

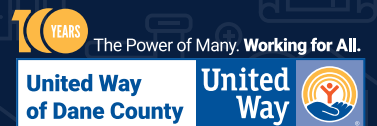
2021 COMMUNITY IMPACT REPORT



UNITED WAY OF DANE COUNTY
THE POWER OF MANY. WORKING FOR ALL.



www.unitedwaydanecounty.org • 2059 Atwood Avenue, Madison, WI 53704



**United Way
of Dane County**





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.

IDEA Statement:

Our IDEA (Inclusion, Diversity, Equity, Access) Statement reflects our commitment to support transformative social change and to address structural inequities and oppression.

We engage and involve diverse communities, especially those racially and ethnically diverse, in decision-making, leadership and action to achieve equitable outcomes in education, income, health and 2gen (multigenerational approach) – **because we know that we’re a better community when we ensure everyone has a chance to meet their full potential.**

For nearly 100 years, United Way of Dane County has been a change catalyst – bringing the community together to address our toughest issues and most urgent needs. But we couldn’t do this important work without you.

It’s no secret that the past two years have been some of the hardest in our history. In 2021, we saw many neighbors continue to struggle with the health and economic consequences of the COVID-19 pandemic. We’ve seen parents scrambling to put food on the table, kids having a hard time learning in an ever-changing academic environment and entire communities of people struggling to access safe, quality and affordable health care.

But in the darkness, we’ve seen light shine through our community too. Thanks to your unwavering generosity, **we can proudly say that we had a successful campaign – meeting our goal and raising a total of \$18.1 million!** With these dollars, we devote resources, time and energy to more than 850 nonprofits, including 112 local organizations and 52 collaborations helping to support families as they work to access the building blocks of well-being – a quality education, family-supporting jobs and health supports.

This 2021 Community Impact Report celebrates the remarkable success you’ve made possible and showcases just how much impact we can make when we come together to help tackle our community’s toughest issues.

If we’ve learned anything over our first 100 years, it’s that change does not happen alone. It is only by bringing together local nonprofits, businesses, community leaders, volunteers, donors and families that **we can truly see the big picture and work collaboratively to solve large-scale issues that no one person or organization can address alone.**

We’re so proud of what we’ve been able to accomplish together over these last 99 years. But there’s still so much work to be done – and we invite every Dane County resident to be a part of the change we all wish to see. **Together, we truly are The Power of Many. Working for All.**

With immense gratitude,



DAVE BECK-ENGEL
2021 United Way Board Chair
J.H. Findorff & Son Inc.



RENEE MOE
President & CEO
United Way of Dane County

THE POWER OF MANY

A NEW STRATEGIC PLAN TO LAUNCH THE NEXT CENTURY OF IMPACT AND INNOVATION

Every five years, United Way engages in a robust strategic planning process. With health and economic changes caused by the pandemic, a deep commitment to advancing racial equity and our Centennial anniversary, this strategic plan is meant to meet and anticipate Dane County's needs – and launch the next 100 years of impact.

Our planning committee, led by Bill Westrate (*Enterprise President, American Family Insurance*) and Tim Prince (*Senior Advisor - Strategic Project Alignment, J.H. Findorff & Son Inc.*), sought input from hundreds of community stakeholders, partners and United Way volunteers and staff to help build this plan. And, after much work, identified the following pillars to guide our new 2022-2026 Strategic Priorities and Goals:

- **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.



THE NEXT CENTURY OF IMPACT

IDEA EFFORTS

TO LAUNCH THE NEXT CENTURY OF IMPACT AND INNOVATION

For the last 30 years, United Way of Dane County has taken an intentional approach to naming racial disparity in our community and worked with our partners to measurably reduce inequity. With Inclusion, Diversity, Equity and Access (IDEA) always in mind, 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 sharpened 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 reflect our beliefs and support our staff and volunteers as they work to embrace and embody what it means to be an anti-racist organization.

United Way’s IDEA Committee is tasked with executing an operations plan that reflects our beliefs, supports staff and holds each of us accountable 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.

REIMAGINING SCHOOLS OF HOPE

This year, our Schools of Hope Delegation (comprised of education, business and nonprofit leaders and local parents) determined a new, more equitable path forward, recommending these strategies as the best way to help local kids with early-grade literacy:

- Center on the science of reading and provide timely, individual support.
- Ensure a culturally-relevant (racially and linguistically) curriculum and include student and family input.
- Ensure AmeriCorps members and community volunteers are trained in social-emotional learning, allowing them to serve as mentors to students and help improve self-esteem and confidence.



