A Message to our Dane County Community

This year, United Way of Dane County celebrated 100 years of impact and innovation! And we’re so proud of the work we’ve done over the past century to bring our community together to address our toughest issues and most urgent needs. But we couldn’t do this important work without you!

Thanks to your unwavering support, we’ve raised nearly $570 million these past 100 years – $18 million of those in 2022’s campaign alone. Those dollars have been hard at work helping to support families as they work to achieve the building blocks of well-being: early childhood learning, a quality education, family-supporting jobs, affordable housing and trauma-informed health supports.

But even as we celebrate these successes, we know there’s so much still to be done. By working with our nonprofit and community partners, we aim to be a catalyst for systemic change, helping more families and individuals get what they need in the areas of early childhood, education, income and health.

It’s important that we have a unifying force to bring our community together and focus on family well-being. And that’s where United Way comes in! We know there are a lot of great services and programs in our community. But we’re better together.

So, as we launch into the next century, we will continue to work collaboratively with our network of local nonprofits, businesses, community leaders, donors, volunteers and families to address big-picture issues that no one individual or organization can solve alone. And we invite you to continue the journey with us!

As you review this 2022 Annual Report, we hope you feel as proud of the remarkable success we’ve achieved together as we do – and that you feel inspired to contribute as we work to build a Dane County where more individuals and families have what they need to lead healthy, thriving and secure lives that meet their own defined goals. Because family well-being equals community well-being!

We can accomplish so much more when we come together. Because, together, we truly are The Power of Many. Working for All. Thank you for being a part of it!

IDEA Statement:
Our IDEA (Inclusion, Diversity, Equity, Access) Statement reflects our commitment to support transformative social change and to address structural inequities and oppression. IDEA is reflected in our commitment to engaging and involving diverse communities, especially those racially and ethnically diverse, in decision-making, leadership and action to achieve equitable outcomes in early childhood, education, income and health.

Alongside racism, we oppose sexism, hetero-sexism, trans-phobia, able-ism, class-ism, age-ism and religious discrimination across our collective work. We embrace the responsibility and lead by example for creating a more just and equitable organization, community, state and nation.

Mission:
Unite the community to achieve measurable results that change lives.

Vision:
United Way of Dane County will be a catalyst for inclusion and systemic change to address the needs of our community.
“That spirit of neighborliness, kindliness and good will…truly adorns us as a city [more] than our lakes, temples and boulevards... ”

– Marvin Rosenberry, First President of the Madison Community Union

“...I believe that the Community Union has facilities for examining local problems of which we have an abundance and developing future plans in the welfare field; and that increasing intention must be given to this aspect of its work. ”

– Lowell Frautschi, from his 1946 speech at the Madison Community Union Annual Dinner

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– Karen Menéndez Coller, Executive Director of Centro Hispano of Dane County

“...When I was a Loaned Executive, I learned about the incredible generosity of individuals and companies in our community that, together through United Way, make more sustainable impact than anyone can do on their own.”

– Linda Connelly, CEO of the City Living Fund, United Way of Dane County Commercial Loan

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Launching Into the Next Century of Impact and Innovation: Our Strategic Plan

For 100 years, United Way of Dane County has evolved to meet the constantly changing needs of our community— and we’ll continue to do so as we launch into the next century! We know that many neighbors are still working to overcome health and economic challenges sparked by the pandemic. We also know that there’s much work to be done to dismantle racial and systemic inequities that prevent many families and individuals from leading healthy, secure and thriving lives. With our deepened commitment to advancing racial equity and our focus on family well-being, this strategic plan will guide us through 2026—ultimately pushing us to continue working across sectors to amplify collective impact. Our strategic priorities and goals include:

- **Impact**: Be a change catalyst to establish and lead collective impact to advance family well-being in Dane County.
- **Financial Health**: Be bold in advancing our methods of attracting philanthropic support to grow our impact and be accountable stewards of the resources entrusted to us.
- **Partnership**: Actively listen and connect with others to form mutually beneficial relationships, aligning our services around shared priorities that lead to authentic collaboration and action.
- **Engagement**: Grow participation and support by building awareness, strengthening partnerships and providing year-round opportunities to give, advocate and volunteer.
Celebrating our Centennial: 100 Years of Impact and Innovation

For 100 years, United Way of Dane County has been a change catalyst – bringing our community together to address our toughest issues and most urgent needs. But if we’ve learned anything, it’s that meaningful, measurable change doesn’t happen alone.

With the support of our community, we have spent a century:

• Investing in our community’s most pressing needs, helping local families as they work to access the building blocks of well-being: a quality education, family-supporting jobs and health supports. Since our founding in 1922, we have raised nearly $570 million – more than half a billion dollars!
• Pivoting and responding to emergencies across Dane County.
• Accelerating giving and working to amplify collective impact, so we can make the greatest possible difference.
• Taking an intentional approach to naming racial disparity and working to measurably reduce inequities.

United Way exists to mobilize the caring power of our community – and we have immense gratitude for every person who’s been a part of The Power of Many. Working for All. Thank you!

As we planned our Centennial Year, we tasked five committees with focusing on how to celebrate the past and future. Leading these efforts was long-time, dedicated United Way volunteer and our Centennial Chair, Londa Dewey.

The History Committee focused on learning lessons from the past and celebrating successes. They led our Community Builder selection process and partnered with local author Doug Moe to inform the Centennial Book – United Way of Dane County 1922-2022: Celebrating a Century of Innovation, Collaboration and Positive Change.

The Marketing and Media Committee helped create the way in which we connect our history to innovation and the evolution of United Way into the next century.

The Engagement and Expansion Committee lifted the voices of our community. They led the Centennial Conversations initiative – engaging 225 diverse Dane County members to learn more about needs and how we can best serve our community for years to come.

