



# United Way of Dane County Plan for Community Well-Being: 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