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ARCW Announces \$1 Million Private Donation by Will Radler to Support Psychiatry Services for HIV Patients

Gift represents first seven-figure donation made by an individual donor to support fight against AIDS in Wisconsin

Milwaukee, WI...The AIDS Resource Center of Wisconsin (ARCW) will receive \$1 million over the next three years from Will Radler to support expansion of psychiatry services for its patients. The gift, made possible through Radler's donor-advised fund at the Greater Milwaukee Foundation, represents the largest donation ARCW has received from an individual donor and will transform the organization's ability to deliver high quality, patient-centered health care.

"We are grateful to Will for his donation as it will help save the lives of our patients," said ARCW President and Chief Executive Officer Mike Gifford. "Will's generosity will allow ARCW to hire a full-time psychiatrist for our patients. The addition of this level of psychiatry care to be offered in our unique, patient-centered, medical home model will help further establish ARCW as a leading AIDS service organization in the United States. Will's gift is breaking down barriers to care and ensuring our patients have the best chance for long term survival with HIV."

"There is no health without mental health," said Mr. Radler. "I am making this gift to the AIDS Resource Center of Wisconsin because I know mental health treatment is effective. I cannot imagine having HIV and mental health concerns and not having access to this sort of care. ARCW has proven to be a leader in the fight against AIDS and this is the sort of organization I want to invest in. I am proud to support ARCW."

A life-long rosarian, Radler built a successful business by carefully tending to dozens of lines of roses, working to hybridize them so that they can grow to their fullest potential. In 1988, Radler crossed two lines of roses hoping to bring out the best of each. The result should have been as many as 30 new rose seeds. However, this time only a single seed was produced that had a one-in-five chance of producing a rose plant. That single seed, lovingly cared for by Radler grew into the Knock Out Rose, now the most popular rose in the entire world.

"Will Radler's act of individual generosity embodies the philanthropic spirit of our community. His gift to the AIDS Resource Center of Wisconsin will have a far-reaching effect in creating a place where everyone can thrive," said Ellen Gilligan, President and CEO of the Greater Milwaukee Foundation. "The Greater Milwaukee Foundation has been proud to partner with and support Will over many years to help him meet his charitable goals. We are honored to join him and ARCW to celebrate their positive impact in our community."

Access to psychiatry care is one of the most pressing needs for HIV patients. As medical research continues to shed more light on the intersection of physical and psychological health, and especially on the documented connections between HIV infection and mental health challenges such as central nervous system impairment, dementia, pain, and mood disorders, the need for ARCW to enhance its mental healthcare services is vital to the health of ARCW patients.

"Today, more than half of all HIV patients confront mental health challenges that make achieving optimum health more difficult. Successfully managing HIV is made all the more difficult when patients are struggling with depression, anxiety, trauma and addiction," said Dr. Kevin Roeder, ARCW Director of Behavioral Health and Wellness. "Mental health challenges are common barriers our patients regularly face and make it hard for them to take medications exactly as prescribed or even attend doctor's appointments regularly."

By adding a total of 60 hours of psychiatrist time per week to ARCW clinical operations over the next three years, ARCW patients will have access to an integrated team of medical professionals who are specialists in identifying differences between physical and psychological causes of illness and helping create patient-centered care plans to overcome barriers to health. Psychiatrists specialized in HIV care, working as a part of ARCW patient care teams, can ensure psychotropic medications prescribed to ARCW patients will be effective to treat their mental health needs and not create potentially dangerous interactions.

A significant aspect of Radler's gift is a challenge to other donors to support the hiring of additional psychiatrist time. Known as the "Pathway to Wellness" campaign, the challenge will be to raise an additional \$70,000 per year over the next three years to add an additional 10 hours of psychiatry care at ARCW. Donors interested in participating in the Pathway to Wellness campaign should contact ARCW Chief Development Officer Dan Mueller at 414-225-1580.

About ARCW

ARCW is home to the ARCW Medical Center - Wisconsin's largest and fastest growing HIV health care system. It is both the state and the nation's first HIV-dedicated Medical Home to be recognized by the National Committee on Quality Assurance and approved by the US Centers for Medicare and Medicaid Services.

Through its integrated medical, dental and mental health clinics along with its pharmacy and dedicated social services that include food pantries, a legal program, and social work case management, more than 3,000 HIV patients in Wisconsin gain the health care and social services they need for long-term survival with HIV disease from ARCW through nine statewide locations.

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