The Fundraising – Community Gifts Committee focused on workplace donations and engaging more community members in giving.

The Fundraising – Major Gifts Committee stewarded major corporate gifts and implemented leadership giving strategies to endow United Way’s day-to-day operations.

Thank you to the committee members for making this year not only an incredible celebration, but also ensuring that we have what it takes to launch another century of impact and innovation! See a full list of committee leaders and members at the back of this report.
Centennial Success

As we celebrated the past, we also looked ahead to how we can be a catalyst for change for the next century. Thanks to the generous support of our Centennial Champions, led by American Family Insurance’s historic $5 million gift, we established a matching challenge fund.

Dollars donated as part of this challenge fueled our community resource hubs:

- **United Way 211:** Dane County’s most comprehensive database of agencies and services – connecting 400,000+ residents each year to resources that can help, 24/7.
- **United Way Volunteer Resource Center:** Connecting prospective community and corporate volunteers to opportunities that match their interests, helping thousands of people give back each year.

Additionally, through more than 100 generous donors, including Tocqueville Legacy Circle commitments (planned gifts of $250,000+), an additional $14.3 million was raised for the United Way of Dane County Foundation – bringing our Centennial fundraising total to $24.6 million!

A Fun-Filled Year of Special Events

Our Centennial year called for many events to celebrate this incredible milestone – and everyone who made it possible. Thank you to those who attended and sponsored our events! We are so grateful for each and every one of you.
Throughout the year, we shared 30 stories of transformative change during our 100-year history and celebrated 70 individuals, groups and organizations who have made a remarkable impact in our community. See a full list of Community Builders at the back of this report.
$18 Million Raised
500+ Campaign Partners

20,000+ Donors
700+ United Way Volunteers

2022 Community Campaign Results
With a mission to unite the community to achieve measurable results that change lives, United Way is committed to being a catalyst for inclusion and systemic change – working collaboratively with local nonprofits, businesses, community leaders, donors, volunteers and families to address big-picture issues no one person or organization can address alone. Thank you for being a part of this important work!

Amplifying Community Impact Through Partners in Giving
In 2022, we celebrated the Partners in Giving Campaign’s 50th year anniversary and the positive impact it has had on people and places around the state, nation and the world.

Since its inception in 1973 as the State Employees Combined Campaign, Partners in Giving has raised an astounding $85 million for charitable causes. In 2022, the Partners in Giving Campaign raised nearly $2 million from almost 4,000 State of Wisconsin, UW-Madison and UW Health employees in Dane County!

United Way of Dane County is honored to partner with 10 federated organizations to join 500+ individual charities in one workplace giving campaign for our public sector donors.

We know that you have a lot of options when it comes to giving. And, in an increasingly difficult fundraising landscape, we thank you for supporting us and our network of nonprofit partners. Despite the ongoing challenges we face as a community, you stepped up and showed us there’s nothing we can’t accomplish when we come together! That is The Power of Many. Working for All.
Championing Change Through Volunteerism

At United Way, we know that building community well-being is a team project. That’s why we’re always working to engage community members and local businesses in volunteerism – mobilizing the caring power of our community to create lasting, generational change. By offering several ways to get involved in the workplace and in the community, we’re empowering more people to make a difference.

Community Kickoff

On August 23, 2022, we welcomed nearly 400 volunteers to the Madison Mallards Duck Pond for Community Kickoff. Participants enjoyed an afternoon of family-friendly activities, learned more about our community’s needs and worked together to make a difference.

Volunteers created 2,000 paper product packs – leading to $34,500 in community impact! These were distributed to our partners at Community Action Coalition for South Central Wisconsin, Middleton Outreach Ministry, The River Food Pantry and Second Harvest Foodbank to help provide much-needed items to families across Dane County.

Corporate Volunteering

In an effort to engage more community members through their workplaces and help local businesses create a positive impact in Dane County, we hosted 52 corporate engagements in 2022. These opportunities allowed people to sort and pack essential items for local families, while learning about the issues many neighbors are facing. 1,374 volunteers donated 2,019 hours of their time to create more than 35,000 kits – resulting in an economic impact of $148,422!

Community Volunteering

At United Way, we bring people together to make Dane County stronger. One of the ways we do that is by stewarding community volunteerism and offering in-person and remote volunteer opportunities and events in Dane County. In 2022, we hosted 11 group engagements where 573 volunteers donated 466 hours of their time to create more than 6,000 kits for local families – resulting in an economic impact of $25,387! Additionally, 18,832 volunteers on VolunteerYourTime.org filled additional needs for 388 local nonprofits.

Holiday Volunteering: Toys for Tots

This year marked our second year partnering with the U.S. Marines through their Toys for Tots program to help identify families most in need and innovate and implement a more equitable toy distribution process. Through these efforts, 9,012 children from 2,500 families were served and 54,459 gifts were given through 11 local distribution partners.
ImPacks! Providing Essentials to Local Individuals and Families.

When Dane County families have access to personal care items and essential supplies, our entire community is healthier and stronger.

In 2022, employee groups at 40 local companies donated 2,000 hours of their time to create more than 35,000 Im Packs that were distributed to neighbors in need—leading to $150,000 in economic impact.

1,840 Be Well Packs
These essentials provide short-term and urgent relief to individuals and families as they overcome illness.

4,000 Menstrual Hygiene Packs
More than one in five people who have periods miss school or work due to lack of menstrual products.

4,000 Paper Packs
When Dane County families have access to essential supplies, our whole community is healthier and stronger. Paper products are rarely donated and always needed.

24,500 Snack Packs
Children who are hungry are more likely to have behavioral issues, repeat a grade or miss school entirely.

100 Backpacks
Filling backpacks with school supplies provides local students with what they need to succeed throughout the academic year.

