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CFI's Pediatric Specialty Care Kids Win Big Thanks to Heart of Canal Street

MILWAUKEE, WI, (Dec. 10, 2025)—Potawatomi Hotel and Casino's 2025 Heart of Canal Street promotion officially wrapped, awarding 30 nonprofits, including Centers for Independence (CFI), a leader in supporting people with disabilities and behavioral health needs through innovative, person-centered programs, a portion of the proceeds.

This year's Heart of Canal Street campaign raised \$722,380, with each nonprofit receiving \$24,079 to support their vitally important children's programming over the next year. CFI was nominated as a Heart of Canal Street beneficiary by Milwaukee Media Group, which owns and operates 5 area radio stations, including 102.9 FM The Hog, Jammin' 98.3 FM, Pure Oldies 106.9 FM, WKLH 96.5 FM, and JOY 98.7 FM.

CFI's Heart of Canal Street proceeds will fund PSC's skilled nursing services that support the medical, developmental and social needs of children with complex medical needs. The only such program in Wisconsin, CFI offers care and therapies for children who are unable to use traditional care settings.

CFI's skilled nursing team provides medical assessment, coordination of care, provision of medications and medical treatments, tracheostomy management and care, artificial ventilatory support management and care, management of intravenous lines and parenteral treatments and management of wounds and skin disorders. The program is also a vital lifeline for parents and caregivers, who receive coaching on how to care for their children and peace of mind knowing their child is safe under the supervision of CFI's skilled nurses. The program provides emotional and social support for families through relationships with parents and connecting them with other families who are facing similar challenges.

About Potawatomi Casino Hotel's Heart of Canal Street

Heart of Canal Street is Potawatomi Casino Hotel's signature charity giving program. In 1994 donations totaled about \$100,000 split between a handful of charities. In the 30 years since nearly 400 local organizations have benefitted from a fundraising total now topping \$23 million. Visit potawatomi.com to learn more.

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About Centers for Independence

Centers for Independence (CFI) is a Milwaukee based nonprofit dedicated to supporting people with disabilities and behavioral health needs through innovative, person-centered programs. Since 1938, CFI has been a leader trauma-informed care, self-direction and removing barriers to help individuals achieve total health and greater independence. Visit cfihope.org to learn more.

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