



Rise to the Challenge: United Way Centennial Matching Opportunity

For nearly 100 years, United Way is how the community comes together to change lives. With the support of Dane County's business community, we have:

- Invested in our community's most pressing needs
- Pivoted and responded to emergencies across Dane County
- Accelerated workplace giving

With your help, we can continue to innovate and address our community's ever-evolving needs for years to come.



Help build our community – and your company's legacy – for the next 100 years.

United Way's centennial year is a special opportunity to celebrate a milestone while also ensuring another century of impact and innovation for our community. The Centennial Community Campaign Committee is leading the way in:

- Endowing day-to-day operations so that 100% of annual donations can directly support programs and services
- Growing participation in giving, advocating and volunteering
- Deepening community trust of United Way of Dane County as the partner of choice for greatest impact
- Accelerating innovation

As we gear up for our centennial, we are using 2021 to generate excitement and momentum. Your support can help unlock matching funds to **endow United Way's Community Resource Hubs** and ensure we can continue to serve our community for generations to come.

United Way 211 Center: Dane County's most comprehensive database of agencies and services – connecting 40,000+ residents each year to resources that can help, 24/7.

United Way Volunteer Resource Center: Connects prospective community and corporate volunteers to opportunities that match their interests, helping 150,000 people give back each year.



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There are three ways you can amplify your impact:

- **Lead the Way:** Increase your corporate gift or begin a new employee giving campaign – your increase will be matched dollar for dollar.
- **Activate Your Employees:** Commit to grow your employee participation over three years – for each year you reach your participation goal, additional impact will be made.
- **Inspire Tomorrow's Leaders:** Encourage your employees to demonstrate their leadership through joining the Lead United Step-Up Program. Donors who step up their gift to a Lead United level in 2021 or 2022 will have their increase matched dollar for dollar.



“ For nearly 100 years, United Way of Dane County has been tackling our community's toughest challenges. Building on decades of experience and cross-sector relationships, they're uniquely positioned to mobilize our community's power and spark real, lasting change. That is why we, at Exact Sciences, are so proud to partner with United Way. And we're calling on all local businesses to join in and be a part of shaping the future of Dane County. Because only by coming together can we build a community where all can thrive – now and for the next 100 years. ”

ANA HOOKER, EXACT SCIENCES

Will you commit to being a part of the change right here in Dane County?

Please consider committing to:

- A corporate gift of \$ _____ in 2022 in honor of United Way's 100 years of impact
- Participation goals of
 - 2021: _____
 - 2022: _____
 - 2023: _____
- Encouraging your employees to join the Lead United Step-Up Program in 2021 or 2022

Contact campaign@uwdc.org for more information.