

# UNITED WAY OF DANE COUNTY BUILDING WELL-BEING



### **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.

### **United Way is how our community comes together to address our toughest issues.**

In 2020, Dane County saw the most challenging year in recent history. First, we were faced with an unprecedented and devastating pandemic. And then, just two short months later, George Floyd was killed in Minneapolis at the knee of a law enforcement officer, sparking protests that called for long-overdue systemic reform. Quickly, it became easy to lose hope – but Dane County came together to meet adversity with strength and determination.

At the onset of the COVID-19 Pandemic, our community helped raise \$2.3 million for emergency support. On top of that, many local companies ran successful workplace campaigns, donors across the community contributed generously to our cause and our volunteer groups stepped up in a big way. Because of you, we have been able to continue devoting resources, time and energy to helping local families overcome barriers and access the building blocks of well-being – a quality education, a family-supporting job and health supports – even during a global pandemic.

While much of the past year was focused on responding to emergency needs sparked by the pandemic, we didn't lose sight of long-term goals. In fact, **we were able to reach our 2020 Community Campaign goal of \$17.9 million during the most challenging year in recent history!** Thanks to our community's unwavering support, we will be able to continue supporting nearly 800 nonprofits and more than 50 collaborations in Dane County in their efforts to build a Dane County where everyone can succeed in school, work and life.

This 2020 Community Impact Report celebrates the remarkable successes you have made possible and showcases the vast impact we can make through compassion and collaboration.

We've got a long way to go towards pandemic recovery and building a fair, just and equitable Dane County for all, but we know our community has what it takes to get there. Because if last year showed us anything, it is that **we truly are The Power of Many. Working for All.**

**With immense gratitude,**



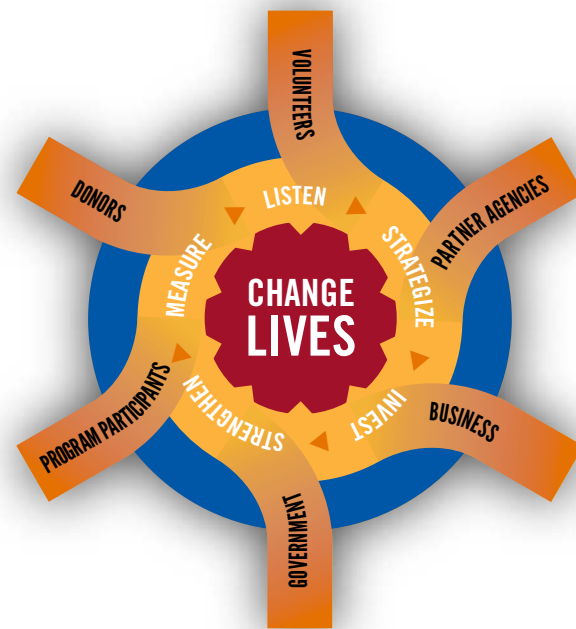
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**RYAN BEHLING**  
2020 United Way Board Chair  
Merrill Lynch  
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**RENEE MOE**  
President & CEO  
United Way of Dane County  
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# ABOUT UNITED WAY OF DANE COUNTY:

United Way of Dane County has been tackling Dane County's toughest challenges for 99 years. With a mission to unite the community to achieve measurable results and change lives, we are committed to building a Dane County where everyone can succeed in school, work and life. Through strategic partnerships and collaborative work, United Way brings the many voices of Dane County together to find common ground and develop a strategic architecture for change, while engaging businesses and individuals to give, advocate and volunteer in Dane County. Together, we are The Power of Many. Working for All.



## COVID-19 RESPONSE WE BRING THE COMMUNITY TOGETHER

When the World Health Organization declared the COVID-19 outbreak a global pandemic on March 11, 2020, United Way of Dane County had already been preparing for potential local implications. Quickly, we moved to virtual work, supporting nonprofit partners, gearing up for an influx in 211 calls and working with corporate partners and donors to help with financial and volunteer support.

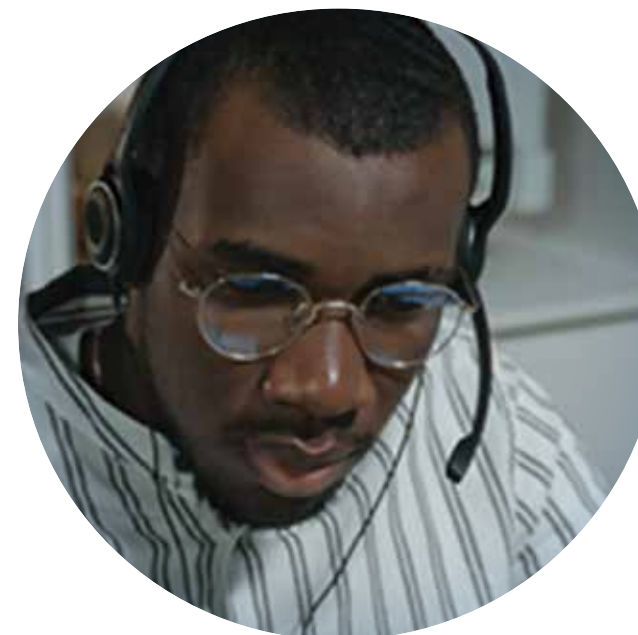
In partnership with Boys & Girls Club, Selfless Ambition and other area organizations, we launched the Dane County COVID-19 Emergency and Recovery Fund. Pulling the community together, we focused on providing financial relief to families and individuals affected by COVID-19. And while there is still work to do, we remain inspired by this community's ability to come together during times of crisis.



## UNITED WAY 211 RESULTS

Since the onset of the pandemic, calls to our 211 helpline have been historically high – at times hitting four times the usual call volume. People lost their jobs, needed food, housing and utility assistance. We saw an increase in requests for personal care items and mental health support, and parents and students continue to need educational resources to help them adapt to this virtual learning environment.

