

Moving Upstream

Rock River Community Clinic 2025-2026
Capital Expansion Project



ROCK RIVER
COMMUNITY CLINIC



Rock River Community Clinic (RRCC) is a non-profit community health center devoted to improving the health and well-being of our community.

Join us in our effort to expand and sustain affordable, comprehensive healthcare for all!

THE PROJECT

To fully leverage the benefits of a community health center and offer a sustainable, integrated healthcare home to our patients, RRCC aims to:

»»» Open a new integrated medical, dental & behavioral client site in Johnson Creek

- Provides the capacity to expand and integrate patient care services - a hallmark of community health centers in improving healthcare access and health outcomes.

»»» Renovate and expand the existing medical clinic & administrative offices in Whitewater

- Provides capacity for administrative offices, including offices for outreach and enabling services (referrals, financial screenings, and billing).

»»» Relocate and renovate the Watertown medical clinic

- Maintains our existing presence for patients in Watertown and supports collaboration with Watertown Regional Medical Center.

THE BENEFITS



More patients served with greater care and efficiency



Access to medical, dental, and behavioral health care in a single, centralized location



Added support for growing administrative and patient case management needs



Maximized clinic space that capitalizes on existing facility structures



More sustainable overhead costs



Dental Need

The need for dental care is significant across the greater Jefferson County area. Our dental clinic currently averages 3 emergency visits per day - often children - with infection, significant pain, or abscesses caused by decay and a history of poor dental hygiene and oral health care.



AN INTEGRATED APPROACH TO HEALTHCARE

Timely, convenient access to quality health care is critical in reducing health complications and improving well-being. By integrating medical, dental, and behavioral health care, we better meet patient's whole health needs.

Through the Johnson Creek expansion and integration, we estimate serving 6,350 patients for a total of 17,040 total visits in 2026 —a 50% increase in patients seen in 2024 and a 112% patient increase from 2023.

WHY JOHNSON CREEK?

- Provides a centralized location for RRCC services, minimizing distance traveled by more patients
- Brings dental services closer to Watertown (home to over 33% of current dental patients)
- Utilizes a large existing empty clinic space
- Positions RRCC to more effectively support provider recruitment & retention
- Supports workforce development partnerships with Marquette University and Madison College
- Continues close partnership and collaboration with Fort HealthCare, Watertown Regional Medical Center & Greater Watertown Community Health Foundation

“
By expanding and integrating care services, we reduce barriers to accessing quality, comprehensive healthcare and gain timely collaborations that measurably and efficiently improve health outcomes.
 ”



Olivia Nichols, RRCC CEO/Executive Director



JOHNSON CREEK FLOOR PLAN



A History of Community Care

RRCC was formed through the merging of three independent free clinics in rural Southeastern Wisconsin. For years, community advocates, providers, and leaders have devoted countless time, energy and resources to help fellow community members access medical, dental, and behavioral health care.



2003

Rock River Free Clinic (RRFC) opens, providing medical care out of the Jefferson County Health Department to uninsured, low-income patients



2007



Community Dental Clinic (CDC) opens, providing dental care to Medicaid and uninsured, low-income patients - in time, becomes the only Medicaid dental provider in Jefferson County

2008

Watertown Area Cares Clinic (WACC) opens, providing medical and behavioral health services to uninsured, low-income patients out of the old high school



2018

Rock River Health Care Network is formed to address challenges in access to health care for low-income community members and the need for long-term sustainability

2019

The RRFC, CDC, and WACC's Board of Directors agree to merge and consolidate resources under a joint entity called Rock River Community Clinic to consolidate resources and apply to become a Federally Qualified Community Health Center (FQHC)

2020



RRCC-Whitewater, located in a Medically Underserved Area, opens on January 1st, setting the foundation to become an FQHC

2022

RRCC is awarded designation to serve as an FQHC under the Look Alike designation, offering higher reimbursement from Medicare and Medicaid, access the Vaccines for Children Program, and loan forgiveness for providers.

2025 -
2026

Demolition (former high school/YMCA) and relocation of the RRCC-Watertown clinic, integration and expansion of RRCC services in Johnson Creek, creation of RRCC business center in RRCC-Whitewater clinic.

EVERY GIFT MATTERS - Thank you for your support!

This project is only possible with significant investment and generosity from our community partners, donors, and supporters.

PROJECT BUDGET

Johnson Creek Clinic Renovation.....	\$1,200,000
Whitewater Clinic Renovation.....	\$175,000
Watertown Relocation & Renovation.....	\$50,000
Operational Support & Contingencies.....	\$225,000
TOTAL ESTIMATED PROJECT COST.....	\$1,650,000

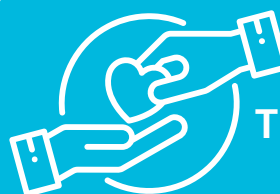
LEVELS OF GIVING

Champion Givers	\$250,000 and up
Investors	\$200,000 - \$249,999
Stewards	\$150,000 - \$199,999
Benefactors	\$100,000 - \$149,999
Supporters	\$50,000 - \$99,999
Friends	\$Up to \$49,000

Every contribution helps provide fully integrated, accessible & affordable health care services to any person in our communities who seeks care. Each dollar plays a role in improving the overall health & well-being of our friends, families, neighbors, and coworkers.

All gifts are fully tax-deductible and can be pledged over a two-year payout cycle.

All donors over \$5,000 will be permanently recognized by contribution level in the lobby of the Johnson Creek location. Naming opportunities may be available at certain levels. All donations will be recognized in printed materials.



THE IMPACT OF YOUR GIFT

Your investment will directly support RRCC's goal to expand and advance access to quality comprehensive healthcare for low-income family members across our 13 zip code region.



ROCK RIVER
COMMUNITY CLINIC

MISSION:

To provide quality, comprehensive health care
for all.

VISION:

A healthy community where all people thrive.

To discuss potential gifts and partnerships,
please contact:

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