

UNITED WAY OF DANE COUNTY BUILDING WELL-BEING

United Way
of Dane County



The power of many. Working for all.



Volunteers assemble pediatric dental hygiene kits at **United Way's Seasons of Caring: Community Kickoff** at Mallards Duck Pond. More than 500 kits were distributed to local kids as a result.



Vision: A Dane County where everyone can succeed in school, work and life.

Mission: Unite the community to achieve measurable results and change lives.

Equity Statement: We aim to increase economic stability and decrease racial disparity in all our work. For Dane County to reach its fullest potential, we commit to engaging and involving diverse communities in decision making, leadership and action to achieve equitable outcomes in education, financial stability and health. We honor differences and create safe spaces for all voices to find common ground in building one community.

Our community's greatest resource is our people — and our ultimate goal at United Way of Dane County is to maximize the full potential of every neighbor. Devoting resources, time and energy to building the **well-being of all** helps our community thrive.

In order to do this, we are evolving how we engage with people inside and outside the workplace, the way we raise dollars and coordinate volunteer time and ultimately how we mobilize those resources to deliver stronger impact.

Our 2019 Annual Report celebrates the remarkable successes our community made possible and plots our direction as we approach our Centennial in 2022 and beyond. We relentlessly pursue a Dane County where everyone can succeed in school, work and life.

Thank you for everything you do to make Dane County a better place. Together, we are the power of many. Working for all.


Renee Moe
President and CEO
United Way of Dane County


Fritz Grutzner
2019 United Way Board Chair
Brandgarten

OUR NEW 2GEN APPROACH

BUILDS FAMILY AND COMMUNITY WELL-BEING



When people's potential, talent and skills are maximized, our community grows stronger and more vibrant. To advance well-being, United Way has changed the ways in which programs are arranged, funded and implemented.

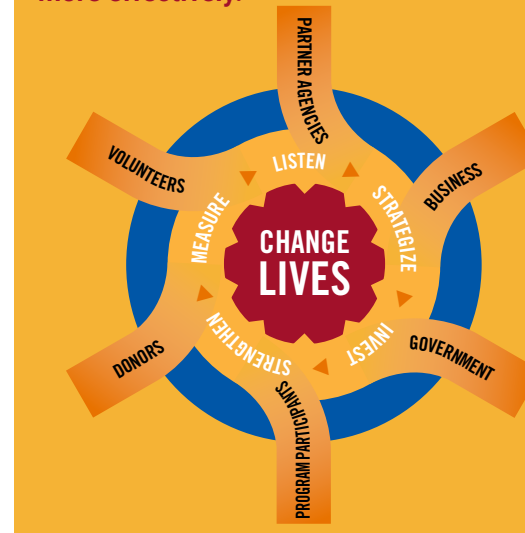
In 2019 we launched our new investment process, **where the ways we build the well-being of adults are connected to the ways we build well-being of their children**, and vice versa. We call this a “two-generation” approach, or **2Gen**.

2Gen approaches deploy resources devoted to early learning, education, employment, housing, health and so on in a more coordinated way to maximize their effectiveness.

The 2Gen approach involves identifying the historical and structural barriers that undermine a family's overall well-being and working with the family to solve problems, access new resources and sharpen existing skills. A responsive, holistic, family-centered mindset differs significantly from the traditional approach to anti-poverty efforts,

which rely on a confusing array of separate programs focused on a specific piece of the poverty puzzle (housing, health, employment, etc.) with different eligibility requirements.

United Way is like an engineer: helping design solid, coordinated tracks. By providing high-quality, well timed and coordinated services, United Way and our partners help families build their well-being faster and more effectively.



“The intent is that better collaboration and partnerships lead to better outcomes for families.”

– Barbara Nichols, 2019 Vision Council Chair

CORPORATE ENGAGEMENT

NEW WAYS TO ENGAGE, NEW WAYS TO MAKE A DIFFERENCE



Volunteers assemble medication disposal bags to reduce the risk of falls for older adults.

We've reduced the local fall rate to 22%
(national avg. 33%).

Collaborating with companies and entrepreneurs is a powerful way to make Dane County a better place to live for all. In 2019, more than 1,000 employees participated in on-site corporate engagements!

Our Corporate and Community Engagement team ensures accessible experiences for employee teams. We host activities at workplaces: manage all materials, delivery, set-up/take down, facilitation, distribution and follow-up for reporting volunteer and community outcomes.

