

2021 CAMPAIGN RECOGNITION

UNITED WAY THANKS OUR  
**CAMPAIGN PARTNERS**



# 2021 CAMPAIGN AWARDS

## TOP CAMPAIGNS

THANK YOU TO OUR CORPORATE PARTNERS WHO GENERATED THE MOST DOLLARS FOR OUR COMMUNITY!

1. American Family Insurance
2. Exact Sciences
3. Combined State Campaign
4. CUNA Mutual Group
5. Zimbrick, Inc.
6. Christensen Associates
7. UW Credit Union
8. Baker Tilly US, LLP
9. J.H. Findorff & Son Inc.
10. BMO Harris Bank

## CAMPAIGN LEADER AWARD

COMPANIES WHO GREW THEIR FINANCIAL IMPACT THE MOST, HELPING TO ACCELERATE POSITIVE CHANGE IN OUR COMMUNITY.

### TOTAL GROWTH IN DOLLARS – TOP 3

- Exact Sciences
- M3 Insurance
- Zimbrick, Inc.

### LARGEST % INCREASE IN DOLLARS – TOP 3

- Therma-Stor
- Auxiant
- Goodman Community Center

### TOTAL GROWTH IN DOLLARS – HONORABLE MENTIONS

- Bergstrom Automotive
- Christensen Associates
- Illumina
- Johnson Financial Group
- Nelnet
- Sentry Insurance
- TDS Family of Companies

### LARGEST % INCREASE IN DOLLARS – HONORABLE MENTIONS

- Capitol Bank
- ERDMAN
- PFS TECO
- RSM US LLP
- TEKsystems
- The Wisconsin Credit Union League
- Valicom Corporation

## THE POWER OF MANY AWARD

COMPANIES WHO GREW THEIR EMPLOYEE PARTICIPATION THE MOST, ENGAGING MORE PEOPLE IN SUPPORTING OUR COMMUNITY.

### PARTICIPATION TOP 3

- Goodman's Jewelers
- C. Blohm & Associates
- Madison United Healthcare Linen

### PARTICIPATION HONORABLE MENTIONS

- A to Z RentAll & Sales/Event Essentials
- Madison Investment Advisors, LLC
- Madison Region Economic Partnership
- PFS TECO
- Rural Electric Supply Cooperative
- Strang
- Vogel Bros. Building Co.

## ENGAGEMENT BEYOND THE PLEDGE AWARD

COMPANIES WHO GO ABOVE AND BEYOND THE ONCE-A-YEAR WORKPLACE CAMPAIGN, GROWING THEIR IMPACT.

**National Guardian Life** has a culture of giving all year long. They hold year-round engagement opportunities for their leadership and staff including trivia nights, volunteer projects, and participated in United Way's Equity Challenge. NGL also held a Leadership Giving Event with a focus on DEI efforts and are furthering their engagement with United Way's HIRE program.

**American Family Insurance** has taken their engagement well Beyond the Pledge by creating Joy Kits – these kits include essential items that our neighbors need most. In 2021, they created 150 Personal Care Kits, 150 Home Care Kits and 100 Winter Gear Kits that were distributed to local families, and they expanded Joy Kits to 11 other United Ways across the country. This shows firsthand the impact we have when we give our time in addition to our dollars – and brings to life The Power of Many, Working for All.

## INNOVATION AWARD

COMPANIES WHO ARE COMMITTED TO RAISING AWARENESS AND RESOURCES THROUGH NEW AND CREATIVE STRATEGIES.

**Exact Sciences'** United Way campaign didn't stop at the borders of Dane County – they included employees across the country – and the world! Through special events such as improv comedy and Pi Day, and volunteer opportunities, they engaged employees across their footprint and 7 local United Ways, achieving 55% participation.

**DeForest Area Community School District** thought outside of the usual campaign team structure and enlisted student leaders in their campaign. Students created t-shirts, hosted tables at community open houses, shared United Way's impact during sporting events and so much more. Most notably, students created videos to share the impact a teacher or staff member has had on their life and encouraged them to further their impact with a gift to United Way.