Our 211 staff and volunteers are here to help as so many of our friends and neighbors continue to work toward recovery.



### Mobilizing Donors and Volunteers for Emergency Response

 **\$2361,002 million raised**

 **5,618 community volunteers**

 **941 donors and corporate partners**

 **28,000 masks**

 **90 local agencies and organizations funded**

 **102 gallons of hand sanitizer**

 **3,000 COVID-19 home test kits**

## COVID-19 EMERGENCY RESPONSE: WHAT WE ACHIEVED, TOGETHER

The pandemic has only amplified the racial and economic disparities we at United Way have been working to overcome for nearly a century. But when this crisis landed at our doorstep, our community was there to help – and we're so honored to have facilitated this life-changing work in a time of great need.

UNITED WAY OF DANE COUNTY

## COVID-19 IMPACT REPORT



# \$2,361,002

donated to the **Dane County COVID-19 Emergency and Recovery Fund**. Thanks to the community's support of United Way's annual campaign, 100% of COVID-19 relief dollars were distributed to Dane County.



## 941

Individual and  
Corporate Donors



## 90

Nonprofits Funded



## 190,691

Individuals and Families Served



## 155,441

Meals Accessed



## \$381,053

Money to Rent Assistance



## 1,891

Individuals Helped with  
Rent Assistance

### Investments by Category\*



**Flex Funds:**  
\$311,646



**Eviction/Homelessness  
Prevention:** \$868,492



**Food:**  
\$313,431

\*In addition to these categories, **\$391,005** was granted in 2020 to local organizations (including Boys & Girls Club of Dane County and Selfless Ambition) and local United Ways to provide 211 helpline support and direct relief for utility bills, rent assistance, transportation, medical and financial hardship. The remaining **\$476,428**, raised after these funds were distributed, was released in Spring 2021 to nonprofits to aid in long-term recovery.

When Malaija heard about one of our partners (Lighthouse Church) providing pandemic-related assistance this past summer, she reached out. She was homeless, 8 months pregnant and at high risk of contracting COVID-19, so she could not return to work. Thanks to the finances we provided, Lighthouse Church was able to put her up in a hotel for a week while she looked for a safe place to stay. Once she found an apartment, they helped her pay the security deposit. **Thanks to the emergency funds, Malaija and her new baby are safe in their own apartment.**



Another partner agency, Sunshine Place, received a call from Rami, who was having trouble affording food for his family. Rami had been laid off at the onset of COVID-19 and had gone 10 weeks without a paycheck. He was reaching the end of his personal emergency fund and was desperate. **Thanks to our COVID-19 Emergency Fund, this partner agency was able to assist him in putting food on his table for nearly two months.**

When James called our 211 hotline earlier this year, he was met with the human voice and resources he needed. James lives hours away from Sun Prairie, where his elderly mother lives, and was worried she'd not have access to food during the pandemic since it's unsafe for her to leave the house. **211 staff connected James with local meal and grocery delivery options in our area, and he left the call feeling very hopeful.**




# IN-KIND DONATIONS

Thanks to generous donations from local and national businesses, we've been able to help support our community through this difficult time.


**In 2020, we helped coordinate the distribution of the following in-kind donations:**

 **\$70,000 worth of diapers, wipes, soap, blankets, formula and coats**  
in partnership with Baby2Baby

 **24,049 disposable masks**  
materials donated by Rebel Converting in Milwaukee and assembled by local volunteers

 **\$10,000 worth of toys and games**  
donated by ACD Distribution


 **\$5,000 towards books for local school and home libraries**  
in partnership with the U.S. Bank Good Truck

 **3,883 reusable masks**  
in partnership with US Department of Health and Human Services, FEMA, USPS and the National Council of Textile Organizations

 **2,991 COVID-19 home test kits**  
donated by Exact Sciences

 **1,700 backpacks**  
donated by Fenrici Brands

 **530 face shields**  
to child care centers donated by Badger Shield+ & Midwest Prototyping

 **102 gallons of hand sanitizer**  
in partnership with State Line Distillery and Hydrite Chemical

**Total Value:**  
**\$444,030+**



## AGENCIES AND COLLABORATIONS FUNDED

- Access Community Health Centers
- Bayview Foundation Collaboration
- Catholic Multicultural Center
- Centro Hispano of Dane County Collaboration
- Community Action Coalition for South Central Wisconsin
- Employment Resources, Inc.
- Habitat for Humanity of Dane County
- Heartland Housing Collaboration
- Independent Living, Inc.
- Irwin A. & Robert D. Goodman Community Center
- Lake View Community School Collaboration
- Lighthouse Church Madison Inc.
- Lussier Community Education Center Collaboration
- Madison College
- Meadowood Health Partnership
- Midvale Lincoln PTO for Madison
- West High Area Collaborative
- Movin' Out, Inc.
- NewBridge Madison, Inc. Collaboration
- Northside Planning Council Collaboration
- Porchlight, Inc.
- Pregnancy Helpline
- Progress Center for Black Women
- Reach Dane
- REAP Food Group Collaboration
- RISE WI
- Second Harvest Foodbank of Southern Wisconsin
- Sunshine Place, Inc. Collaboration
- Tenant Resource Center Collaboration
- The Beacon Homeless Day Resource Center
- The Hmong Institute, Inc.
- The River Food Pantry Collaboration
- The Road Home Dane County Collaboration
- Urban Triage, Inc. Collaboration
- YMCA of Dane County

Our donor list is available on our website [www.unitedwaydanecounty.org/covid-19-partners](http://www.unitedwaydanecounty.org/covid-19-partners)

## CAMPAIGN 2020: WHAT WE ACHIEVED, TOGETHER

At United Way of Dane County, we focus on identifying the root causes of issues and discovering solutions to help more individuals and families move from crisis to stability. We consider how the building blocks of well-being – education, financial stability and health – work together, and connect the dots to ensure families are getting what they need to succeed. By using this approach and tapping into our many relationships with local businesses, nonprofits and other community-based programs, we're able to see the big picture and mobilize the community to spark real change.

