



# 2021 United Way of Dane County Message

Three ways to tell the United Way story out in our community

## 3-Second Message:

**The Power of Many. Working for All.**



## 30-Second Message:

**In 2020, Dane County saw the most challenging year in recent history.** But, thanks to the unyielding support of this community, we were able to move fast and help thousands of our neighbors. Meeting struggle with strength, you proved there's nothing we can't make it through when we come together.

Now, as we work to recover from the pandemic, we must reimagine the long-term recovery of our community. **We have a unique opportunity, today, to build back a better tomorrow.**

By giving to United Way, you're investing in families as they work to access the building blocks of a stable, successful life – a quality education, family-supporting job and health supports. **And you're helping to build a better community, for all.**

**That is The Power of Many. Working for All. Be a part of it.**

## 3-Minute Message:

United Way of Dane County has been confronting **Dane County's toughest challenges** for nearly 100 years. With a mission to unite our 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.**

**In 2020, Dane County saw the most challenging year in recent history.** But, thanks to the unyielding support of this community, we were able to move fast and help thousands of our neighbors. Meeting struggle with strength, you proved there's nothing we can't make it through when we come together.

Now, as we work to recover from the pandemic, overcome economic downturn and continue to grapple with decades of systemic racism, we must reimagine the long-term recovery of our community. **We have a unique opportunity, today, to build back a better tomorrow.**

**At United Way, we focus on addressing systemic barriers and help local families access the building blocks of well-being:** A quality education, family-supporting job and health supports. Through partnerships and collaborative work, we bring the many voices of Dane County together to find common ground and develop a strategic architecture for change. Building well-being is a team project involving families and community members as equal partners. We start conversations between groups that often don't work together, and **we create results that otherwise would not exist.**

By giving to us, **you're investing in families as they work to build a stable, successful life** – and you're helping to build a better community, for all. Because when more people have the support they need to succeed, the entire community is better positioned to thrive.

**That is The Power of Many. Working for All. Be a part of it.**