## ADVOCATE IN ACTION AWARD

CAMPAIGN VOLUNTEERS WHO ARE PASSIONATE ABOUT GIVING BACK, ENTHUSIASTIC ABOUT ENGAGING OTHERS IN LEARNING ABOUT OUR COMMUNITY AND INSPIRE EVERYONE TO GIVE, ADVOCATE AND VOLUNTEER.

**Char Lodi, Springs Window Fashions**, is a long-time Employee Campaign Manager, former Loaned Executive and has been a tremendous leader with United Way's Business Volunteer Network. She uses her great passion for United Way to run effective workplace campaigns each year, including a 10% increase in giving in 2021. On top of that, she was the driving force behind a special \$50,000 gift from Springs Window Fashions last year – this was given to have an even greater impact in our community during these difficult times.

**Scott Strong, RISE Wisconsin**, is a community leader who leads by example, giving his heart, time, talent, and treasure to build a better tomorrow for everyone. He demonstrates his commitment to our community every day as the Executive Director of RISE Wisconsin and has been critical in connecting our nonprofit partners with the annual campaign. As a member of the United Way Campaign Cabinet for the last two years, Scott has focused on sharing United Way resources with local nonprofits and encouraging their participation in workplace campaigns.

## **COLLABORATION AWARD**

A UNITED WAY GROUP WHO IS COMMITTED TO BRINGING DIVERSE PERSPECTIVES TO OUR WORK, HELPS US UNDERSTAND AND ARTICULATE OUR COMMUNITY'S NEEDS AND FACILITATES COLLABORATIVE ACTION LEADING TO MEANINGFUL CHANGE.

### **United Way of Wisconsin – 21 Week Equity Challenge**

Through the creation of the 21 Week Equity Challenge, United Way of Wisconsin brought our community together for meaningful conversations about diversity, equity and inclusion. The resources created within the Challenge prompted self-reflection, group discussion and collaborative growth and are essential to spreading DEI efforts throughout Dane County. United Way of Wisconsin's work on the 21 Week Equity Challenge highlights all aspects of the Collaboration Award by bringing together diverse perspectives, helping us understand and articulate our community's needs and facilitating individual and group action to lead to meaningful changes with the lens of Diversity, Equity and Inclusion.

## **PEOPLE'S CHOICE AWARD**

CELEBRATING THE WORK OF ONE ORGANIZATION WHO PUTS THE FUN INTO FUNDRAISING!  
THE RECIPIENT OF THIS AWARD IS CHOSEN BY THE DANE COUNTY COMMUNITY.

### **2021 NOMINEES**

M3 Insurance  
Madison College  
Madison Gas & Electric  
UW Credit Union  
Zimbrick, Inc.

## **NEW CORPORATE PARTNERS**

- Applied Tech Solutions
- Belleville School District
- BKD, LLP
- Colliers International
- Compeer Financial
- Family Support & Resource Center
- Herzing University
- IBEW Local 159
- Invenra, Inc.
- Mound City Bank

## **95%+ PARTICIPATION**

- A to Z RentAll & Sales/Event Essentials
- Big Brothers Big Sisters of Dane County
- Buttonwood Partners, Inc.
- DMB Community Bank
- Goodman's Jewelers
- MIG Commercial Real Estate
- Porter & Sack, CPAs
- Stifel