400 Diaper Packs
Not having access to an adequate supply of diapers is an economic barrier for many families in Dane County. Most childcare centers require parents to provide a day’s supply of diapers. When families can’t afford diapers, they can lose access to childcare and may be unable to work.

75 Hand-Tied Blankets
Through our partnership with Project Linus, these provide a sense of security and warmth to children who are seriously ill, traumatized or otherwise in need.

1,840 Be Well Packs
These essentials provide short-term and urgent relief to individuals and families as they overcome illness.

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Real Impact, Real Stories

At United Way of Dane County, we support more than 550 nonprofits, including 53 local organizations and 106 local programs that work to address the greatest needs in early childhood, education, income and health – many through a multi-generational lens. These partners are experts in each area of need, and our role is to coordinate efforts and amplify impact. These are some of the stories that our collective work made possible.

Simpson Street Free Press
When Max, a second-language English speaker, first joined our partners at the Simpson Street Free Press (SSFP) program two years ago, he was shy and his reading and writing skills weren’t where they needed to be. Through focused reading support and one-on-one time with SSFP’s tutors, he improved drastically and gained confidence! Now, in 5th grade, Max is a great writer and student, ready to take on middle school. He has written articles in both Spanish and English and has done plenty of translating work. He’s enjoyed his time at SSFP and brings the skills he’s learned there into the classroom and beyond – better positioning him to succeed throughout life.

Access Community Health Centers
Juanita was a 19-year-old woman who had recently come from Nicaragua just three months prior to establishing prenatal care with our partners at Access Community Health Centers. The staff at Access worked with her despite language barriers and her nerves, helping her to get coverage through Medicaid and connect her with a group of Spanish-speaking doulas through Roots4Change. Thanks to their support, Juanita delivered a healthy baby, and continues to receive the postpartum support she deserves.

RISE Wisconsin
Welcome Baby & Beyond – Tanya, a first-time parent and single mother to baby Henry, was overwhelmed when she first joined the Welcome Baby & Beyond Program, run by our partners at RISE Wisconsin. After just a few weeks in the program, she began to learn valuable parenting skills, like how to respond to her child’s needs, emotions and behaviors. Where she was previously apprehensive about her child’s development, she now finds herself excited! And feels she is learning just as much from her child as he is learning from her. Both she and her son have grown to be more social and independent since being a part of the Welcome Baby program.

Goodman Community Center
When Julian’s mom noticed he struggled to interact with his peers and showed little interest in school, she enrolled him in the TEENworks program with our partners at the Goodman Community Center the summer before he started high school. Julian was shy, but quickly found he enjoyed culinary classes. In his three years in the program, Julian took this interest and turned it into a calling! He now instructs other youth and runs the extremely popular middle school cooking club. Thanks to all the support and Julian’s hard work and determination, he’s graduating a year early from high school to attend the Culinary Institute of America in New York.

NewBridge Madison
Sylvia, a grandmother and mother of three adult children fled an abusive relationship and moved to Madison a few years ago with just her cane and the clothes on her back. While she sought a better life, she had poor credit, little money and was unable to find affordable housing. She also had some health issues she needed help with and wasn’t sure where to turn. So, we connected her with our partners at NewBridge. They were able to help her find stable housing and refer her to the health care she needed and deserved. Now, she’s found her “amazing NewBridge family,” and is thriving in her new home! She often attends events and classes that keep her engaged with other senior citizens through their Diversity and Inclusion program, is aging successfully and has a positive outlook on the future.
For more than 30 years, we at United Way have taken an intentional approach to naming racial disparity in our community and worked to measurably reduce inequity. With Inclusion, Diversity, Equity and Access (IDEA) always at the center, we work to frame community issues, mobilize community support and invest in effective community programs to increase progress on complex issues in Dane County.

However, we know there is still so much to be done. As we continue to deepen our commitment to IDEA, we are viewing each program and investment opportunity with a racial equity lens – and we’ve pivoted our strategies to focus more pointedly on issues that affect people at all stages of life, particularly those who are negatively impacted by long-standing racial disparities.

United Way also understands that our IDEA work needs to be reflected internally, and we’re actively working to implement goals and strategies that will best uplift our beliefs and support our staff as they work to embrace and embody what it means to be an anti-racist organization.

United Way’s IDEA Committee is tasked with creating an operations plan that holds each of us accountable to upholding our goals to become an actively anti-racist organization.

United Way’s Equity Committee is tasked with supporting and engaging United Way Board volunteers with the historical understanding, language and tools necessary to act in ways that drive meaningful change toward a more just community.

One way we support IDEA work in our community is by providing funding to small, grassroots organizations with innovative ideas and high trust in our BIPOC (Black, Indigenous, Latinx, Southeast Asian or individuals and/or families of color) communities through micro-investment grants.

While funding for this grant cycle was originally set for $25,000 we were thrilled to add a one-time increase of $75,000 – making a total of $100,000 available in celebration of our Centennial year! The following organizations received funding through this initiative:

- African Center for Community Development
- Fabulove Enterprises
- Get Kids Outside
- Guardians of the Rainbow
- IP Ministries
- Latino Professionals Association
- Latinos Organizing for Understanding and Development
- Latinos United for College Education Scholarships
- Madison Gospel 5K Foundation
- Midwest Mujeres
- Nips and Babes
- People Building Opportunity Through Grace and Action
- Scholars of Excellence
- Seein’ is Believin’
- Southwest Madison Action Coalition
- Stop Homelessness in Wisconsin
- Think & Grow, LLC
- Wisconsin Hmong Association
- Wisconsin Integration Network

IP Ministries

IP Ministries was able to fund the Creator’s Cottage – a maker space serving the enrichment and education needs of women artists of color. They were also able to sponsor a creative retreat for an amazing, local Trinidadian painter, Mary. Mary is a working artist who cannot afford to secure housing for herself and a studio workspace. So, IP Ministries opened up the Creator’s Cottage to Mary to stay overnight for three days, giving her a safe, beautiful space to rest, reflect and create, supporting her career and passions.

