

Meijer Supports Fox Cities Community Following Appleton-Area Tornado

When severe weather struck Wisconsin's Fox Cities in late July, Meijer team members quickly moved from monitoring the storm's impact to helping local partners meet immediate community needs.

The EF3 tornado impacted the Appleton, Menasha and Fox Crossing area, leaving significant damage across the community, including homes, businesses, utilities and public infrastructure. Although the nearby Meijer store was not directly damaged and resumed normal operations after team members and customers sheltered safely, many neighbors began facing the difficult work of recovery as local curfews and a boil water advisory were issued.

Meijer team members immediately began outreach to local store leadership, the United Way agency serving the Fox Cities area and the American Red Cross to understand what support was most urgently needed and where Meijer resources could be most helpful.

Both the Howard and Appleton Meijer stores partnered to provide essential supplies to Fox Cities United Way, which was serving as a staging site for relief operations. The donation included bottled water, paper products, disinfectant wipes and shelf-stable food items. These everyday essentials were selected to help support residents, volunteers and relief organizations as cleanup and recovery efforts began across the impacted area.

According to updates from the American Red Cross, a disaster relief operation was established and a shelter opened to provide residents with housing, meals, device charging and health services. Damage assessment teams were also deployed to better understand residential impacts and identify where additional support may be needed.

As recovery continues, Meijer remains committed to standing alongside its neighbors in Appleton, Menasha, Fox Crossing and the broader Fox Cities community. The retailer will continue working with trusted local and regional partners to monitor evolving needs and support the people and organizations helping the community rebuild.

Additional assets available online:  [Photos](#) (3)

<https://meijercommunity.com/2026-08-04-Meijer-Supports-Fox-Cities-Community-Following-Appleton-Area-Tornado>