### Mobilizing Donors and Volunteers

 **17.9 MILLION DOLLARS RAISED**

 **600 WORKPLACE CAMPAIGNS**

 **20,000 DONORS**

 **700 UNITED WAY VOLUNTEERS**

**It is our job to coordinate and amplify your impact, so that when you give to us, you know your money makes the biggest difference it possibly can.**

Thanks to our many wonderful volunteers, donors and corporate partners, we had a successful 2020 campaign. Despite the challenges we faced moving to an all-virtual environment, you stepped up and made an inspiring commitment to our community.

**In addition to the funds raised for COVID-19 relief, we brought in more than \$17.9 million – exceeding our goal!**

# ENGAGING COMMUNITY MEMBERS

United Way is often called upon by the community to bring together diverse stakeholders to address Dane County’s toughest issues using data-driven analytics to help the community define and understand the scope and scale of these issues. We also bring together people with lived experiences to help identify specific needs and gaps across the community. This is how we achieve real change.

**Boardwalk Academy is just one example.**

Boardwalk Academy is a key strategy in supporting 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.

**The Law Enforcement and Leaders of Color Collaboration (LELCC) is another.**

Co-led by United Way and NAACP Dane County and made up of leaders of Dane County law enforcement agencies, leaders of organizations representing communities of color and individuals recognized as leaders within communities of color in Dane County, the LELCC exists to build trust and strengthen lines of communication between law enforcement and communities of color.

Following the killing of George Floyd, the LELCC worked to establish action steps and measures of success focused on community involvement, policy, procedure and training.

# SUPPORT FROM DONORS

Our community campaign mobilizes 20,000 donors and 600 businesses, including nearly 300 corporate gifts. Donors play a key role in making real change in our community – and when the world stopped, they didn’t. Whether through financial contributions or volunteer activities, they came together to meet crisis with generosity and hard work – meeting the increase in need.

**Business Volunteer Network (BVN)**

Member companies created \$35,000+ of economic impact through volunteer engagements in 2020, distributing more than 11,400 packs of essentials like diapers, paper products and healthy snacks to local families. This included a special partnership with The Road Home Dane County to provide essential household and cleaning supplies to 72 families previously experiencing homelessness who moved into housing.

**Lead United**

Lead United launched as a donor engagement group in 2020, built upon the foundation of Rosenberry Society and Key Club. 1,451 donors contributed more than \$2.7 million.

**LINC (Lead. Impact. Network. Change.)**

LINC focuses on learning about our community and personally making a difference through volunteering. In 2020, LINC partnered with other young professional groups to host 10 virtual events and support COVID-19 efforts through volunteering and giving.

**Tocqueville Society**

Tocqueville Society members (\$10,000+) contribute nearly one quarter of all money raised each year. In 2020, we welcomed 18 new households, and retained 94% of existing members. Raising \$4.4 million, 78% of gifts were the same or an increased amount from the previous year.

**Women United**

Women United is dedicated to promoting United Way of Dane County’s work in education through giving, advocacy and volunteerism. This year, they engaged 768 local women through virtual events. And at their annual breakfast in September 2020, they raised \$40,000 for Elementary Schools of Hope and Education initiatives.





# 2GEN (MULTIGENERATIONAL APPROACH)

**VISION:** BUILD FAMILY WELL-BEING BY INTENTIONALLY AND SIMULTANEOUSLY WORKING WITH CHILDREN UNDER FIVE AND THE ADULTS IN THEIR LIVES TOGETHER.

**GOAL:** Families with children under five who are experiencing poverty have coordinated access to cross-generational supports to meet their needs in the areas of education, income and health.

**WHY IT MATTERS:** Scholars and community leaders consistently point to similar strategies for family stability and mobility from poverty: coordinated holistic programs and policies that support and empower families by providing access to programs that help meet their goals simultaneously for children and caregivers. For example, high quality education and housing partnered with public policies that support benefits and thoughtful data use and tracking.

Currently 9% of Dane County children under the age of 5 are experiencing poverty (2015-2019 U.S. Census 5-year estimates) and 77% of MMSD students are Kindergarten Ready.

United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change. **Here's how we invested in 2Gen in 2020 and the impact made in our community:**

## 2GEN FAST FACTS



Investment: **\$1,874,521**



Nonprofit Partners: **19**



Programs: **13**



Community Solutions Team Volunteers: **14**



Program Participants: **595**



Program Volunteers: **82**



### EARLY CHILDHOOD ZONES

**10 PARTNERS** focusing on early childhood education (home visiting), employment and housing.



### FAMILY AND SCHOOL READINESS

**4 PARTNERS** focusing on early childhood education and mental health services.



### THE PLAYING FIELD EAST

**2 PARTNERS** providing high-quality childcare and housing.

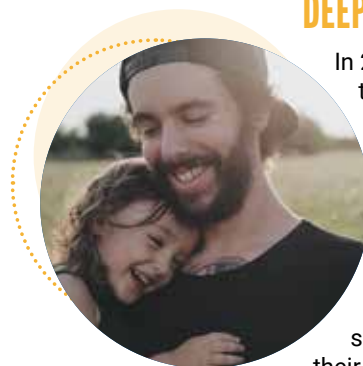


### BUILDING FUTURES

**3 PARTNERS** providing early childhood education (home visiting), employment and housing.

## STRATEGIES:

- Strengthen family outcomes through 2Gen collaborative programs that improve family well-being through the areas of income, education and health.
- Cultivate and strengthen partners within 2Gen collaborations to provide more comprehensive services for families and support quality improvement of programs.