Nips and Babes

When Latisha was near full-term with her first baby, she did not know what options she had to create a birthing experience that was tailored to her needs. Using funds provided by us at United Way, Nips and Babes provided Latisha with the support she needed – including a doula who advocated for her during labor and birth, and ensured she was getting the postpartum care and breastfeeding support she needed. Thanks to their care, Latisha and her baby got the head-start they needed and deserved in this chapter of their lives.
Engaging Community Voice

United Way is often called upon by our community to bring together diverse stakeholders to address Dane County’s toughest issues. Using data-driven analytics to help our community define and understand the scale of these issues, as well as bringing people together to best identify needs and gaps, we achieve real change.

Boardwalk Academy is a key strategy in support of United Way of Dane County’s commitment to engage and involve diverse communities, especially those racially and ethnically diverse, in decision-making, leadership and action to achieve equitable outcomes in early childhood, education, income and health. This 9-week development series is designed to strengthen the professional and interpersonal skills required for members of our community to serve as active and informed leaders. In 2022, 14 participants completed this program.

Beyond Boardwalk Academy aims to re-engage Boardwalk Alumni to continue personal and professional development opportunities initiated during their Boardwalk Academy experience. This year, we hosted our first event! 30 alumni attended, and we offered opportunities for networking across cohorts and with representatives from 10 of our partner organizations to learn more about volunteer leadership opportunities that align with their expressed personal interests and passions.

Community Engagement Committee (CEC) & Community Impact Advisors Council (CIAC) integrate the voice of under-represented community members who are impacted by services. In 2022, each group convened virtually to inspire effective discussions and collect diverse thoughts and feedback to guide and inform decision-making at numerous levels within United Way. Members of these committees engage other community members and individuals in their work to gather additional voices.

Law Enforcement and Leaders of Color Collaboration (LELCC) co-led by United Way and NAACP Dane County, is 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. In 2022, in collaboration with the Dane County Chiefs of Police Association (DCCOPA), the LELCC developed processes to expedite communication and information sharing after community level, critical incidents.

By Youth For Youth (BYFY) is a unique volunteer opportunity for Dane County high school youth to be impactful leaders in our community. BYFY members identify critical issues impacting local youth, establish funding priorities, review grant proposals and recommend funding from County, United Way of Dane County and City Grants to support projects developed and implemented by youth to serve youth. In 2022, the BYFY group awarded $26,130 to 16 local programs and projects.

United Way supports 550 nonprofits, including 53 local organizations and 106 local programs

Certificate of Completion
2021 Boardwalk Academy
LaShonie Thomas

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United Way of Dane County Foundation

Our United Way of Dane County Foundation exists to advance the mission of United Way while extending community members’ legacies of local, effective philanthropy. As we celebrated our Centennial year, the Foundation has been at the forefront – ensuring we mark this significant milestone through increased giving and engagement. From encouraging more individuals to endow their annual gifts, to stewarding corporate investments for United Way 211 and volunteer engagements and hosting signature events, 2022 was a big year for our Foundation.

The 2022 annual distribution approved by the Foundation Board of Trustees was $736,157, bringing the total distributed by the Foundation since 1994 to more than $8 million.

Loyal Contributor Party
Our Foundation Board of Trustees, chaired by Godfrey & Kahn Managing Partner, Jennifer Hannon, hosted the Loyal Contributor Party to honor United Way’s 25+ year annual donors and Foundation fund holders! Youth reporters from our partner, Simpson Street Free Press, encouraged contributors to share their stories.

Former Loaned Executive Reunion
The Foundation helped sponsor the Former Loaned Executives (FLE) Reunion to mark the 40th anniversary of the full-time Loaned Executive program! This event brought together FLEs to strengthen connections and raise support for the FLE Fund – established to honor the LE program and partnership with the Foundation.

Movin’ Out Project
The United Way Affordable Housing Fund Committee recommended the Fund’s fifth and sixth loans to create more affordable units in Dane County! Individual donors continue to contribute to our Foundation to support this work – now totaling more than $800,000 since 2018.

Strategic Collaborations
At United Way of Dane County, we aim to innovate new strategies that solve problems at the root. One of the ways we do this is through partnerships with private foundations interested in helping address community and family needs. In 2022, two of our long-time partners once again stepped up to offer continued support with our food, housing and education initiatives.

Henry J. Predolin Foundation
This year, Henry J. Predolin Foundation awarded us a grant of $1.1 million to support two of our housing programs and three food programs in Dane County. The largest grant ever received from them, these dollars add to their 14 years of support of our organization – totaling $12.4 million. Since 2009, funds generously donated by Predolin Foundation have served 1,624 kids and 728 families through our Housing First Initiative. Additionally, their dedication to providing access to healthy, nutritional food has met children and families where they are – in rural settings, at Kid Cafés and at home on the weekends – reaching an average of 1,500 kids each year! The Predolin Foundation food grants have also helped fund the purchase of two refrigerated food delivery trucks and support several local food programs.

The Siemer Institute
This year, The Siemer Institute awarded us a grant of $150,000 – adding to their nine years of support, with funds granted totaling $700,000. Thanks to The Siemer Institute, we’ve been able to keep our Reducing School Mobility Housing Collaborative up and running. This program helps to keep families in their homes and kids attending the same school, building stability that supports long-term success. Since 2014, more than 2,000 children from 925 families have been stably housed through The Siemer Institute-funded Reducing School Mobility program.
Tocqueville Society

Inspired Individuals, Transformed Communities

Since 1990, Tocqueville Society Members – who give an annual gift of $10,000 or more – have played a pivotal role in addressing our community’s most urgent needs and tackling issues at the root causes. This committed group of leaders has grown from six families in 1990 to 260 in 2022! Their contributions account for nearly 25% of all money raised at United Way each year.

