



Rally for the Valley — Event Fact Sheet

Recover. Rebuild. Rock On.

Date: Saturday, October 3, 2026

Time: 2:00–10:00 p.m.

Location: Downtown Menasha, Wisconsin

Admission: Free; advance RSVP encouraged

Website: www.rallyforthevalleywi.com

At a Glance

Rally for the Valley is a free, community-led event bringing the Fox Cities together in support of ongoing recovery following the July 27 tornado.

Taking place throughout Downtown Menasha, Rally for the Valley will bring the community together for an extraordinary day of live music, comedy, storytelling, community activities and giving.

The event is designed to do more than gather the community for a single day. Rally for the Valley creates a platform to generate meaningful financial support, connect people with organizations doing recovery work, preserve stories from this historic moment and sustain attention on the needs that remain.

What to Expect

- Live music and entertainment
- Comedy
- Community storytelling
- Film and video programming
- Local food and beverage
- Artists, makers and small businesses
- Nonprofit and community organizations
- Opportunities to volunteer, give and support recovery

- Opportunities for community members to share and preserve their experiences from the July 27 tornado
- Livestream and stage programming throughout the day

Why Rally for the Valley

The July 27 tornado left a lasting impact across the Fox Cities, affecting homes, businesses, neighborhoods and families. In the weeks and months since, nonprofit organizations, volunteers, businesses, local governments and neighbors have mobilized to help.

Rally for the Valley was created to bring that energy together — providing a highly visible platform for continued recovery while giving people a way to gather, reconnect and take meaningful action.

Three Organizations. Multiple Paths to Recovery.

LEAVEN

Meeting immediate needs when families need help most.

LEAVEN provides emergency financial assistance and basic-needs support to people throughout the Fox Cities who are facing financial hardship. Its work can help households navigate unexpected expenses and immediate needs while connecting people with additional community resources.

Greater Fox Cities Area Habitat for Humanity

Repairing homes. Restoring stability.

Greater Fox Cities Area Habitat for Humanity works to create and preserve safe, affordable housing throughout the Fox Cities. Following the July 27 tornado, Habitat is helping address tornado-related home repair needs and supporting residents as they work to make their homes safe and stable again.

Pillars

Helping people find safety, stability and a path forward.

Pillars provides shelter, support and housing solutions for people experiencing homelessness and housing instability throughout the Fox Cities. Its work helps ensure that people facing housing challenges have access to safe shelter, assistance and resources that can help them regain stability.

You Choose Where Your Support Goes

Rather than contributing to a pooled Rally for the Valley fund, individual donors can choose the participating nonprofit they wish to support and donate directly to that organization.

Corporate and community partners can similarly identify where they would like their charitable support directed. Each participating beneficiary is an independent nonprofit with its own mission, programs and charitable activities.

Get Involved

Volunteer at Rally for the Valley. Volunteers will help make the event possible through roles including setup and teardown, guest assistance, communications, waste and recycling, beverage service, traffic and parking support, accessibility assistance, information and wayfinding, vendor support and other event-day needs.

Participate as a vendor. Rally for the Valley welcomes applications from artists and makers, local small businesses, nonprofits and food vendors. Priority will be given to those directly impacted by the July 27 tornado.

Share your story. Community members affected by the July 27 tornado are invited to share their experiences and help document this moment in Fox Cities history. Stories may be considered for event or livestream storytelling or preserved through photographs, video, oral histories and other archival materials. Participants may also choose to share privately or anonymously.

Volunteer sign-ups, vendor applications and story submissions are available at www.rallyforthevalleywi.com.

Event Structure

Rally for the Valley is a community-led event organized by a volunteer advisory event planning committee in partnership with Hear in the Fox Cities, a Fox Cities-based 501(c)(3) nonprofit organization.

Hear in the Fox Cities serves as the event's nonprofit and fiduciary partner, providing administrative oversight for event expenses, contracts, invoices and insurance. Participating beneficiary organizations remain independent nonprofit organizations responsible for their respective charitable programs and services.

Media

Media inquiries, interview requests, credentials and event-day coverage requests:

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Organizing Committee Member

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Press materials, approved images, logos and additional information can be found at www.rallyforthevalleywi.com