Our commitment to innovation and partnering with companies allows us to strengthen our community together. Our corporate engagement activities address targeted community needs, ensuring that companies are participating in solutions to real problems faced across the county.

Employees leverage their hands and hearts to positively impact the larger community.

In 2019, 10,640 packs were created by employee teams, including diaper packs for young families and snack packs for children who go without meals. Together, companies, families and agency partners are working diligently to advance Dane County.

United Way is uniquely positioned to leverage best practices in corporate engagement, resulting in more impact for companies, partner agencies and families. **Let us partner with you for your next on-site corporate engagement activity!**

In 2020, our Corporate Engagement Menu will include even more projects that target specific needs in Dane County, including:

- Snack Packs
- Diaper Packs
- Paper Products Packs (e.g. bath tissue)
- Back to School Packs
- Special Projects as Requested/Needed

IN 2019, UNITED WAY OF DANE COUNTY LED 25 CORPORATE ENGAGEMENTS WITH:



1,056 VOLUNTEERS FOR A TOTAL OF



40,128 HOURS WITH AN



ECONOMIC IMPACT OF \$1,023,585

WE BRING THE COMMUNITY TOGETHER

What we do: Building well-being is a team project involving families and community members as equal partners. United Way **is how the community comes together** to tackle Dane County's toughest issues in the areas of **Education, Income** and **Health** – the building blocks of well-being. We start conversations between groups that often don't work together, and we create results that otherwise would not exist.

Mobilizing Donors and Volunteers



MORE THAN 18 MILLION DOLLARS RAISED



MORE THAN 25,000 DONORS



MORE THAN 600 WORKPLACE CAMPAIGNS



MORE THAN 2,600 VOLUNTEERS



"I learned so much as a Loaned Executive! One of the many things I learned is when people unite to make a change, there is power. I also learned how much United Way does for our community, which is amazing. The LE experience is a unique experience that has taught me to see things from a new perspective where life is much more than superficial. Life becomes so much more when you make a positive difference for others."

Vanessa Lopes-Maia, 2019 Loaned Executive from UW Credit Union

"Before Boardwalk Academy I knew United Way helped out people, but I had no idea how many people United Way helps or what they do for the Community. **Boardwalk Academy has changed my life**, the tools I learned from Boardwalk Academy helped me be more active in the Community. I am Chair of the Community Impact Advisors Council, Commissioner for Affirmative Action and I currently serve on [the] Law Enforcement and Leaders of Color Collaboration, I served on the Micro Investment Subcommittee this year. Boardwalk taught me how to investigate boards I want to serve on."

– Michelle McKoy, Boardwalk Academy Graduate



Engaging Community Members

United Way is often called upon by the community to bring together diverse stakeholders to address our community's toughest issues. Skilled facilitators use data-driven analytics to help the community define and understand the scope and scale of issues, reach into the community to understand local lived experience and points of view, research evidence-based best practices, identify common ground and metrics and hold stakeholders accountable to achieve desired change.

Boardwalk Academy is just one example.

Boardwalk Academy is a key strategy in support of United Way of Dane County's commitment to engage and involve diverse communities – especially those that are racially and ethnically diverse – in decision-making, leadership and action to achieve equitable outcomes in Education, Income and Health.



Offer **barrier-free personal/professional development** opportunities



Support the **placement of non-traditional leaders** voices and perspectives that are commonly absent from boards.



Support the collective commitment of organizations to **strengthen diversity and inclusion initiatives**.



25 BOARDWALK GRADUATES IN 2020



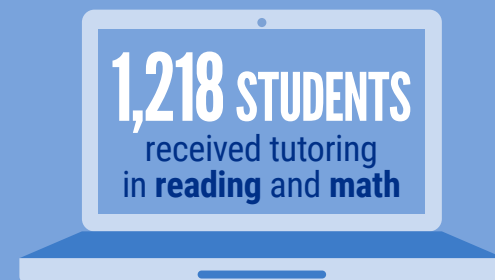
100% PLACEMENT ON LOCAL NONPROFIT BOARDS!

HERE'S WHAT WE ACHIEVE TOGETHER:

EDUCATION

Children are cared for and have fun as they become prepared for school. • Students succeed academically and graduate high school, prepared for higher education, career and community.

88% OF 4-YEAR-OLD PARTICIPANTS in ParentChild+ (PC+) are 4-K ready. 171 families served. For the 5th straight year, PC+ meets or exceeds national benchmarks.