In 2022, we welcomed 28 new households and raised a total of $4.65 million. These resources will continue to be invested in effective community strategies focused on increasing literacy and graduation rates, decreasing family homelessness, increasing pathways to family-sustaining wages and more!

“We are incredibly grateful for the generous leaders in our community who recognize the impactful work being done by United Way of Dane County. Tocqueville gifts propel meaningful research, programs, community connections and change that otherwise would not exist – building a foundation for families and our community’s well-being.”

– Christine Dahlhauser, 2022 Tocqueville Society Chair

Lead United

Members of Lead United generously make an annual gift of $1,000 or more. Last year, we welcomed 82 new households into our Lead United Step-Up Program – with a commitment to grow their annual giving to $1,000+ over a three-year period. With these additions, we now have more than 1,700 households giving at the Lead United level! This group donated more than $3.1 million in 2022.

“When we talk about creating real, measurable change, United Way of Dane County is achieving that through the dollars invested by members like me. I chose to be a leader within Lead United to grow its awareness and connection in our community. We are still relatively new and I’m excited to work with my fellow co-lead and council members as we continue to invest in the community around us and provide opportunities to grow together through volunteerism, events and education.”

– Andrea Whitcomb, CUNA Mutual Group

Women United

Our local network of more than 1,000 individuals is an emerging force, investing in and advocating for quality educational experiences from early childhood through high school while providing personal and professional development and networking opportunities for women in our community. This year, Women United honored Karen Timberlake as the Women United Philanthropy Award recipient at our annual brunch – which raised nearly $50,000 for education initiatives!
Volunteer Networks

LINC (Lead. Impact. Network. Change.)
LINC focuses on learning about our community and personally making a difference through volunteering – introducing a new generation of philanthropists to United Way. In 2022, LINC returned to in-person events, bringing back the Golf Outing which raised $10,000, the Back-to-School Backpack packing party, LINCtoberfest dodgeball tournament and the wildly popular Blankets and Beer. Through 10 events and nearly 400 volunteers, LINC assembled 5,000 resource packs for the community!

Business Volunteer Network (BVN)
BVN provides businesses with education, resources and networks to further their workplace volunteer programs. Member companies created $118,000 of economic impact through volunteer engagements in 2022, distributing more than 25,000 packs of essentials like diapers, paper products, menstrual hygiene packs and healthy snacks to local families. They also hosted four membership events covering topics of Volunteering Best Practices, How to Motivate Employees to Volunteer, Speed Networking with Nonprofits and The Impact of Student Homelessness.

READI (Retired Employees Are Dedicated Individuals)
The mission of READI is to enrich the quality of life in our community, provide retirees the opportunity to get involved and to build community through group projects such as fundraising events, food bank warehouse packaging and more. In 2022, the 12-member leadership committee led 35 projects engaging 93 volunteers. Through this group, 3,200 volunteer hours were devoted to projects at Second Harvest Foodbank, the Alzheimer’s & Dementia Run/Walk, NewBridge Madison, the Leukemia Lymphoma Society and so much more.

"Volunteering is an important way of life for retired (and non-retired) individuals to stay active and involved, while providing assistance to so many. READI volunteers not only provide that assistance, but they also have fun while doing it. We are proud to be part of the United Way family, where we can generate such a positive impact throughout Dane County."

– Steve Stocker, 2022 READI Chair
United Way 211 is here to provide 24/7 live, local assistance to every person in our community who needs it. In times of crisis, navigating resources and solutions can be difficult – but we’re here to help.

From finding food to paying rent or connecting to addiction treatment (and so much more), 211 can help. Our specialists listen, offer comfort, hope and solutions in times of crisis. 211 hosts the most comprehensive health and human services database of curated agencies in Dane County, and provides real-time, up-to-date information on needs. In partnership with neighborhood, healthcare and technology partners, we’re building toward a coordination and reporting system that ensures referrals and services are achieving expected results.

### Here’s how we invested in 211 in 2022 to impact our community:

- **Investment:** $570,926
- **Agencies in database:** 3,000+
- **Referrals to community resources:** 41,176
- **Minutes serving clients:** 170,500+
- **Top Agency Referrals**
  - Porchlight: 24%
  - Community Action Coalition for South Central Wisconsin: 16%
  - Middlecamp Center of Vincenitan Charity: 11%
  - Dane County Department of Human Services: 11%
  - The River Food Pantry: 8%
  - The Salvation Army of Dane County: 7%
  - Urban Triage: 6%
  - Catholic Charities – The Beacon: 5%
  - Energy Services: 5%

### Supporting Families in Times of Crisis

We know that when more families have what they need to succeed, our entire community is better positioned to thrive. Because family well-being leads to community well-being – and 211 is just one of the ways we get closer to that.

When Aliah found herself struggling with her mental health after the birth of her first baby, she called 211. Our staff referred her to our partners at Access Community Health Center, and she was given a safe space to share her struggles and how she believed her mental state impacted her ability to produce enough breast milk. They introduced her to one of their lactation consultants and linked her to their behavioral support team to help address her mental health concerns. Within three weeks, Aliah reported an improvement in her mental health – and successful weight gain for her baby! Now, Aliah is healthier and better positioned to care for her child, and her baby is one step closer to achieving the developmental milestones that will set him up for future success.
GOAL: Build family well-being by intentionally and simultaneously working with children under five and the adults in their lives together.

Why it Matters: Research and community input consistently show that coordinated, holistic programs and policies that help meet children’s and caregivers’ goals simultaneously lead to increased family stability and mobility from poverty – leading to greater success across generations. That’s why, in 2022, we invested in 15 local nonprofits and 23 local programs to identify and address the historical and structural barriers that undermine a family’s overall well-being. Through these partnerships, we work with families to solve problems and provide new resources to meet their goals.

