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

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.

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

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

– Barbara Nichols, 2019 Vision Council Chair

OUR NEW 2GEN APPROACH
BUILDS FAMILY AND COMMUNITY WELL-BEING
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
- Economic impact of $1,023,585

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%).
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 2,600 volunteers

More than 25,000 donors

More than 600 workplace campaigns

“We 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 Lopez-Maia, 2019 Loaned Executive from UW Credit Union

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.

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.

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

1,218 STUDENTS received tutoring in reading and math

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

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

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INCOME

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

83% of families in Housing First have not returned to shelter since 2008.

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

83% of families in Housing First have not returned to shelter since 2008.
IN 2019, $5,036,275 FUELED 19 AGENCIES • 24 PROGRAMS • 4 SIGNATURE INITIATIVES

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 DALE COUNTY STUDENTS received behavioral/health treatment, helping them focus academically. 3,112 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.

HERE’S WHAT WE ACHIEVE TOGETHER:

HEALTH

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

COMMUNITY RESOURCES

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

866 COMMUNITY KICKOFF VOLUNTEERS:

TOTAL CALLS ANSWERED: 31,382

TOTAL REFERRALS: 49,385

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

FOOD PANTRIES

3,312 6th graders in 4 districts (59% of 6th graders in Dane County) assessed for anger, anxiety, and depression. 331 referred and treated. 312 students served in evidence-based groups in school settings.

RENT/RENTAL DEPOSITS

1,000 children and assembled 500 feminine hygiene packs, increasing health.

UTILITY BILLS

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

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

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

Fueled dental packs for 1,000 children.

Total calls answered: 31,382

Total referrals: 49,385

FOOD PANTRIES

RENT/RENTAL DEPOSITS

UTILITY BILLS

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

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

These numbers are based on preliminary results. For final results, please check out our Progress Summary, released in March 2020.
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

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

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

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

ADVOCATE

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

United Way of Dane County is working 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

VOLUNTEER

2020 VOLUNTEER OPPORTUNITIES:

April 24 – 25 Spring Seasons of Caring: Spring Into Action
Spring Seconds 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.

THESE ARE SOME OF THE CHALLENGES WE FACE:

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.
- 21,609 Dane County residents remain uninsured.
- 11,100 Dane County students have a behavioral health issue that hinders learning.
- 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’s Seal of Transparency:

United Way has earned Charity Navigator’s 4-star rating. This is the highest possible rating and indicates that our organization adheres to sector standards and best practices and executes its mission in a financially efficient way. Attaining a 4-star rating and keep your trust.

Because of United Way’s work, 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 and hope. Where it matters most.

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

Because of United Way, people are more generous and informed about causes they support.

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.

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 make six dollars through a network of caring connection. Additionally, 86 cents of every dollar goes to charitable organizations in need, both here in Dane County and the remainder 14 cents supports a far-reaching platform that coordinates, educates, involves, motivates and enables our community to make positive change.

The power of many. Working for all. 14%

86%

14% of all dollars raised are dedicated to running a strong, transparent organization, engaging more businesses and individuals to strengthen our community.

UNITED WAY EFFECTIVE, EFFICIENT AND TRANSPARENT.

UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL ACTIVITIES*

For the ninth consecutive year, party assessors continue to recognize our

UNITED WAY: EFFECTIVE, EFFICIENT AND TRANSPARENT.

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UNITED WAY OF DANE COUNTY FOUNDATION STATEMENT OF FINANCIAL POSITION*

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

*As of December 31, 2019 (subject to audit)

**Donations designated to agencies are reduced by fundraising costs

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

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The power of many. Working for all. 14%

86%

14% of all dollars raised are dedicated to running a strong, transparent organization, engaging more businesses and individuals to strengthen our community.
“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