Kenosha Achievement Center looks forward to resuming its services to normal operations as soon as it is safe to do so.

About KAC:

Since 1964, [Kenosha Achievement Center](http://www.theKAC.com) has worked to create opportunities for the personal growth and success of persons with special needs. KAC does this by removing barriers, changing perceptions and building confidence. Annually, KAC serves roughly 3,000 individuals in the Kenosha community and the surrounding area. These vital children, adult and transportation services provide individuals with special needs and their families with the resources and support needed to thrive throughout their entire lives.



KAC promotes a MASK-erade non-event benefiting individuals with special needs.