Here’s how we invested in early childhood efforts in 2022:

- Investment: $1,364,656
- Nonprofit Partners: 15
- Programs: 23
- Program Participants: 1,923

ParentChild+ Program – Supporting Learning, Together

As we work to help more caregivers and children get what they need to lead thriving lives, we’ve invested in the ParentChild+ program led by our partners at RISE Wisconsin. This early literacy, home visiting program helps parents and caregivers prepare their children for 4K and beyond – setting the whole family up for success!

When Stacey was concerned with her son Simon’s speech, she turned to reading books to him more often. They practiced letters and numbers, but she still felt he wasn’t improving, and she didn’t know what to do. So, she reached out to RISE, and they connected her with a ParentChild+ specialist. Over the course of a few months, they had many home visits at which they spent time not only reading books, but talking about how the pictures and stories related to Simon’s personal experiences and playing games to help him express his learnings out loud. Now, they’re about to graduate the program and both Stacey and Simon have the tools they need to keep working on his education and development together!

The impact on local families participating in Early Childhood programming in 2022:

- 82% maintained housing and/or avoided eviction (103 individuals)
- 88% of kids achieved developmental milestones while in programming with their families (100 children aged 0-5)
- 234 families reported improved parent-child interaction and/or increased parenting knowledge

United Way of Dane County Invests in Early Childhood Programs at These Organizations:

ARC Community Services
Children’s Hospital of WI
Community Action Coalition for South Central Wisconsin
Community Coordinated Child Care (4-C)
Dane County Department of Human Services
Goodman Community Center
Madison Children’s Museum
Porchlight
Reach Dane
RISE Wisconsin
Sunshine Place
The Playing Field
The Rainbow Project
The Road Home Dane County
Vera Court Neighborhood Center
**Education**

**GOAL:** All students succeed academically and graduate high school prepared for higher education, career and community.

**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. And adults with higher education levels are more likely to gain employment with family-sustaining wages. That’s why, in 2022, we invested in 18 local nonprofits and 32 local programs that help prepare youth for the classroom and life beyond through mentorship, tutoring and social-emotional learning.

**Here’s how we invested in education efforts in 2022:**

- **Investment:** $3,715,863
- **Nonprofit Partners:** 18
- **Programs:** 32
- **Program Participants:** 5,728

**Mentorship and Learning – in the Classroom and Beyond**

When Zane first matched with his Big Brother, Rich, he was struggling to make connections with his peers and had trouble focusing in school. But the community mentoring program provided by our partners at Big Brothers Big Sisters of Dane County was just what he needed! Over time, Rich was able to help Zane come out of his shell, encouraging him to try new things and overcome his social anxiety. Now, four years later, Zane is feeling more confident, speaking up and asking questions during class and even considering what his next step after high school will be. Social-emotional learning is a key part in helping kids become more successful both in and out of the classroom – leading to happier, more fulfilling lives.

**The impact on local families participating in Education programming in 2022:**

- **95%** saw improved academic performance (182 students grades K-5)
- **100%** graduated high school in Dane County (253 students)
- **86%** of disengaged students saw improved belonging, leadership and/or academic success (1,189 students grades 6-8)

**United Way of Dane County Invests in Education Programs at These Organizations**

- 100 Black Men of Madison
- Big Brothers Big Sisters of Dane County
- Boys & Girls Clubs of Dane County
- Briarpatch Youth Services
- Centro Hispano
- City of Middleton Youth Center
- Dear Diary
- Families & Schools Together (FAST)
- Goodman Community Center
- JustDane
- Literacy Network
- Lussier Community Education Center
- Mount Zion Baptist Church
- Operation Fresh Start
- Simpson Street Free Press
- The Hmong Institute
- Urban League of Greater Madison
- Vera Court Neighborhood Center

**Investment:**

- **$3,715,863**
- **Nonprofit Partners:** 18
- **Programs:** 32
- **Program Participants:** 5,728
Income

GOAL: More people are on pathways out of poverty.

Why it Matters: When more 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 – better positioning our entire community to thrive. That’s why, in 2022, we invested in 19 local organizations and 40 local programs that help more families get what they need to become economically stable.

Here’s how we invested in Income Initiatives in 2022:

- **Investment:** $3,450,924
- **Nonprofit Partners:** 19
- **Programs:** 40
- **Program Participants:** 8,653

Supporting Career Development Through HIRE

In 2013, we launched our HIRE Initiative – a program which focuses on helping adults prepare for and find steady employment. By working with six local partner nonprofits and 50 employers, we've been able to help more than 3,000 people find reliable work in our community. Take Leslie, for example.

After more than eight months of being unemployed, she found out about the YWeb Career Academy program led by our partners at YWCA Madison. The course offered the opportunity to develop new skills in the high-demand tech industry and additional skills that would help her launch a new career. It was a great fit, but the schedule of the program made it difficult to get a temporary or part-time job, and she was worried about being able to afford her rent. Thanks to the HIRE housing assistance, Leslie was supported with funds to help her pay for housing while she focused on completing YWeb – eliminating that barrier. She was ultimately selected to be the project manager of her team and the speaker during graduation thanks to her leadership skills and the appreciation that her classmates had for her! Leslie is currently attending Seminar School and waiting to start an apprenticeship position with the YWCA.