## DEEPER DIVE: WHAT IS 2GEN?

In 2019, we launched this new area of investment in order to focus specifically on how the well-being of adults we serve directly impacts the well-being of their children, and vice versa. Through this multigenerational lens, we work with our nonprofit partners to identify the historical and structural barriers that undermine a family's overall well-being. Because we know that while adults and children have different needs, they're interdependent.

For example, if parents know that their child is in a safe, high-quality learning environment, they can focus their energy on obtaining jobs that pay a family-sustaining wage, rather than worrying about care for their child.

When we focus on ways to coordinate our efforts across our Agenda for Change pillars we're more likely to help multigenerational families find the balance they need to thrive in our community.



## UNITED WAY OF DANE COUNTY INVESTS IN 2GEN-BASED PROGRAMS AT THESE AGENCIES

Anesis Center for Marriage and Family Therapy

Children's Service Society of Wisconsin-DBA Children's Hospital of WI

Community Action Coalition for South Central Wisconsin, Inc.

Dane County Department of Human Services

Goodman Community Center, Inc.

Madison Children's Museum

Northside Planning Council

Porchlight, Inc.

RISE WI

The Playing Field

The Rainbow Project, Inc.

The Road Home Dane County, Inc.

YWCA Madison, Inc.



## THE PLAYING FIELD

With the support of United Way of Dane County, The Playing Field was able to open a second location in 2020 – even in the midst of a pandemic. These learning centers are focused on providing high-quality early education and childcare to families from varied socio-economic backgrounds including families who are experiencing poverty or homelessness. These efforts set children up for future success and allow parents to focus on their employment and other family needs, knowing their kids are in good hands.





# EDUCATION

**VISION:** ALL STUDENTS SUCCEED ACADEMICALLY AND GRADUATE HIGH SCHOOL, PREPARED FOR HIGHER EDUCATION, CAREER AND COMMUNITY.

**GOAL:** Ensure 95% of all students in Dane County graduate high school in six years. Students of color and students from low-income families have a 90% graduation rate by 2022.

**WHY IT MATTERS:** Individuals who finish high school are more likely to have the skills required to be successful in postsecondary education, an increasingly complicated job market and society. Adults with higher education levels are more likely to have employment with family-sustaining wages.

Currently, 92% of Dane County students graduate within 6 years and 9% of Dane County children under the age of 5 are experiencing poverty (2015-2019 US Census 5-year estimates).



United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change. [Here's how we invested in Education in 2020 and the impact made in our community:](#)

## EDUCATION FAST FACTS

Investment: **\$4,636,988**

Nonprofit Partners: **24**

Programs: **38**

Community Solutions Team Volunteers: **25**

Program Participants: **7,768**

Program Volunteers: **1,932**

**HOME VISITING**

**254**

families participated in community-based programming to support their children's development & the parent's role in early education.

**ELEMENTARY SCHOOLS OF HOPE**

**1,478**

K-5 students received tutoring in literacy and 4,500 books were distributed to students (2018-19).

**SOCIAL EMOTIONAL LEARNING**

**617**

elementary and middle school students screened and paired with activities for growth in social and emotional learning.

## STRATEGIES:

- Support parents so they may be engaged and informed on how to be their child's first teacher to help their children be developmentally ready for school.
- Ensure young children have age-appropriate skills in 5 key areas (cognitive, language and speech, social and emotional, fine motor, gross motor).
- Facilitate access to additional learning opportunities across settings to enhance students' mastery of academic content.
- Build students' social/emotional and non-cognitive skills.
- Foster connection, belonging, leadership and academic success with youth (disconnected or at risk of disconnecting).
- Increase family engagement as a key component to improve student success.



## SCHOOLS OF HOPE: CREATING ACCESS AND OPPORTUNITY IN AREA SCHOOLS

The Schools of Hope Project (SOH) began in 1995 as a civic journalism project by the Wisconsin State Journal and WISC-TV that studied how active community engagement could address critical local area needs. Led by United Way and in partnership with the Madison, Sun Prairie, Verona and Middleton School Districts, the project focuses on increasing reading achievement for K-5 students. United Way has received grant support since 1998 from the Corporation for National and Community Service (CNCS) to provide in-school tutoring for area elementary schools. Schools of Hope provides:

- **Trained one-on-one literacy tutors** for elementary students identified by teaching staff
- **Ongoing tutor training** provided by school district professionals
- **Tutoring sessions** guided by materials provided by the classroom teacher
- **Support** for school-based family literacy programs

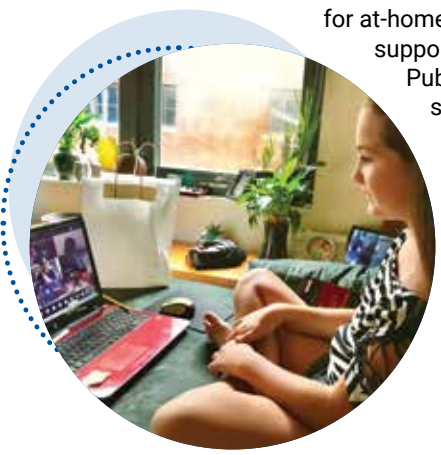


## UNITED WAY OF DANE COUNTY INVESTS IN EDUCATION PROGRAMS AT THESE AGENCIES

- 100 Black Men of Madison
- Access Community Health Centers
- ARC Community Services, Inc.
- Big Brothers Big Sisters of Dane County
- Boys & Girls Club of Dane County, Inc.
- Briarpatch Youth Services, Inc.
- Centro Hispano, Inc.
- Charles Hamilton Houston Institute, Inc.
- Children's Service Society of Wisconsin-DBA Children's Hospital of WI
- Community Coordinated Child Care, Inc. (4-C), in Dane County
- Families & Schools Together (FAST)
- Goodman Community Center, Inc.
- Literacy Network
- Lussier Community Education Center, Inc.
- Madison-area Urban Ministry, Inc. DBA JustDane
- Operation Fresh Start, Inc.
- RISE WI
- Simpson Street Free Press, Inc.
- The Hmong Institute Inc.
- The Rainbow Project, Inc.
- Trained to Grow, Inc.
- Urban League of Greater Madison, Inc.
- Vera Court Neighborhood Center, Inc.