## REACHED GOAL FOR CENTENNIAL PARTICIPATION CHALLENGE

- A to Z RentAll & Sales/Event Essentials
- A-R Editions, Inc.
- Ashley Furniture HomeStore
- Auxiant
- Buttonwood Partners, Inc.
- C. Blohm & Associates
- Children's Hospital of Wisconsin
- Dairy Farmers of Wisconsin
- DeForest Area School District
- DEMCO, Inc.
- DeWitt LLP Law Firm
- DI & Associates dba Spherion
- DMB Community Bank
- ERDMAN
- FAC Services LLC
- Family Support & Resource Center
- FluGen
- Foley & Lardner LLP
- Goodman Community Center
- Goodman's Jewelers
- Habush Habush & Rottier, SC
- Hellenbrand, Inc.
- Hooper Corporation
- Hy Cite Enterprises/LLC
- Invenra, Inc.
- Johnson Block and Company
- KL Engineering, Inc.
- Literacy Network
- Madison Development Corporation
- Madison Investment Advisors, LLC
- Madison Region Economic Partnership
- Madison United Healthcare Linen
- Magna Publications, Inc.
- Meridian Group, Inc.
- Murphy Desmond S.C.
- National Motorists Association
- National Mutual Benefit
- North Central Group
- Park Bank
- Pepsi-Cola of Madison
- PFS TECO
- RBC Wealth Management
- RISE Wisconsin, Inc.
- Rural Electric Supply Cooperative
- Rural Mutual Insurance Company
- Singlewire Software
- Slipstream
- State Bank of Cross Plains
- Stemina BioMarker Discovery, Inc.
- Stifel
- Strang
- TEKsystems
- The Pyle Group
- The Wisconsin Credit Union League
- Thompson Investment Management
- University Book Store
- Valicom Corporation
- Vera Court Neighborhood Center
- Vogel Bros. Building Co.
- von Briesen & Roper Law Office
- Wipfli, LLP
- Wisconsin Automobile & Truck Dealers Association
- Wisconsin Lawyers Mutual Insurance Company
- WPPI Energy

## 2021 PARTICIPATING ORGANIZATIONS

- A to Z RentAll & Sales/Event Essentials
- ABS Global
- Access Community Health Centers
- ACS, Inc
- AFSCME Local 1871
- AFSCME Local 6000
- AFSCME Local 720
- AFSCME Retirees Subchapter 52
- AFT-WI Local 3220 [TAA]
- All Comfort Services
- Alliant Energy
- Amazon
- Amcor Flexibles

- American Family Insurance
- American Girl
- American Printing Company, Inc.
- American Transmission Company
- Ansay & Associates, LLC
- Anthology
- Applied Tech Solutions
- A-R Editions, Inc.
- ARC Community Services, Inc.
- Ascendium Education Group
- Ashley Furniture HomeStore
- Associated Bank
- AtlantisValley Foods, LLC
- Attainment Company
- Auxiant
- Axley Brynelson, LLP
- Ayres Associates
- Badger Welding Supplies, Inc.
- Bagels Forever, Inc.
- Baker Tilly US, LLP
- Bank of Sun Prairie
- Bankers' Bank
- Barrymore Theatre
- Baxter & Woodman
- BDO USA, LLP
- Belleville School District
- Benjamin F. Edwards & Co.
- Bergstrom Automotive
- Berntsen Brass & Aluminum Foundry, Inc.
- Big Brothers Big Sisters of Dane County
- Big Sky Aviation
- BKP, LLP
- Black & Veatch
- BMO Harris Bank
- Boardman & Clark LLP
- Boy Scouts of America Glacier's Edge Council
- Boys & Girls Club of Dane County
- Bricklayers and Allied Craftworkers Local 13
- Brunsell Lumber & Millwork
- Building and Construction Trades Council of South Central Wisconsin
- Buttonwood Partners, Inc.
- BWBR
- C. Blohm & Associates
- CAMECA Instruments, Inc.
- Canopy Center, Inc.
- Capital Newspapers
- Capitol Bank
- Capitol Lawn Sprinkler, Inc.
- CapSpecialty
- Cargill
- Carley Wood Associates
- Caterpillar
- Catholic Charities, Diocese of Madison
- Centro Hispano of Dane County
- Certco, Inc.
- CGC, Inc.
- Children's Hospital of Wisconsin
- Christensen Associates
- CIGNA, Legal Division
- City of Fitchburg
- City of Madison Combined Campaign
- City of Middleton
- City of Sun Prairie
- Clack Corporation
- Cobb-Strecker-Dunphy & Zimmermann, Inc.
- Colliers International
- Colony Brands, Inc.
- Combined Federal Campaign
- Community Action Coalition for South Central Wisconsin
- Community Coordinated Child Care (4C) in Dane County
- Community Health Charities of Wisconsin
- Compeer Financial
- Costco
- Crack Filling Service, Corp
- Credit Union National Association
- Cummins
- Cummins Emission Solutions
- CUNA Mutual Group
- CWA Wisconsin Political Council
- Dairy Farmers of Wisconsin
- Dane County Combined Campaign
- Dane County Humane Society
- DeForest Area School District
- Deloitte Consulting LLP
- Delta Air Lines, Inc.