The impact on local families participating in Income programming in 2022:

- **334** gained employment at $15+/hour, with a total of 1,051 completing employment training
- **77%** maintained housing and avoided eviction (1,861 individuals)
- **92%** did not return to prison (200 individuals)

United Way of Dane County Invests in Income Programs at These Organizations

- Catholic Charities, Diocese of Madison
- Centro Hispano
- Community Action Coalition for South Central Wisconsin
- Cultural Practices That Are Relevant Professional Development Organization
- Habitat for Humanity of Dane County
- JustDane
- Latino Academy of Workforce Development
- Literacy Network
- Middleton Outreach Ministry
- Porchlight
- Sankofa Behavioral & Community Health
- Sankofa Educational Leadership United
- Second Harvest Foodbank of Southern Wisconsin
- Stoughton Area Resource Team (START)
- Sun Prairie Emergency Food Pantry
- The Road Home Dane County
- The Salvation Army of Dane County
- Urban League of Greater Madison
- YWCA Madison
GOAL: A Dane County absent of racial health disparities.

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. That’s why, in 2022, we invested in 15 local nonprofits and 16 local programs that aim to reduce health disparities faced by our BIPOC community members through a trauma-informed approach.

Here’s how we invested in Health Initiatives in 2022:

- Investment: $2,893,808
- Nonprofit Partners: 15
- Programs: 16
- Program Participants: 9,843

HealthConnect

At United Way of Dane County, we believe cost should not prevent you from getting the health care you need. That’s why we’re helping lower income individuals and families who make too much to qualify for BadgerCare purchase insurance through healthcare.gov via our HealthConnect Premium Assistance Program. Made possible by generous donations from UW Health and Quartz, HealthConnect offered premium rate coverage through 20 different local plans for qualified individuals who registered during the 2022 enrollment period. In fact, last year $1.05 million was invested into the HealthConnect program – allowing us to help more individuals and families across Dane County lead healthier, happier lives.

The impact on local families participating in Health programming in 2022:

- 87% saw improved health outcomes in programs that address the needs of BIPOC communities (9,046 individuals)
- 91% saw improved outcomes in maternal child health programs (1,017)
- 583 people received health insurance coverage through our HealthConnect Premium Assistance Program

United Way of Dane County Invests in Health Programs at These Organizations

- Access Community Health Centers
- Catholic Charities, Diocese of Madison
- Centro Hispano
- East Madison Community Center
- EOTO Culturally Rooted
- Journey Mental Health Center
- NewBridge
- Safe Communities of Madison & Dane County
- The Foundation for Black Women’s Wellness
- The Hmong Institute
- The Rainbow Project
- Triangle Community Ministry
- Urban Triage
- Vivent Health
Give:
Your contribution to United Way of Dane County makes a real difference.
It is our job to coordinate and amplify your impact, so that you know your money is making the greatest difference it possibly can. As we launch into the next century of impact and innovation, your gift can help ensure that more families have what they need to succeed – better positioning our entire community to thrive.

Make a gift online at www.unitedwaydanecounty.org.

Advocate:
With this community by our side, we’ve spent more than 100 years mobilizing caring power to achieve measurable, meaningful results.
But there’s still so much to be done! Encourage your friends and family to be a part of the change by joining the United Way network.

Learn more online at www.unitedwaydanecounty.org and check out our events calendar at www.unitedwaydanecounty.org/events.

Volunteer:
United Way brings people together to help make Dane County stronger. One of the ways we do this is through volunteering! We are continuing to offer remote and in-person volunteer opportunities through VolunteerYourTime.org.
United Way Financials

United Way of Dane County Statement of Financial Position

**Assets:**
- Cash and investments: 2022 - $11,723,452, 2021 - $11,779,996
- Receivables:
  - Pledges: 2022 - $6,118,866, 2021 - $8,499,719
  - Accrued interest and other receivables: 2022 - $836,254, 2021 - $435,614
- Prepaid expenses and other assets: 2022 - $297,540, 2021 - $228,114
- Land, building and equipment, net of depreciation: 2022 - $2,262,185, 2021 - $2,247,778
- Beneficial interest in assets held by others: 2022 - $903,604, 2021 - $1,039,758

**Total Assets:** 2022 - $22,147,901, 2021 - $24,190,979

**Liabilities and Net Assets:**

**Liabilities:**
- Accounts payable and accrued expenses: 2022 - $1,055,578, 2021 - $1,055,578
- Donor designations payable: 2022 - $4,385,430, 2021 - $4,385,430
- Allowance for unpaid pledges: 2022 - $185,891, 2021 - $185,891

**Total Liabilities:** 2022 - $6,667,616, 2021 - $6,667,616

**Net Assets:**
- Total net assets: 2022 - $13,667,616, 2021 - $13,667,616

United Way of Dane County Foundation Statement of Financial Position

**Assets:**
- Investments BMO Wealth Management: 2022 - $19,232,261, 2021 - $20,788,200
- Interest Receivable: 2022 - $29,961, 2021 - $19,145
- Beneficial Interest in Annuity: 2022 - $(2,206), 2021 - $(1,033)
- Property / Artwork: 2022 - $66,110, 2021 - $66,110

**Total Assets:** 2022 - $24,406,132, 2021 - $25,144,891

**Liabilities and Net Assets:**

**Liabilities:**
- Gift Annuity Payable: 2022 - $(1,986), 2021 - $(930)
- Accounts Payable: 2022 - $122,674, 2021 - $33,794

**Total Liabilities:** 2022 - $120,688, 2021 - $32,864

**Net Assets:**
- Unrestricted: 2022 - $1,149,270, 2021 - $1,471,898
- Board Designated: 2022 - $22,164,268, 2021 - $22,454,936
- With Donor Restriction: 2022 - $971,906, 2021 - $1,185,193