Graduation rate for 2017-2018 is **92%** up from 88% in 2013

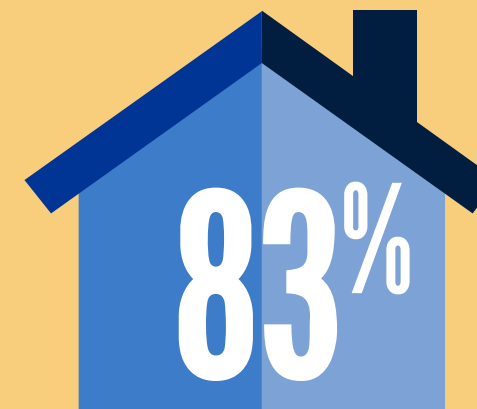
ONCE IN SCHOOL, children who completed PC+ have fewer behavior incidents and better attendance in Kindergarten, both indicators for future academic success.



IN 2019, **\$4,924,397** FUELED
24 AGENCIES • 38 PROGRAMS • 2 SIGNATURE INITIATIVES

INCOME

More people are on pathways out of poverty. • There is a decrease in family homelessness.



of families in **Housing First** have not returned to shelter since 2008.

THERE HAS BEEN A 50% REDUCTION

in acute family homelessness in Dane County since 2014.



90%

of **Journey Home** participants did not return to prison and are successfully reentering our community.



AS OF OCTOBER 2019,
365 PEOPLE HIRED



Since the HIRE Initiative began in 2013, **2,812 DANE COUNTY RESIDENTS HAVE FOUND WORK** including 748 at family-sustaining wages

IN 2019, **\$5,031,524** FUELED
18 AGENCIES • 35 PROGRAMS • 3 SIGNATURE INITIATIVES

HERE'S WHAT WE ACHIEVE TOGETHER:

"United Way is at the table with us trying to help us solve problems. We know that housing, education and health are all interrelated, and United Way helps The Road Home put those pieces together and more holistically help families."

Kristin Rucinski, Executive Director of The Road Home, Partner Agency



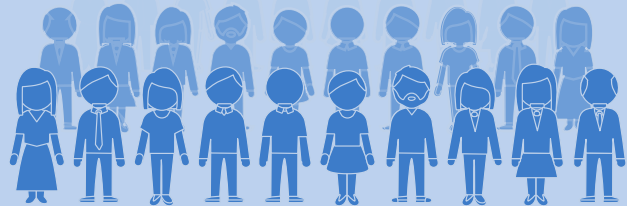
HEALTH

People's health issues are identified and treated early. • Seniors and people with disabilities are able to stay in their homes.



195 OLDER ADULTS received Comprehensive Medication Reviews (CMRs) through 28 community-based events and Safe at Home program services helping them avoid falls.

5,246 DANE COUNTY STUDENTS received behavioral health treatment, helping them focus academically. 3,312 6th graders in 4 districts (59% of 6th graders in Dane County) assessed for anger, anxiety, and depression; 331 referred and treated and 132 students in 24 schools served through evidence-based groups in school settings.



940 ADULTS insured with **HealthConnect** premium support, improving health care outcomes and reducing community costs. **18% had no previous health coverage.**



IN 2019, **\$5,036,275** FUELED
19 AGENCIES • 24 PROGRAMS • 4 SIGNATURE INITIATIVES

COMMUNITY RESOURCES

2.1.1

**24 x 7 x 365 ON CALL SERVICE
TO HELP CONNECT NEED WITH RESOURCES**

**TOTAL CALLS ANSWERED: 31,382
49,385 TOTAL REFERRALS**



TOP 3 REFERRALS:



FOOD PANTRIES



**RENT/RENTAL
DEPOSITS**



UTILITY BILLS

866 COMMUNITY KICKOFF VOLUNTEERS:

Labeled cans, providing **22,900** meals and assembled **1,500** snack packs for Dane County school kids



Filled dental packs for **1,000** children and assembled **500** feminine hygiene packs, increasing health



Packaged diapers and wipes for **500** families and assembled **500** paper product packs filled with everyday essentials



IN 2019, **\$2,062,164** FUELED
EFFORTS TO ENGAGE OUR COMMUNITY, MOBILIZE VOLUNTEERS
AND STRENGTHEN LOCAL NONPROFITS

HELP US DO MORE!

GIVE

Each contribution to United Way no matter how big or small makes an impact on our community and improves the lives of all our residents.



A \$5 LATTE OR
**5 HOURS OF HOUSING
CASE MANAGEMENT**

including relationship-building with landlords, budget counseling, employment counseling and other interventions that can help prevent and end homelessness.