FOCUSING OUR HEALTH STRATEGIES

We’ve pivoted our strategies within our health portfolio and have updated our existing health priorities with two new goals:

- Reduce racial health disparities in Dane County.
- Increase resiliency and trauma supports for Dane County residents.

Together, we can ensure that the places where Dane County residents receive health services provide an equitable, affordable, accessible and culturally-safe care experience that meets the unique needs of every population.



THE UW CREDIT UNION FUND FOR RACIAL EQUITY

This year, our partners at UW Credit Union announced the Fund for Racial Equity. This \$1 million investment from UW Credit Union – along with \$400,000 in COVID-19 Emergency and Recovery Funds contributed by us at United Way – went towards helping local organizations that aim to improve the financial well-being and capacity of Black, Indigenous, Latinx, Southeast Asian and people of color in Dane County!



COMMUNITY CAMPAIGN 2021: WHAT WE ACHIEVED, TOGETHER

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 find common ground and build a strategic architecture for change.

When you give 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 jobs and health supports. And you're helping to build a coordinated nonprofit ecosystem and a better community, for all. Because when more people have the support they need to succeed, our entire community is better positioned to thrive.

MOBILIZING DONORS AND VOLUNTEERS



18.1 MILLION DOLLARS RAISED



500+ WORKPLACE CAMPAIGNS



20,000+ DONORS



700+ UNITED WAY VOLUNTEERS

AMPLIFIED GIVING

Thanks to our many wonderful volunteers, donors and corporate partners, we had a successful 2021 campaign! Despite the ongoing challenges we've faced as a community – **you stepped up and showed us there's nothing we can't accomplish when we come together.**

To see our full corporate partner list, visit www.unitedwaydanecounty.org/100years.

COMMUNITY KICKOFF

On August 17, 2021, we welcomed 170 volunteers over two shifts at the Olin Park Pavilion for Community Kickoff. They participated in projects to help nearly 2,500 individuals and families throughout Dane County, with a total economic impact of more than \$9,000. During this time, volunteers:

- Created 1,000 menstrual hygiene packs
- Made 500 paper products packs
- Assembled 520 snack packs and STEAM activity kits
- Created 250 personal care packs
- Packaged diapers and wipes to be distributed to more than 200 families



CORPORATE VOLUNTEERING

When Dane County families have access to personal care items and essential supplies, our whole community is healthier and stronger. In 2021, American Family Insurance activated their employees to create 2,265 joy kits that were distributed to neighbors in need. These kits included:

- 1,125 Home Care Kits – dish washing soap, laundry detergent, sponges, cleaning cloths and a tote
- 1,140 Personal Care Kits – shampoo/conditioner, toothbrush, toothpaste, floss, shaving kit, hand sanitizer, masks, soap and a tote



TOYS FOR TOTS

This year, we began a partnership with the U.S. Marines through their Toys for Tots program to help identify families most in need and innovate and implement a new toy distribution process. Through these efforts:

- 8,200 children were served
- 33,000 gifts were given through 12 local distribution partners



None of this work could happen without the support of our amazing community! To those who gave – time, money or in-kind donations – thank you for being a part of The Power of Many. Working for All!

REAL IMPACT, REAL STORIES

At United Way of Dane County, we support 850 nonprofits, including 112 local programs and 52 local agencies that work to address the greatest needs in education, income, health and 2gen (multigenerational approach). These partners are experts in each area of need, and our role is to coordinate efforts and amplify impact – we work together to solve big-picture issues no one person or organization can address alone. These are some of the stories that our collective work made possible.



Since the onset of the pandemic, Fabian, a local 12-year-old, has received mental health support from his Big Brother, Cory, through the Community-Based Mentoring Program at our partner agency, **Big Brothers Big Sisters of Dane County**. Last year, Fabian was feeling depressed with so many in-person activities and interactions being canceled, but virtual meetings with his Big Brother provided him with an escape and extra motivation to stay engaged in school and hobbies. Now that they're meeting in person again, Cory says Fabian is back to his usual energy levels, enthusing about school, soccer, his dog and friends.

