

I am a Force4Good™

By
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What happens when you mix your life's work with your heart's desire? You develop your own company and create jobs for those who need them. That is exactly what Brenda Schubach Kiehnau, Founder and Executive Director of I am a Force4Good, did.

Coming from a background in criminal justice, Brenda worked with those living in poverty, domestic violence and exploited children at the Department of Justice and Boston's Children's Hospital in conjunction with Harvard University. She left the

program, "My heart poured out to all the kids," feeling she couldn't help them enough.

Making a career change to advertising and marketing, she designed new products for 100 of the largest companies in the world. But those children were still tugging at her heart. If you positively alter an adult life by one degree, it can change a child's life forever.

Last year Brenda was giving motivational speeches and was touched by those who had been affected by the economy. That is when I

am a Force4Good was created. With her husband by her side they went forward with their plan. "We wanted to provide an opportunity for distribution and wholesaling of products produced by people in transitional jobs." I am a Force4Good provides jobs for women in shelters, those affected by addictions and domestic abuse. They have partners in Connecticut, Illinois and Minnesota. Also, Brenda is working to rebuild the Milwaukee workforce through transitional jobs with the Social Development Commission's support.

I am a Force4Good has also just launched the Soap4Dignity project. Soap4Dignity is dedicated to homeless children in America. Giving back to America and restoring dignity one bar of soap at a time is what is important to Brenda. ■

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