A \$10 LUNCH OR
**10 THERAPY SESSIONS
FOR CHILDREN**

Help students 5th through 12th grade reduce symptoms of PTSD, depression and behavioral issues, improve coping skills and school performance.



A \$30 DINNER OR
**JOB READINESS
TRAINING**

Help job seekers learn computer skills, teamwork, problem solving, goal setting, resume and cover letter creation and interviewing and direct networking with HR representatives.

ADVOCATE



Advocate for a Dane County where everyone can succeed in school, work and life.

United Way of Dane County is striving to increase our engagement in meaningful public policy efforts that support and advance our mission. We are conscious of how public policy impacts the lives of our neighbors and committed to using our knowledge of local issues to help educate, inform and engage decision-makers on policies at the local, state and national level.

Review our public policy agenda and take action at
www.unitedwaydanecounty.org/public-policy



"We've been so proud to participate in United Way because of their focus on health, education, and income. Because of the impact they're making every day, every month, every year, we feel like we're part of solving problems."

Kevin Conroy, *Chairman of the Board & Chief Executive Officer, Exact Sciences*

VOLUNTEER

2020 VOLUNTEER OPPORTUNITIES:

April 24 – 25 *Spring Seasons of Caring: Spring Into Action*
Spring Seasons of Caring fosters inter-generational volunteerism with opportunities for the whole family throughout Dane County.

June 19 *Summer Seasons of Caring: Day of Action*
Volunteer on the longest day of the year! Give some time to our community by participating in Seasons of Caring: Day of Action.

August 18 *Fall Seasons of Caring: Community Kickoff*
Join us to participate in family-friendly volunteer projects and tackle our community's toughest challenges while kicking off the fundraising campaign.

November and December *Winter Seasons of Caring: Holiday Wish List*
United Way publishes a Holiday Wish List for nonprofits to share their needs with the community during the holidays.

Visit unitedwaydanecounty.org/seasonsofcaring to learn more!

WANT TO VOLUNTEER RIGHT NOW?

Find volunteer opportunities that match your time and talents at
www.VolunteerYourTime.org.

THERE'S MORE TO BE DONE

IN DANE COUNTY:

3,789 children ages 0-5 and **9,174** ages 5-18 in Dane County live in poverty.

An estimated **1,700 families** still need early childhood literacy support.

2,757 8th graders are below proficiency in math and would benefit from community support.

16,155 Dane County residents need family-sustaining jobs.

21,609 Dane County residents remain uninsured.

11,100 Dane County students have a behavioral health issue that hinders learning.

3,464 Dane County older adults live in poverty.

60 acutely homeless families, 690 remain housing insecure.

**GIVE, ADVOCATE OR VOLUNTEER WITH UNITED WAY TODAY
TO BUILD WELL-BEING AND MAKE DANE COUNTY A BETTER
PLACE TO LIVE FOR ALL!**

UNITED WAY FINANCIALS

UNITED WAY: EFFECTIVE, EFFICIENT AND TRANSPARENT.

We take our commitment to the community seriously and do everything possible to earn and keep your trust. **We are thrilled that third party assessors continue to recognize our achievement in this area:**



Charity Navigator: For the ninth consecutive year, United Way has earned Charity Navigator’s 4-star rating. This is the highest possible rating and indicates that our organization adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that we exceed industry standards and outperform most charities in our area of work.

GuideStar Seal of Transparency: The Platinum Seal is the highest level of recognition offered by GuideStar, an international online database of information about charities that advances transparency, enables users to make better decisions, and encourages charitable giving.



UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL POSITION*

Assets	2019	2018
Cash and investments	\$7,670,049	\$7,658,787
Pledges receivable	9,041,301	8,867,309
Accrued interest and other receivables	1,295,685	1,499,365
Prepaid expenses	154,870	287,913
Land, building and equipment, net of depreciation	2,166,694	2,202,011
Beneficial interest in assets held by others	882,514	922,013
Total Assets	\$21,211,113	\$21,437,398
Liabilities and Net Assets		
Liabilities		
Accounts payable	\$240,773	\$318,545
Allocations and designations payable	3,340,535	3,583,717
Accrued salary and vacation	279,438	171,570
Total Liabilities	\$3,860,746	\$4,073,832
Net Assets		
Net assets without donor restriction	\$5,154,244	\$4,761,832
Net assets with donor restriction - Campaign pledges & other	12,196,123	1,2601,734
Total Net Assets	\$17,350,367	\$17,363,566
Total Liabilities and Net Assets	\$21,211,113	\$21,437,398