## SUPPORTING FAMILIES WITH VIRTUAL LEARNING

**COVID-19 had a big impact on our local schools.** With the shutdown in March of 2020 came the onset of virtual learning – and the influx in need for at-home school supplies. To respond to this need, we supported MMSD and the Foundation for Madison Public Schools in planning and executing a large-scale school supply stuffing event at Alliant Energy Center in September of 2020. This effort provided 2,000 elementary and 500 middle school students with the supplies needed for virtual learning.



## PUBLIC POLICY PRIORITIES

- Expand access to affordable, high-quality childcare as well as local home visiting and other early learning opportunities for all children in Dane County.
- Support policies that close gaps in academic achievement particularly for students of color.
- Increase access to affordable higher education and post-secondary education programs to ensure Dane County students are prepared for college, career and community life.





# INCOME

**VISION: MORE PEOPLE ARE ON PATHWAYS OUT OF POVERTY.**

**GOAL:** Increase the number of families, particularly families of color, who become economically stable through strategies that integrate family-sustaining jobs, secure housing and food supports.

**WHY IT MATTERS:** When individuals have jobs earning family-sustaining wages and safe and affordable housing, they are less stressed and more able to provide for themselves and their families.

Currently, 11% of Dane County individuals are experiencing poverty (2015-2019 US Census 5-year estimates) and 141 families experiencing homelessness are on our community's priority list for housing.



United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change. **Here's how we invested in Income in 2020 and the impact made in our community:**

## INCOME FAST FACTS



Investment: **\$4,151,586**



Nonprofit Partners: **18**



Programs: **38**



Community Solutions Team Volunteers: **24**



Program Participants: **10,883**



Program Volunteers: **1,496**



**HIRE**

**65%**

of individuals placed in jobs at \$15+/hour.



**HOUSING IN ACTION**

**173**

families were stably housed.



**JOURNEY HOME**

**99%**

of returning citizens did not return to prison.

## STRATEGIES:

- Increase the number of individuals who obtain or maintain stable housing through case management and financial assistance.
- Increase access to healthy food as a housing strategy to free up funds in family budgets for rent.
- Increase the number of individuals who gain family-sustaining employment.
- Increase the number of individuals who receive education services to gain family-sustaining employment.
- Provide Residency, Employment, Treatment, Education and Support (RESET) for returning citizens (formerly incarcerated individuals).



## HIRE INITIATIVE: BREAKING DOWN BARRIERS, PREPARING PEOPLE FOR EMPLOYMENT

Many jobs go unfilled in Dane County because employers cannot find workers with the right qualifications. Similarly, those in need of a job do not have the necessary skillset to be hired in jobs with family-sustaining wages. We're working to close that gap!

In 2013, we launched our HIRE Initiative, which is a program that focuses on helping adults train for and find employment. We work with 6 local partner agencies to connect participants with resources they need to earn a diploma and/or receive industry-specific training. We partner with 41 local employers to place participants in jobs that pay family-sustaining wages with career growth. To learn more, visit [www.unitedwaydanecounty.org/hire](http://www.unitedwaydanecounty.org/hire).



## UNITED WAY OF DANE COUNTY INVESTS IN INCOME PROGRAMS AT THESE AGENCIES

Catholic Charities, Inc., Diocese of Madison  
Centro Hispano, Inc.

Community Action Coalition for South Central Wisconsin, Inc.

Community Coordinated Child Care, Inc. (4-C), in Dane County

Habitat for Humanity of Dane County, Inc.  
Literacy Network

Madison-area Urban Ministry, Inc.  
DBA JustDane

Middleton Outreach Ministry, Inc.  
Porchlight, Inc.

Sankofa Behavioral & Community Health  
Second Harvest Foodbank of Southern Wisconsin

Stoughton Area Resource Team (START), Inc.  
Sunshine Place

The Road Home Dane County, Inc.

The Salvation Army of Dane County

Urban League of Greater Madison, Inc.

Vera Court Neighborhood Center, Inc.

YWCA Madison, Inc.

## HOUSING HELP DURING COVID-19

When Yara, a single mother of a 6-month-old baby found herself homeless and jobless at the onset of the pandemic, she began to lose hope. After being denied by several apartment complexes and told her unemployment insurance benefits were weeks away, she turned to Community Action Coalition.

Using money from our COVID-19 Emergency and Relief Fund, they were able to set her up with safe, affordable housing. Now, Yara is doing great! She has found a job and is able to work from home to care for her baby. Without this assistance, they would still be sleeping in their car.



## PUBLIC POLICY PRIORITIES

- Strengthen access to job training and workforce development programs that align to jobs with family-supporting wages, benefits and stable work schedules and provide opportunities for career advancement.
- Support tax and other public policies that promote income stability.
- Expand access to affordable housing and address disparities in homeownership rates which contribute to the racial wealth gap.





# HEALTH

**VISION: A DANE COUNTY ABSENT OF RACIAL HEALTH DISPARITIES.**

**GOAL:** Decrease racial disparities in Dane County by providing equitable access to affordable, accessible and culturally-safe health care.