**Total Net Assets:** 2022 - $24,385,444, 2021 - $25,112,027

**Total Liabilities and Net Assets:** 2022 - $24,406,132, 2021 - $25,144,891

United Way Financials

United Way of Dane County Statement of Financial Activities

**Without Donor Restrictions**

**Public Support and Revenue:**
- Gross campaign results (Fall of 2021/2022): 2022 - $19,294,515, 2021 - $19,294,515
- Less: Donor designated pledges to federated organizations: 2022 - $(1,055,578), 2021 - $(1,055,578)
- Local campaign results (Fall of 2022): 2022 - $18,238,937, 2021 - $18,238,937
- Less: Donor designated pledges to specific agencies: 2022 - $(4,385,430), 2021 - $(4,385,430)
- Less: Allowance for unpaid pledges: 2022 - $(185,891), 2021 - $(185,891)
- Net undesignated campaign revenue (Fall of 2021/2022): 2022 - $13,667,616, 2021 - $13,667,616

**Gross campaign results (Fall of 2022):**
- 2022 - $12,439,783, 2021 - $12,439,783

**Other contributions and grants:**
- 2022 - $3,025,986, 2021 - $443,906

**Total Public Support and Revenue:**
- 2022 - $16,777,185, 2021 - $(1,763,142)

**Donor designation fees:**
- 2022 - $245,155, 2021 - $245,155

**Sponsored activities, events and other revenue:**
- 2022 - $(161,572)

**Total Public Support and Revenue:**
- 2022 - $16,693,602, 2021 - $(1,763,142)

**With Donor Restrictions**

**Change in net assets:**
- 2022 - $(523,097), 2021 - $(1,763,142)

**Net assets, beginning of period:**
- 2022 - $7,174,633, 2021 - $12,597,275

**Net assets, end of period:**
- 2022 - $6,651,536, 2021 - $10,834,133

**Total Liabilities and Net Assets:**
- 2022 - $22,141,901, 2021 - $24,190,979

**Charity Navigator:** Once again, 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.

**Candid Seal of Transparency:** The Platinum Seal is the highest level of recognition offered by Candid, an international online database of information about charities that advances transparency, enables users to make better decisions and encourages charitable giving.

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
- Candid Seal of Transparency

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

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, local, transparent organization, engaging more businesses and individuals to strengthen our community.

14%
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*Pleased away in 2022
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Thank you to the volunteers who have helped us honor the past and build the future during our Centennial year!

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Thank You to Our Centennial Champions.
Leading the way in fueling vital resources and inspiring others to give.

Centennial Partners
Unlocking matching funds to increase United Way’s ability to innovate, mobilize the community and be a catalyst for change.
CUNA Mutual Group | National Guardian Life Insurance Company | Sub-Zero Group Inc. | Ascendium Education Group
BMO Harris Bank | Alliant Energy | Oscar Rennebohm Foundation | Springs Window Fashions

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For a full list of all United Way sponsors, visit www.unitedwaydanecounty.org.
Community Builders

70 Individuals, families, organizations and groups that had a remarkable impact in our community and shaped United Way of Dane County over the last 100 years.

Annie Thyn
Betty Franklin-Hammonds
Business Volunteer Network (BVN)
Carla Smith
Christy Buchanan (Mrs. William) Kittle
City and County Executives
Dale and Lila Mattixich
Dave Florin and Jeanne Kropp
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Dedicated Individuals (Doyle Wilke)
Oscar Mayer Company
Oscar G. and Rosalie Mayer
Norma and Douglas T. “Doug” Madsen
Orson G. and Rosalie Mayer
Dedicated Individuals (Doyle Wilke)

Instances of Impact

30 Stories of transformative change during United Way of Dane County’s 100-year history.

1920s: Origin – Madison Community Union
1920s: First Full Decade of Community Support
Agenda for Change Developed
Anderson United Way Center Established
BoardWalk Academy Begins
United Way of Dane County Foundation Incorporated
Early Childhood Developmental Screening Protocol Becomes Standardized at Well-Child Visits
Leadership Giving Strategy Leads Financial Support and Volunteer Engagement
Family Legacy and Philanthropy
First Days of Caring – Community-Wide Volunteering Event Occurs
South Central Federation of Labor and United Way of Dane County Partnership Established
HIRE Initiative Builds a Stronger Community Through Diversifying Workforce in Dane County
Housing in Action Mobilization Plan – Effective Strategies Proven to Reduce Family Homelessness

Info Help Desk/First Call For Help/211 – A 24/7 Health and Human Services Helpline and Database in Dane County
Innovative Funding Panel Created to Invest in New Programs
Leadership Giving Strategy Leads Financial Support and Volunteer Engagement
Family Legacy and Philanthropy
First Days of Caring – Community-Wide Volunteering Event Occurs
South Central Federation of Labor and United Way of Dane County Partnership Established
HIRE Initiative Builds a Stronger Community Through Diversifying Workforce in Dane County
Housing in Action Mobilization Plan – Effective Strategies Proven to Reduce Family Homelessness

Parishes with Nonprofits
Representing Communities of Color
Schools of Hope | 100 Black Men
United Way of Dane County
Tocqueville Society Established
Transition to Community Impact Model – Funding Programs Based on Alignment with Community Visions and Outcomes
VolunteerYourTime.org (VYT) Database Created – Connecting Volunteers to Community Needs
War Chest Formed to Meet the Increased Need and Community Support During World War II
Workplace Campaigns Begin To Engage Community with Philanthropy, Volunteerism and Understanding of Critical Initiatives in Dane County
Youth Volunteering – Helping Build the Next Generation of Leaders

“Often tell our staff that our community will always tell you what it needs if you listen.”

– Renee Moe, President & CEO, United Way of Dane County
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 us, our army of volunteers are enabled to find six more dollars through a network of caring connection – enabling us to address big-picture issues that no one person or organization can solve alone. And we’re everywhere you look.

Where you see a student thriving, you’ll see United Way.
Where you see health care for every family, you’ll see United Way
Where you see a paycheck that lifts a family up, you’ll see United Way
Where you see more generosity unleashed for the common good, you’ll see United Way.

Because of United Way, our community is stronger.