- DEMCO, Inc.
- Destination Madison
- DeWitt LLP Law Firm
- DI & Associates dba Spherion
- Directly Affiliated Local Union Local 24111
- DMB Community Bank
- Don Miller Auto Family
- Doubletree Hotel Madison
- Dr. Pepper/Snapple Group
- East Madison Community Center
- Emmi Roth USA
- Employee Benefits Corporation
- Encore Homes, Inc.
- Endres Manufacturing Company
- Enterprise Holdings
- Enterprise Rent-A-Car
- Environment Control of Wisconsin, Inc.
- Epic Systems Corporation
- ERDMAN
- Erdman OOC
- Evjue Foundation Inc.
- Exact Sciences
- Experis Finance
- FAC Services LLC
- Faith Technologies
- Family Support & Resource Center
- Farley's House of Pianos
- Farwell
- FedEx
- Festival Foods
- Fireside Hearth & Home
- First Business Bank
- First Weber, Inc.
- Fiskars
- Flad Architects
- Flad Development & Investment Corp.
- FluGen
- Foley & Lardner LLP
- Forward Health Group Inc
- Forward Madison
- Foth Companies - Madison
- Frank Beverage Group
- Franklin Fueling Systems
- Fristam Pumps USA, Limited Partnership
- Full Compass Systems
- Gannett Fleming, Inc.
- GE Healthcare
- General Beverage Sales
- General Heating and Air Conditioning, Inc.
- General Motors Corp
- Godfrey & Kahn, SC
- Goodman Community Center
- Goodman's Jewelers
- Googins Advisors, Inc.
- Graef
- Group Health Cooperative of South Central Wisconsin
- Gustave A. Larson Company
- H&R Block Inc
- Habitat for Humanity of Dane County
- Habush Habush & Rottier, SC
- Hancock Center for Dance/Movement Therapy, Inc.
- Hausmann Group
- Hayden & Lucas, Inc.
- HDR, Inc.
- Heartland Credit Union
- Heling Associates, Inc.
- Hellenbrand, Inc.
- Henry J. Predolin Foundation, Inc.
- Herb Kohl Philanthropies
- Herzing University
- Hiebing
- Hill Electric Company
- HNTB
- Hoey Apothecary
- Hoffman Manufacturing
- Holmes, Murphy & Associates
- Home Savings Bank
- HomeGoods
- Honkamp Krueger & Co., P.C.
- Hooper Corporation
- Horizon Develop Build Manage
- Husch Blackwell LLP
- Hy Cite Enterprises/LLC
- Hydrite Chemical Company
- IBEW Local 159
- IBM Corporation
- IDEXX Laboratories-Sales
- IFF
- Illumina

