

CORPORATE ENGAGEMENT 2021

MISSION: UNITE THE COMMUNITY TO ACHIEVE MEASURABLE RESULTS AND CHANGE LIVES.

VISION: A DANE COUNTY WHERE EVERYONE CAN SUCCEED IN SCHOOL, WORK AND LIFE.

Our community's greatest resource is our people – and our ultimate goal is to maximize the full potential of each person. Devoting resources, time and energy to building the well-being of all helps our community thrive.

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 conversation between groups that often don't work together to create results that otherwise would not exist.



HERE'S WHAT WE MAKE POSSIBLE TOGETHER:



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.



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.

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.



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.





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.

CBITS
3,010
6th-grade students received trauma screenings.

HEALTHCONNECT
698
individuals had health insurance that provided access to high-quality health care.

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.



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.

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

THE PLAYING FIELD EAST
2 PARTNERS
providing high-quality childcare and housing.



ENGAGING YOUR EMPLOYEES

United Way can support your employee engagement, corporate social responsibility and brand recognition and visibility goals – positioning you as a corporate leader and creating change in Dane County and beyond. No matter the size of your organization, we offer custom tools and strategies to help you identify, analyze, activate and communicate your impact in our community.

As one of the largest funders of the social sector in Dane County, United Way has the pulse of our community. Partnering with us means knowing your donation will

be strategically invested into effective, research-based programs to promote equity and advance well-being. It is our job to coordinate and amplify your impact so that you know your money is making the biggest difference it possibly can.

Work with us to promote company culture, engagement, loyalty and retention through philanthropy and volunteerism. By joining our family of more than 600 local businesses, 52 nonprofits and 112 programs, you can help mobilize our community's caring power and change lives.

OUR SHARED PURPOSE: INVEST IN OUR COMMUNITY!

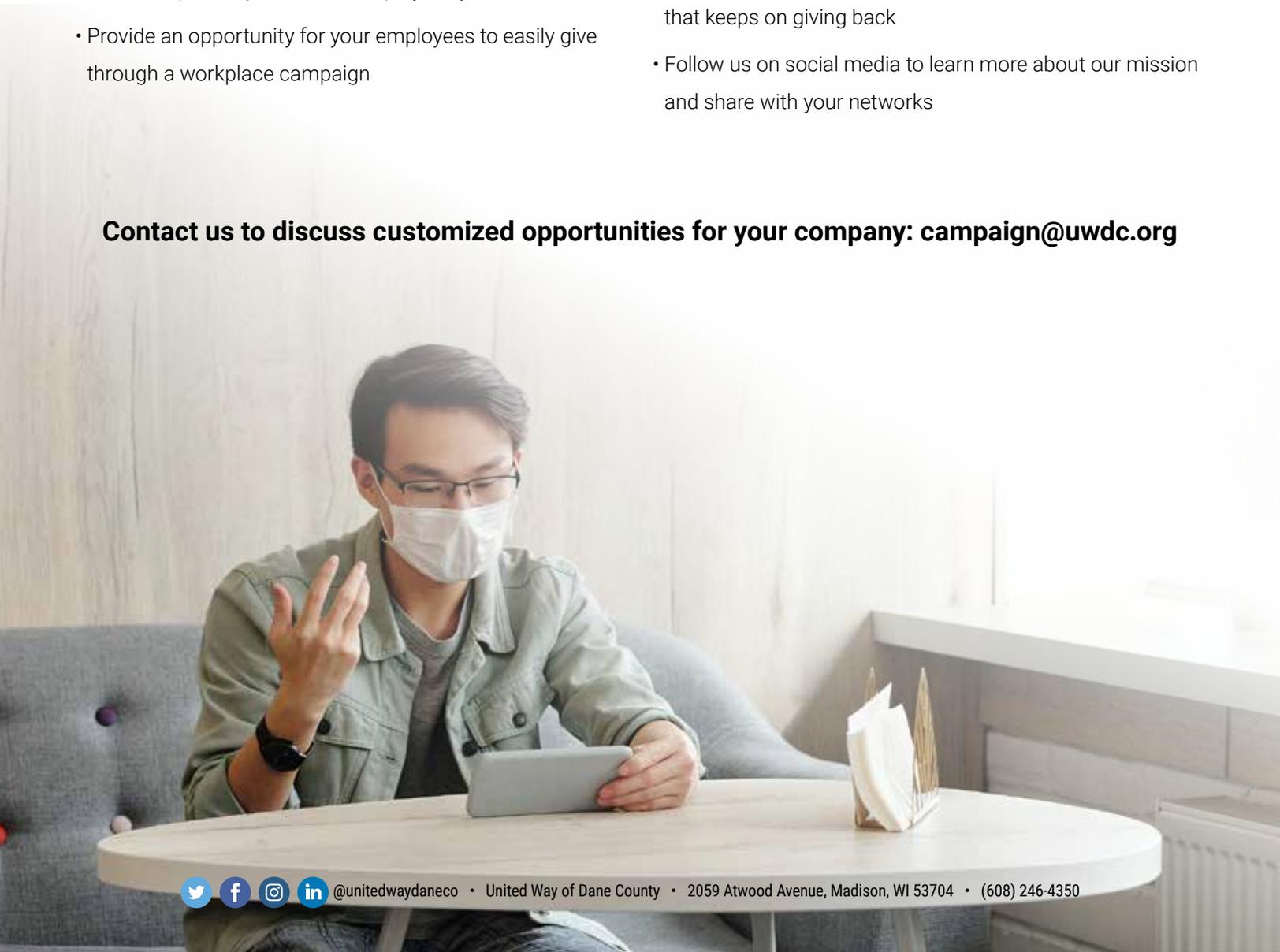
INSPIRE YOUR WORKFORCE • ELEVATE YOUR COMPANY • PARTNER WITH UNITED WAY

- Elevate your brand and reputation
- Infuse purpose into your company culture
- Attract and retain talent
- Create loyal customers
- Develop strong leaders
- Promote diversity and inclusion
- Enhance health and wellness
- Create measurable impact in our community

THE POWER OF MANY. WORKING FOR ALL. BE A PART OF IT!

- Host a volunteer opportunity for your employees
- Promote United Way events and webinars to help your employees learn about our community's needs
- Give a corporate gift to show employees you care
- Provide an opportunity for your employees to easily give through a workplace campaign
- Join a donor network or affinity group to meet other community-minded business leaders
- Become a sponsor – whether for an event, community volunteer project or professional development opportunity that keeps on giving back
- Follow us on social media to learn more about our mission and share with your networks

Contact us to discuss customized opportunities for your company: campaign@uwdc.org





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 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.