**WHY IT MATTERS:** While Dane County remains a top place to live, raise a family and retire, for our BIPOC neighbors (including Black, Indigenous, Latinx, Southeast Asian and people of color), education, income and health inequities and disparities remain consistent. Unfortunately in Dane County, the color of your skin and the ZIP code in which you live have a significant impact on your quality of life, life expectancy and a wide range of health outcomes.

Currently 93% of Dane County babies are born with a healthy birthweight and 96% of Dane County individuals have health insurance.

United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change.

**Here's how we invested in Health in 2020 and the impact made in our community:**

## HEALTH FAST FACTS



Investment: **\$3,909,798**



Nonprofit Partners: **20**



Programs: **23**



Community Solutions Team Volunteers: **14**



Program Participants: **26,979**



Program Volunteers: **421**



**CBITS**  
**3,010**

6th-grade students received trauma screenings.

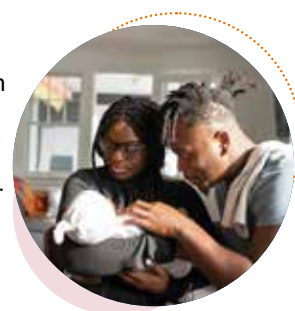


**HEALTHCONNECT**  
**698**

individuals had health insurance that provided access to high-quality health care.

## STRATEGIES:

- Increase culturally relevant, reflective and safe wellness models and programs defined and/or led by BIPOC neighbors (including Black, Indigenous, Latinx, Southeast Asian and people of color).
- Increase capacity in communities to address health disparities for BIPOC communities.
- Increase community-based health programs that address BIPOC communities.
- Increase community-based maternal child health programming for BIPOC communities.
- Increase culturally-safe and responsive trauma and resiliency programs for BIPOC communities.
- Embed culture brokers into care teams for individuals and families in BIPOC communities disengaged from mental health supports due to racism, power dynamics and distrust.



## SHIFTING OUR FOCUS, DEEPENING OUR IMPACT

At United Way of Dane County, we know that Wisconsin leads the U.S. in racial disparities that exist within our healthcare systems – and we don't take that lightly. So, in an effort to deepen our impact and specifically serve populations who experience poor health outcomes due to these long-standing inequities, we've pivoted our strategies within our health portfolio.

This evolution in strategy allows us to focus on issues that affect people at all stages of life who otherwise are not getting the care they need and deserve. With that in mind, we have replaced our existing health priorities with two new goals, beginning in the 2022-23 funding cycle:

- **Reduce** racial health disparities in Dane County
- **Increase** Resiliency and Trauma Supports for Dane County Residents

Our vision is that, over time, we will see Dane County's health disparities reduced. We'll accomplish this by working together with our partners to ensure an equitable, affordable, accessible and culturally-safe healthcare experience for all.

## CONNECT RX WISCONSIN

Connect Rx Wisconsin is a Dane County Health Council (DCHC) care coordination initiative designed to build health equity by addressing the social and economic needs of Dane County families and reducing racial disparities in birth outcomes. On behalf of DCHC, United Way of Dane County served as the lead applicant for this initiative to Schmidt Futures' Alliance for the American Dream, a national competition focused on building the middle class. Over the course of a year of collaboration with our community partners, we developed multiple proposals, materials and pitch presentations as we advanced through several rounds of competition. Our multi-sector team was awarded the \$1million grand prize, surpassing hundreds of other applicants around the country.



## PUBLIC POLICY PRIORITIES

- Protect and improve access to affordable, high-quality health care to ensure people's health issues are identified and treated early.
- Ensure basic nutritional programs are available to vulnerable populations.
- Support the provision of culturally competent and linguistically responsive care.



## UNITED WAY OF DANE COUNTY INVESTS IN HEALTH PROGRAMS AT THESE AGENCIES

Access Community Health Centers  
 Access to Independence, Inc.  
 ARC Community Services, Inc.  
 Canopy Center, Inc.  
 Catholic Charities, Inc., Diocese of Madison  
 Centro Hispano, Inc.  
 East Madison Community Center, Inc.  
 Jewish Social Services of Madison, Inc.  
 Journey Mental Health Center, Inc.  
 NewBridge Madison, Inc.  
 Pharmacy Society of WI  
 Safe Communities of Madison-Dane County  
 SSM Health at Home  
 The Hmong Institute Inc.  
 The Rainbow Project, Inc.  
 Triangle Community Ministry, Inc.  
 Urban Triage, Inc.  
 Vera Court Neighborhood Center, Inc.  
 Vivent Health



# HELP US DO MORE:

Our work is focused on those who are living in poverty, households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget (described as **Asset Limited, Income Constrained** and **Employed or ALICE**) and those who disproportionately face discrimination and racism.

There are over 6,600 families in Dane County we need to reach. The more people we can engage in creating change together, the more we can build a community where everyone can succeed at school, work and life.



## 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.

**Because of United Way**, more families maximize their potential.

**Because of United Way**, more people provide help where it's needed most.

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

**BECAUSE OF UNITED WAY,  
OUR COMMUNITY IS STRONGER.**

# GIVE:

**Your contribution to United Way of Dane County, no matter the size, makes a real difference.**



**A \$5 Latte OR 5 hours of housing case management** including relationship-building with landlords, budget counseling, employment counseling and interventions that can help prevent homelessness.



**A \$10 Movie Ticket OR 10 therapy sessions for children:** Cognitive Behavioral Intervention for Trauma in Schools (CBITS) is used with students from 5th grade through 12th grade. It is designed to reduce symptoms of post-traumatic stress disorder, depression and behavioral problems, and to improve coping skills and increase potential for positive school performance.

# ADVOCATE:

**Help us reimagine the future, and build 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.

# VOLUNTEER:

United Way brings people together to help make Dane County stronger. One of the ways we do this is volunteerism – mobilizing the caring power of our community to make meaningful and lasting change. Learn more and find opportunities that match your time and talents at [www.VolunteerYourTime.org](http://www.VolunteerYourTime.org).