- IMEG
- In Business
- Independent Pharmacy Cooperative
- InfoSec Institute
- Insulators Local 19
- International Humanitarian Basic Needs
- Invenra, Inc.
- Investment Realty Services
- Irwin A. and Robert D. Goodman Foundation, Inc.
- J.H. Findorff & Son Inc.
- Jaeckle Distributors
- JCPenney
- Jewish Social Services
- JLS Investment Group
- John Deere Financial
- Johnson Block and Company
- Johnson Financial Group
- Johnson Wholesale Company
- Journey Mental Health Center
- JP Cullen
- JPMorgan Chase and Company
- JumpAround Wisconsin
- Kahler Slater
- KEE Architecture
- Kennedy Communications
- Kilter Rewards
- KL Engineering, Inc.
- Kollath & Associates, CPA LLC
- Kwik Trip, Inc.
- L & L Foods, Inc.
- L.L. Bean
- Labcorp Drug Development
- Laborers Local 464
- Landmark Credit Union
- Lerdahl Business Interiors
- Liberty Mutual
- Literacy Network
- Lucigen Corporation
- Lycon, Inc.
- M3 Insurance
- Macy's
- Madison College
- Madison Development Corporation
- Madison Gas and Electric
- Madison Investment Advisors, LLC
- Madison Kipp Corporation
- Madison Metropolitan School District
- Madison National Life Insurance Company
- Madison Psychiatric & Psychological Services
- Madison Region Economic Partnership
- Madison Teachers Inc.
- Madison United Healthcare Linen
- JustDane
- Magic Pebble Foundation
- Magna Publications, Inc.
- Marco
- Marriott Daughters Foundation
- Marshalls, Inc.
- Martin Glass Company
- Masters Building Solutions
- McFarland School District
- McGann Construction, Inc.
- Mennenga Tax and Financial Service
- Mercyhealth
- Meridian Group, Inc.
- Merrill Lynch
- MetaStar, Inc.
- MGE Retirees
- Michael Best
- Microsoft
- Middleton Outreach Ministry
- Middleton-Cross Plains School District
- Mid-West Family Marketing
- MIG Commercial Real Estate
- Miner, Barnhill & Galland
- Miron Construction Co., Inc.
- Monona Bank
- Morgan Murphy Media
- Morgan Stanley
- Mound City Bank
- Murphy Desmond S.C.
- Musicnotes, Inc.
- National Association of Letter Carriers Branch 507
- National Guardian Life Insurance Company
- National Motorists Association
- National Mutual Benefit
- Neckerman Insurance Services



- Neider & Boucher, SC
- Nelnet
- Neugen
- NeuWave Medical, Inc.
- NewBridge
- Nickles Electric
- Nitty Gritty
- Nordic
- North American Mechanical, Inc.
- North Central Group
- NorthStar Medical Radioisotopes
- Northwestern Mutual
- NSI, a division of West Bend Mutual Insurance Company
- Oak Bank
- Oakbrook Corporation
- Old National Bank
- OneAmerica
- Operation Fresh Start
- Oregon Community Bank
- Oregon School District
- Oscar Rennebohm Foundation
- Oscarettes
- Otto Bremer Trust
- Paccar Financial
- Pacific Economics Group
- Park Bank
- PARK Printing Solutions
- Park Towne Development Corporation
- Partners in Giving
- Paul's Book Store
- Pepsi-Cola of Madison
- PerBlue, Inc
- Perkins Coie
- PFS Corporation
- Pharmacy Society of Wisconsin
- Phillips Distributing Corporation
- Pieper Power
- Pitney Bowes, Inc.
- Placon Corporation
- Plumbers Local 75
- Plunkett Raysich Architects, LLP
- Porchlight, Inc.
- Porter & Sack, CPAs
- Potter Lawson
- Prime Urban Properties
- Principal Financial Group
- Promega Corporation
- Psychiatric Services, SC
- Quarles & Brady LLP
- Quartz Health Solutions, Inc.
- Quincy Bioscience
- RBC Wealth Management
- Realtime Utility Engineers
- Reinhart, Boerner, & Van Deuren
- Research Products Co.
- Ricoh USA, Inc
- RISE Wisconsin, Inc.
- Robert W. Baird & Co.
- Rockwell Automation
- Rouse Management
- RSM US LLP
- RSVP of Dane County
- Rubin's Furniture
- Rural Electric Supply Cooperative
- Rural Mutual Insurance Company
- Russ Darrow Chrysler Group
- S/B Strategic Marketing
- Sargento Foods
- Scientific Protein Labs LLC
- SCS Engineers
- Second Harvest Foodbank of Southern Wisconsin
- SECURA Insurance
- Sentry Insurance
- Sergenian's Floor Coverings
- Settlers Bank
- Shakeproof Automotive
- Shive-Hattery Architecture and Engineering
- Siemer Institute for Family Stability
- Singlewire Software
- Slipstream
- SMART Local 18
- South Central Federation of Labor, AFL-CIO
- Spectra Chem Inc
- Speedway Sand and Gravel Inc.
- Springs Window Fashions, LLC
- SprintPrint
- SSM Health
- SSM Health at Home
- Staff Electric Company, Inc.
- Stafford Financial Consulting Group, LLC