UNITED WAY OF DANE COUNTY FOUNDATION STATEMENT OF FINANCIAL POSITION*

Assets	2019	2018
Investments	\$11,808,478	\$9,963,691
Interest Receivable/Prepaid Expenses	19,544	19,973
Receivables	182,234	132,372
Beneficial Interest in Annuity	10,917	10,917
Property/Donated Artwork	66,110	66,110
Total Assets	\$12,087,283	\$10,193,063
Liabilities and Net Assets		
Liabilities		
Gift Annuity Payable	\$9,826	\$9,826
Accounts Payable	26,002	25,831
Total Liabilities	\$35,828	\$35,657
Net Assets		
Without Donor Restriction		
Unrestricted	\$1,140,682	\$902,683
Board Designated	9,682,136	8,024,280
With Donor Restriction	1,228,637	1,230,443
Total Net Assets	\$12,051,455	\$10,157,406
Total Liabilities and Net Assets	\$12,087,283	\$10,193,063

* As of December 31, 2019 (subject to audit) with comparative totals for 2018

UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL ACTIVITIES*

	Without Donor Restrictions	With Donor Restrictions	Total
Public Support and Revenue	2019	2019	2019
Gross campaign results (Fall of 2018/2019)	\$19,460,950		\$19,460,950
Less: Donor designated pledges to federated organizations	(1,457,642)		(1,457,642)
Local campaign results (Fall of 2018/2019)	18,003,308		18,003,308
Less: Donor designated pledges to specific agencies	(3,609,195)		(3,609,195)
Less: Allowance for unpaid pledges	(295,637)		(295,637)
Net undesignated campaign revenue (Fall of 2018/2019)	14,098,476		14,098,476
Gross campaign results (Fall of 2019)		\$14,300,524	14,300,524
Less: Donor designated pledges to specific agencies		(3,395,410)	(3,395,410)
Less: Allowance for unpaid pledges		(316,447)	(316,447)
Net undesignated campaign revenue (Fall of 2019)		10,588,667	10,588,667
Prior year undesignated contributions released from restrictions		(12,290,886)	(12,290,886)
Other contributions and grants	2,621,975	1,296,608	3,918,583
Total Public Support	16,720,451	(405,611)	16,314,840
Donor designation fees	345,181		345,181
Sponsored activities, events and other revenue	277,776		277,776
Total Public Support and Revenue	\$17,343,408	\$(405,611)	\$16,937,797
Expenses			
Program Services			
Total program funds awarded/distributed/invested	\$17,054,360		\$17,054,360
(Less: Donor designations)**	(3,157,470)		(3,157,470)
Net Program Services	13,896,890		13,896,890
Supporting Services			
Resource Development	\$2,028,325		\$2,028,325
Management and General	1,025,781		1,025,781
Total Supporting Services	\$3,054,106		\$3,054,106
Community Programs and Supporting Services	\$16,950,996		\$16,950,996
Change in net assets	\$392,412	\$(405,611)	\$(13,199)
Net assets, beginning of period	4,761,832	12,601,734	17,363,566
Net assets, end of period	\$5,154,244	\$12,196,123	\$17,350,367

*As of December 31, 2019 (subject to audit) **Donations designated to agencies are reduced by fundraising costs

GIVING THROUGH UNITED WAY MULTIPLIES IMPACT

For **every dollar** donated through United Way, the return is **more than six times in total community impact**. When your donated dollar goes through United Way, the army of United Way volunteers and staff are enabled to find six more dollars through a network of caring connection. Additionally, 86 cents of every dollar given is invested in **initiatives right here in Dane County**, and the remaining 14 cents supports a far-reaching platform that coordinates, educates, involves, motivates and enables our community to make positive change.

Because of United Way, more people are brought together to identify what will help ALL families maximize their potential.

Because of United Way, more people are informed about what’s working to address our community’s most pressing needs.

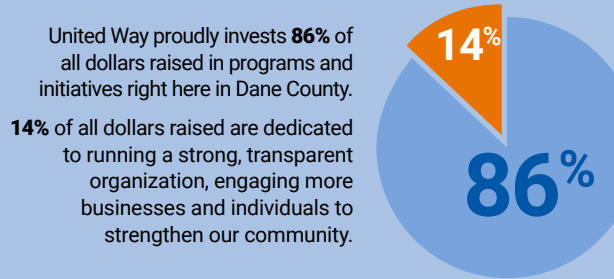
Because of United Way, more people find meaningful opportunities to get involved in ways that provide help where it’s needed most.

