



Olivia Nichols, Ph.D.  
CEO/Executive Director  
[director@rockrivercommunityclinic.org](mailto:director@rockrivercommunityclinic.org)  
262.472.6839 ext 6870 (office)  
920.650.7502 (cell)

**FOR IMMEDIATE RELEASE**

**Rock River Community Clinic Launches Capital Campaign to Sustain Local Access to Community Health Care**

**Whitewater, WI – April 21, 2025** – After 17 years of providing medical care out of the Watertown YMCA, and 18 years of providing dental care out of the Fort HealthCare Handeyside Clinic, Rock River Community Clinic (RRCC) is preparing for their next phase of patient care as the locations prepare for sale late 2025.

“It’s bittersweet to be moving out of our Fort Atkinson and Watertown clinics” states Olivia Nichols, RRCC CEO/Executive Director. “The care we provide was brought to life here thanks to countless hours of devoted volunteers and providers. We’re quite proud to carry on their legacy as we embark on this next chapter of our mission and service – it is needed now more than ever.”

Both building sales are part of larger community initiatives designed to centralize patient care and improve community access to healthy living. While significant, the need to relocate services has also allowed RRCC to reimagine service settings in the greater Jefferson County area to maximize access to affordable, comprehensive care. At the forefront of clinic goals, is integrating patient services to minimize overhead costs and maximize patient access to affordable services.

Specifically, as part of the 2025 Capital Campaign, RRCC aims to:

- Open a new integrated medical, dental & behavioral client site in the first floor of the Fort HealthCare Johnson Creek clinic to expand and integrate patient care services – a hallmark of community health centers and opportunity expand dental access

- Renovate the existing medical clinic in Whitewater to expand into the empty lower suite for administrative and business offices that maximizes clinic space for medical and growing behavioral health services.
- Relocate and renovate the Watertown medical clinic to the empty Medical Clinic building (Dr. Turke's old office) on the Watertown Regional Medical Center campus

"By integrating care services in Johnson Creek, we reduce barriers to accessing health care and gain collaborations that measurably and efficiently improve health outcomes," states Dr. Nichols. "The proposed capital expansion will aid us – the collective greater Jefferson County region – in moving further upstream to reduce health disparities."

In 2023, RRCC medical & dental clinics served 2,984 patients across 7,642 visits. In 2024, those numbers increased to 3,176 patients across 8,250 visits. Through the Johnson Creek expansion, RRCC estimates those counts will increase to 4,550 patients by 2026 and – with the expansion of behavioral health services – include 12,040 total visits.

The total project cost is estimated at \$1.65 million, with \$1.2 million needed for the Johnson Creek renovation, \$175,000 for the Whitewater remodel, \$50,000 to relocate the Watertown clinic, and \$225,000 to support initial increased operational expenses and meet any incidental construction costs. Grant funding from local and regional funders is expected to cover approximately 50% of the project, with the remaining \$800,000 to fundraise through the generosity of local donors.

The project is further supported through the greater Rock River Health Care Network ('HealthWorks'). HealthWorks is a coalition of local healthcare organizations working collectively to improve health outcomes in Jefferson, Dodge & Walworth Counties by focusing on low-income family's access to primary care. HealthWorks partners include Fort Healthcare, Greater Watertown Community Health Foundation, Watertown Regional Medical Center, Rainbow Community Care, Jefferson County Health Department, Jefferson County Human Services, City of Watertown Health Department, and Rock River Community Clinic.

"We're incredibly thankful to our HealthWorks partners who support this work, and the early donors of this exciting project," Nichols adds. "The Fort Atkinson Community Foundation has pledged a \$250,000 grant and an additional grant for \$80,000 has been committed by the

Common Ground Healthcare Foundation. Matching gifts are also underway thanks to local providers including our Medical Director, Dr. Donald Williams. We're so grateful for their investments in local community healthcare infrastructure and expansion."

Donations are being sought from individuals, small businesses, and corporations, with giving levels ranging from \$500 to \$200,000. All donors will be recognized in the Johnson Creek lobby on our donor wall, with naming rights available at higher levels of donation for our business center, dental surgery room, lab rooms, etc.

"We realize the project presents a big ask to our communities, which already generously support our efforts," states Nichols. "We believe wholeheartedly in the importance of this next step for RRCC and the foundational impact it will have on rooting our work and improving our care."

RRCC hopes to confirm all capital expansion support by September 2025, with construction set to begin in October 2025. All clinic updates are planned to be completed by February 2026.

For more details, visit [www.rockrivercommunityclinic.com/about-rrcc/capital-campaign-2025/](http://www.rockrivercommunityclinic.com/about-rrcc/capital-campaign-2025/) or contact Dr. Nichols at [director@rockrivercommunityclinic.org](mailto:director@rockrivercommunityclinic.org) or 262.472.6839.

-----  
*Rock River Community Clinic (RRCC) is a community health center that provides comprehensive and cost-effective health care services to ensure all community members have access to the care they need. Serving families in Jefferson, Dodge, and Walworth County, RRCC includes medical clinics located in Whitewater and Watertown, and one dental clinic located in Fort Atkinson.*

*At RRCC, all community members are welcome and accepted, regardless of ability to pay, with discounted prices for patients who are uninsured or underinsured (high deductible plans). RRCC also provides care coordination services to help patients overcome barriers to accessing healthcare (e.g., transportation), and helps to coordinate referrals. Bilingual staff (Spanish & English) are available to support patients and their families. By increasing access to health care services, offering care at affordable costs, and assisting with healthcare navigation, RRCC works to create a healthier, more equitable, community. For clinic hours and directions, visit [www.rockrivercommunityclinic.org](http://www.rockrivercommunityclinic.org)*

###