**August 17, 2021**

**Fall Seasons of Caring: Community Kickoff**

Community Kickoff marks the start of United Way's annual campaign to support our community's Agenda for Change programming. Join us to participate in family-friendly volunteer projects and tackle our community's toughest challenges.

**November 15 – December 31, 2021**

**Winter Seasons of Caring: Holiday Wish List**

The Holiday Wish List is the premier resource for holiday volunteerism and donations. It gives people in our community the opportunity to share the giving spirit and help others during the holiday season.

**April 17 – 23, 2022**

**Spring Seasons of Caring: Spring Into Action**

With the extra daylight likely bringing some pep back into your step, we invite you to channel your new-found energy to volunteer your time in Dane County during our Spring Into Action initiative!

**Visit [unitedwaydanecounty.org/seasonsofcaring](http://unitedwaydanecounty.org/seasonsofcaring) to learn more!**

# UNITED WAY FINANCIALS

## UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL POSITION

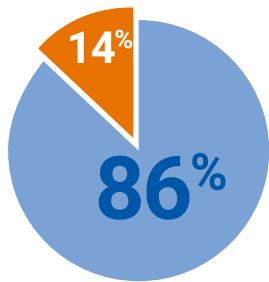
Assets	2020	2019
Cash and investments	\$11,047,005	\$7,830,284
Receivables:		
Pledges	8,376,829	8,714,271
Accrued interest and other receivables	684,885	1,235,586
Prepaid expenses	303,447	152,744
Land, building and equipment, net of depreciation	2,175,618	2,166,693
Beneficial interest in assets held by others	911,088	882,514
<b>Total Assets</b>	<b>\$23,498,872</b>	<b>\$20,982,092</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable	\$92,365	\$176,468
Allocations & designations payable	3,139,127	3,228,279
Accrued salary & vacation	377,899	476,865
<b>Total Liabilities</b>	<b>\$3,609,391</b>	<b>\$3,881,612</b>
<b>Net Assets</b>		
Net assets without donor restriction	\$7,503,014	\$4,922,825
Net assets with donor restriction - Campaign pledges & other	12,386,467	12,177,655
<b>Total Net Assets</b>	<b>\$19,889,481</b>	<b>\$17,100,480</b>
<b>Total Liabilities and Net Assets</b>	<b>\$23,498,872</b>	<b>\$20,982,092</b>

## UNITED WAY OF DANE COUNTY FOUNDATION STATEMENT OF FINANCIAL POSITION

Assets	2020	2019
Investments BMO Wealth Management	\$15,709,299	\$11,777,779
Interest Receivable/Prepaid Expenses	17,966	18,282
Receivable	111,936	182,264
Beneficial Interest in Annuity	1,507	1,558
Property / Artwork	66,110	66,110
<b>Total Assets</b>	<b>\$15,906,818</b>	<b>\$12,045,993</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Gift Annuity Payable	\$1,356	\$1,402
Accounts Payable	24,589	26,034
<b>Total Liabilities</b>	<b>\$25,945</b>	<b>\$27,436</b>
<b>Net Assets</b>		
Without Donor Restriction		
Unrestricted	\$1,173,220	\$1,049,553
Board Designated	13,548,124	9,740,287
With Donor Restriction	1,159,529	1,228,717
<b>Total Net Assets</b>	<b>\$15,880,873</b>	<b>\$12,018,557</b>
<b>Total Liabilities and Net Assets</b>	<b>\$15,906,818</b>	<b>\$12,045,993</b>

United Way proudly invests **86%** of all dollars raised in programs and initiatives right here in Dane County.

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



## UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL ACTIVITIES

	Without Donor Restrictions	With Donor Restrictions	Total
<b>Public Support and Revenue</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>
Gross campaign results (Fall of 2019/2020)	\$19,862,036		\$19,862,036
Less: Donor designated pledges to federated organizations	(1,279,801)		(1,279,801)
Local campaign results (Fall of 2019/2020)	18,582,235		18,582,235
Less: Donor designated pledges to specific agencies	(4,372,493)		(4,372,493)
Less: Allowance for unpaid pledges	(479,733)		(479,733)
Net undesignated campaign revenue (Fall of 2019/2020)	13,730,009		13,730,009
Gross campaign results (Fall of 2020)		14,018,871	14,018,871
Less: Donor designated pledges to specific agencies		(2,717,123)	(2,717,123)
Less: Allowance for unpaid pledges		(413,567)	(413,567)
Net undesignated campaign revenue (Fall of 2020)		10,888,181	10,888,181
Prior year undesignated contributions released from restrictions		(11,903,948)	(11,903,948)
Other contributions and grants	6,247,034	1,224,579	7,471,613
<b>Total Public Support</b>	<b>19,977,043</b>	<b>208,812</b>	<b>20,185,855</b>
Donor designation fees	346,336		346,336
Sponsored activities, events and other revenue	200,037		200,037
<b>Total Public Support and Revenue</b>	<b>\$20,523,416</b>	<b>\$208,812</b>	<b>\$20,732,228</b>
<b>Expenses</b>			
Program Services			
Total program funds awarded/distributed/invested	\$18,424,086		\$18,424,086
(Less: Donor designations)*	(3,849,841)		(3,849,841)
<b>Net Program Services</b>	<b>14,574,245</b>		<b>14,574,245</b>
Supporting Services			
Resource Development	2,099,674		2,099,674
Management and General	1,269,308		1,269,308
<b>Total Supporting Services</b>	<b>3,368,982</b>		<b>3,368,982</b>
Community Programs and Supporting Services	17,943,227		17,943,227
Change in net assets	\$2,580,189	\$208,812	\$2,789,001
Net assets, beginning of period	4,922,825	12,177,655	17,100,480
<b>Net assets, end of period</b>	<b>\$7,503,014</b>	<b>\$12,386,467</b>	<b>\$19,889,481</b>