- Stafford Rosenbaum LLP
- Starion Bank
- Stark Company Realtors
- State Bank of Cross Plains
- State Bar of Wisconsin
- Stearns Packaging Corporation
- Stemina BioMarker Discovery, Inc.
- Steve Stricker American Family Insurance Foundation
- Stevens Construction Corp.
- Stifel
- Stone House Development, Inc.
- Stoughton Trailers, LLC
- Strand Associates, Inc.
- Strang
- Stratatech Corporation
- Strohm Ballweg LLP
- Stroud, Willink & Howard, LLC
- Sub-Zero Group Inc.
- Sullivan designBUILD
- Summit Credit Union
- Sun Prairie Area Schools
- SuperTarget Regional Managers
- Suttle-Straus, Inc.
- SVA
- T. Anton Investment House, Inc.
- Target
- TASC
- TDS Family of Companies
- Teamsters Local 695
- TEKsystems
- Terso Solutions
- Tetra Tech
- The Alliance
- The Boldt Company
- The Great Dane Pub & Brewing Company
- The Pyle Group
- The QTI Group
- The Road Home Dane County
- The Suby Group
- The Trustmark Foundation
- The Wisconsin Credit Union League
- Therma-Stor
- Thompson Investment Management
- Thrivent Financial
- Tier1Nutritionals, Inc.
- TJ Maxx
- Town & Country Engineering, Inc.
- Town Bank
- Trinity Financial Planning, Inc.
- U.S. Bank
- U.S. Cellular
- UBS Financial Services Inc.
- Uniek, Inc.
- United Health Group
- United Parcel Service
- United Way of Blackhawk Region
- United Way of Greater Los Angeles
- United Way of Lake County IL
- United Way of Portage County
- United Way of Washington County
- United Way of Wisconsin
- UnityPoint Health - Meriter
- University Book Store
- Urban Land Interests LLC
- Urban League of Greater Madison
- UW Credit Union
- UW Foundation & Wisconsin Alumni Association
- Valicom
- Vera Court Neighborhood Center
- Verona Area School District
- Virent, Inc.
- Vivent Health, Inc.
- Vogel Bros. Building Co.
- von Briesen & Roper Law Office
- Wal-Mart
- Wal-Mart Other Locations
- We Energies
- WEA Credit Union
- WEA Member Benefits
- Wegner CPAs
- Wells Fargo
- Wells Print and Digital Services
- Westley Law Offices, S.C.
- Westphal & Co. Inc.
- Westward Way Partners
- Westwood Professional Services
- Wheeler, Van Sickle & Anderson, S.C.
- Wipfli, LLP
- Wisconsin Alumni Research Foundation
- Wisconsin Automobile & Truck Dealers Association
- Wisconsin Bank & Trust

- Wisconsin Bankers Association
- Wisconsin Distributors, Inc.
- Wisconsin Education Association Council
- Wisconsin Hospital Association
- Wisconsin Laborers' District Council
- Wisconsin Lawyers Mutual Insurance Company
- Wisconsin Medical Society
- Wisconsin Mutual Insurance Company
- Wisconsin Realtors Association
- Wisconsin Restaurant Association
- Wisconsin Solar Design
- Wisconsin State Telecommunications Association
- Wisconsin Women's Health Foundation
- WisMed Assure
- WKOW
- WMTV-TV 15
- Woodman's Food Market
- WPPI Energy
- WPS Health Solutions
- Xcel Energy
- YWCA of Madison
- Zendesk
- Zimbrick, Inc.