Because of United Way, more generosity is unleashed for the common good.

Because of United Way, donors can have confidence that their giving is being used as the donor intended.

Because of United Way, more people understand and act - literally thousands of donors and advocates and volunteers - so our community is stronger and more united.

THE POWER OF MANY. WORKING FOR ALL.



UNITED WAY PARTNER AGENCIES

United Way is proud to connect businesses, volunteers, donors, partner agencies, community leaders, higher education, government and families working toward well-being in our quest for a Dane County where everyone can succeed in school, work and life. We are honored to partner with the following nonprofits in local neighborhoods and communities, uniting to ensure all Dane County's families have the opportunity to thrive.

100 Black Men of Madison	FAST	NewBridge Madison, Inc.
Access Community Health Centers	Financial Education Center, Friends of	Northside Planning Council
Access To Independence, Inc.	Genesis Social Services	Northwest Dane Senior Services
Agrace HospiceCare, Inc.	Gilda's Club Madison Wisconsin	Omega School
AIDS Resource Center of Wisconsin, Inc.	Girl Scouts of Wisconsin - Badgerland Council	Operation Fresh Start
American Heart Association, Inc.	Goodman Community Center	Oregon Youth Center
American Red Cross, Southwest Wisconsin Chapter	Habitat for Humanity of Dane County	Porchlight
ARC Community Services, Inc.	Hancock Center for Dance/Movement Therapy, Inc.	Reach Dane
Badger Prairie Needs Network, Inc.	Hope Haven	RISE Wisconsin, Inc.
Big Brothers Big Sisters of Dane County	Hope House	RSVP of Dane County
Boy Scouts of America Glacier's Edge Council	IndependenceFirst, Inc.	Safe Communities of Madison & Dane County Inc
Boys & Girls Club of Dane County	Independent Living	Second Harvest Foodbank of Southern Wisconsin
Briarpatch Youth Services, Inc.	Jewish Social Services	Simpson Street Free Press
Cambridge Community Activities Program	Journey Mental Health Center	South Metropolitan Planning Council
Canopy Center, Inc.	Kennedy Heights Neighborhood Association	SSM Health at Home
Catholic Charities, Diocese of Madison	Latinos United for College Education Scholarships, Inc.	Stoughton Area Resource Team, Inc.
Centro Hispano of Dane County	(LUCES)	Stoughton Youth Center
CEOs of Tomorrow, Inc.	Literacy Network	Sun Prairie Youth Center
Children's Service Society of Wisconsin	Lussier Community Education Center	Sunshine Place, Inc.
Colonial Club, Inc.	Lutheran Social Services	The ARC - Dane County
Community Action Coalition for South Central Wisconsin	Madison Area Rehabilitation Centers, Inc. (MARC)	The Rainbow Project
Community Coordinated Child Care (4C) in Dane County	Madison Community Policing Foundation, Inc.	The Road Home Dane County
Community Work Services, Inc.	Madison Reading Project	The Salvation Army
Cornucopia, Inc.	Madison School and Community Recreation	Three Gaits Therapeutic Horsemanship Center
Dane County Humane Society	Madison-area Urban Ministry, Inc.	Triangle Community Ministry
Deerfield Community Center	Marshall Area Community and Youth Center, Inc.	Urban League of Greater Madison
DeForest Area Community and Senior Center	McFarland Youth Center	Vera Court Neighborhood Center
Domestic Abuse Intervention Services	Middleton Outreach Ministry	Wil-Mar Neighborhood Center
East Madison Community Center	Mount Horeb Youth Center	Wisconsin Academy for Graduate Service Dogs (WAGS)
Energy Services	Movin' Out	Worker Center
Epilepsy Foundation Heart of Wisconsin	NAMI (National Alliance on Mental Illness) Dane County	YMCA of Dane County
Family Service Madison	Nehemiah Community Development Corporation	YWCA of Madison
Family Support & Resource Center	Neighborhood House Community Center	

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4-C

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Marv Conney

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Dale Mathwich

Loren Mortenson

Thomas G. Ragatz

Catherine Taylor



“I became a police officer because I wanted to help. What I realized during my career was that prevention is most needed to help — investing in family stability through housing, education, health and jobs. Changing systems can lead to better outcomes. This is the work United Way does. **In my decades of police service, I never felt I helped as much as I do now with United Way.**”

Jim Wheeler, Madison Police Department Captain (Ret.) and Chair of United Way's Income Community Solutions Team