\*Donations designated to agencies are reduced by fundraising costs

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 tenth 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 PARTNERS

**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.

*800 agencies are supported through donor designations in the United Way campaign. These are the partners who collaborate in the Agenda for Change and Public Sector campaigns.*

For a full list of partners, visit [www.unitedwaydanecounty.org/2020-partners](http://www.unitedwaydanecounty.org/2020-partners)

100 Black Men of Madison  
Access Community Health Centers  
Access to Independence, Inc.  
Agrace HospiceCare, Inc.  
American Heart Association, Inc.  
American Red Cross, SW WI Chapter  
Anesis Center for Marriage and Family Therapy  
ARC Community Services, Inc.  
The ARC - Dane County  
Badger Prairie Needs Network  
Benevolent Specialist Project Free Clinic  
Big Brothers Big Sisters of Dane County  
Boy Scouts of America, Inc., Glacier’s Edge Council  
Boys & Girls Club of Dane County, Inc.  
Briarpatch Youth Services, Inc.  
Cambridge Community Activities Program  
(formerly Cambridge Area Youth Center)  
Canopy Center, Inc.  
Catholic Charities, Inc., Diocese of Madison  
Centro Hispano, Inc.  
CEOs of Tomorrow, Inc.  
Charles Hamilton Houston Institutes, Inc.  
Children’s Dyslexia Center Madison  
Children’s Service Society of Wisconsin-  
DBA Children’s Hospital of WI  
Clean Lakes Alliance  
Colonial Club, Inc.  
Community Action Coalition for South Central Wisconsin, Inc.  
Community Coordinated Child Care, Inc. (4-C), in Dane County  
Community Work Services, Inc.  
Cornucopia, Inc.  
Dane County Department of Human Services  
Dane County Humane Society  
Dane County Parent Council, Inc. (DBA Reach Dane)  
Deerfield Community Center, Inc.  
DeForest Area Community and Senior Center  
East Madison Community Center, Inc.  
Energy Services, Inc.  
Families & Schools Together (FAST)  
Family Service Madison, Inc.  
Family Support & Resource Center  
Gilda’s Club Madison Wisconsin, Inc.  
Girl Scouts of Wisconsin-Badgerland Council, Inc.  
Goodman Community Center, Inc.  
Habitat for Humanity of Dane County, Inc.  
Hancock Center for Dance/Movement Therapy, Inc.  
The Hmong Institute Inc.  
Hope Haven-Rebos United Inc.  
Horizon High School of Madison, Inc.  
Independent Living, Inc.  
Jewish Social Services of Madison, Inc.  
Journey Mental Health Center, Inc.  
Kennedy Heights Neighborhood Association, Inc.  
Latinos United for College Education Scholarships, Inc. (LUCES)  
Literacy Network

Lussier Community Education Center, Inc.  
Lutheran Social Services of WI and Upper MI, Inc.  
Madison Area Rehabilitation Centers (MARC), Inc.  
Madison-area Urban Ministry, Inc. dba JustDane  
Madison Children’s Museum  
Madison Community Policing Foundation, Inc.  
Madison Reading Project  
Madison School & Community Recreation (MSCR), Friends of  
Marshall Area Community and Youth Center  
McFarland Youth Resource Center  
Middleton Outreach Ministry, Inc.  
Movin’ Out, Inc.  
NAMI (National Alliance on Mental Illness) Dane County, Inc.  
Nehemiah Community Development Corporation  
Neighborhood House Community Center, Inc.  
NewBridge Madison, Inc.  
Northside Planning Council  
Northwest Dane Senior Services, Inc.  
Operation Fresh Start, Inc.  
Oregon Youth Center  
Pharmacy Society of WI  
The Playing Field  
Porchlight, Inc.  
The Rainbow Project, Inc.  
RISE WI  
River Food Pantry  
The Road Home Dane County, Inc.  
Ronald McDonald House Charities of Madison, Inc.  
RSVP of Dane County, Inc.  
Safe Communities of Madison-Dane County  
Safe Harbor Child Advocacy Center, Inc.  
SSM Health at Home  
St. Vincent de Paul Society, District Council of Madison  
The Salvation Army of Dane County  
Sankofa Behavioral & Community Health  
Second Harvest Foodbank of Southern Wisconsin  
Simpson Street Free Press, Inc.  
South Metropolitan Planning Council  
Stoughton Area Resource Team (START), Inc.  
Stoughton Youth Center  
Sun Prairie Youth Center  
Sunshine Place  
Three Gaits, Inc.  
Trained to Grow, Inc.  
Triangle Community Ministry, Inc.  
Urban League of Greater Madison, Inc.  
Urban Triage, Inc.  
Vera Court Neighborhood Center, Inc.  
Vivent Health  
Wil-Mar Neighborhood Center, Friends of  
Wisconsin Academy for Graduate Service Dogs (WAGS), Inc.  
Wisconsin Institute for Learning Disabilities/Dyslexia, Inc.  
YMCA of Dane County, Inc.  
YWCA Madison, Inc.

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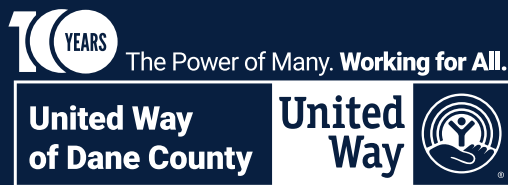
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## SAVE THE DATE!

In 2022, United Way of Dane County will celebrate our first 100 years of impact.

United Way is how our community comes together to address  
our toughest issues and most urgent needs,  
and we've been creating positive change for nearly a century!

Join us in March 2022 as we celebrate 100 years!

## THE POWER OF MANY. WORKING FOR ALL.