BIG BROTHERS BIG SISTERS

ARC COMMUNITY SERVICES

Last year, Danielle, a local young woman with a long history of substance abuse, was struggling to overcome her addiction and found herself in some legal trouble. Not long after she was incarcerated, she learned she was pregnant – and needed to make some big changes. Danielle was able to complete her sentence through residential treatment with our partners at **ARC Community Services** through their Maternal and Infant Program. With their help, she was able to start treatment for her addiction, improve her mental health and better care for her new baby. She remains in weekly meetings and is showing regular improvement.



REAL IMPACT

REAL STORIES



As a Deferred Action for Childhood Arrivals (DACA) recipient and young mother of two daughters, Isabella has had to overcome many barriers in her life. After many years of working a minimum wage job at a manufacturing plant, she decided to seek a better opportunity for herself and her family. So, she reached out to our partners at **Centro Hispano**, and they helped enroll her in the Caminos Program. She excelled in the program and now works at a local credit union, making a starting wage of \$18/hour.

CENTRO HISPANO

CHILDREN'S SERVICE
SOCIETY OF WISCONSIN

When it comes to helping children develop, the whole family needs support – and our partners at Children's Service Society of Wisconsin provide just that through the **KinderReady** program! When Kathy, a single mother of 2-year-old Isaac, enrolled in the KinderReady program, she thought she was doing it to help Isaac learn better. But she was surprised to find that it helped her be a better parent, too. With their help, she was able to obtain learning materials like an ABC mat, books and educational bath toys. Her caseworker helped her set goals for Isaac and herself, and she now feels empowered to actively participate in her child's early education.



JUSTDANE

After 20 years of incarceration, Tony was released from prison in February of 2020. Not sure how to re-start his life, he connected with our partners at **Journey Home**, a JustDane Initiative. They helped him find housing, employment training and matched him with a Circle of Support. Today, Tony has a new job focused on promoting education opportunities for justice involved individuals and works part-time with JustDane's reentry program. Soon he hopes to purchase a home and continue growing as a contributing member of our community.



ENGAGING COMMUNITY VOICE

United Way is often called upon by the community to bring together diverse stakeholders to address Dane County's toughest issues. Using data-driven analytics to help the 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 education, income, health and 2gen (multigenerational approach). This 9-week personal and professional development series is designed to develop and strengthen professional and interpersonal skills required for members of our community to serve as active and informed leaders. In 2021, 12 participants completed this program.

"United Way Boardwalk Academy has set the tone for the type of leader I thought that I wanted to be to the type of leader I AM! The path to greatness is paved with amazing intentions and my skills to aid and assist others has been fine-tuned through Boardwalk Academy."

– Sarah, Spring 2021 Boardwalk Graduate

The Community Engagement Committee (CEC) and the Community Impact Advisor's Council (CIAC) integrate the voice of under-represented community members who are impacted by services – in particular those supported by United Way – in order to inspire effective discussion and relevant feedback that will guide strategies and plans, leading to informed decision-making. Members of these committees engage other community members and individuals in their work to gather additional voices.

The Law Enforcement and Leaders of Color Collaboration (LELCC), co-led by United Way and NAACP Dane County and 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, exists to build trust and strengthen lines of communication between law enforcement and communities of color. Following the killing of George Floyd, the LELCC worked to establish action steps and measures of success focused on community involvement, policy, procedure and training.



THE VOICE OF THE COMMUNITY

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. Gifts to and from our Foundation in 2021 illustrated this support in many impactful ways. **The 2021 annual distribution approved by the Foundation Board of Trustees was \$590,000, bringing the total distributed by the Foundation since 1994 to more than \$5 million.**

The United Way Affordable Housing Fund Committee recommended the Fund's third and fourth loans to create more affordable units in Dane County. Individual donors continue to contribute to our Foundation to support this work – including a \$100,000 grant from the Oscar Rennebohm Foundation in 2021.

STRATEGIC COLLABORATIONS

We maximize growth and optimize outcomes of our signature initiatives through grants and capacity building. In 2021, our Strategic Collaborations team supported several initiatives, including:

ENDING FAMILY HOMELESSNESS

Our Housing in Action signature initiative is supported by grants from two private foundations, the Siemer Institute and the Henry J. Predolin Foundation. Since 2009, 728 families and 1,624 children were stably housed through the Predolin-funded housing initiative, and, since 2014, 774 families and 1,862 children were stably housed through the Siemer initiative. Understanding community needs, in partnership with donors, nonprofits and families, United Way is helping to innovate new strategies that solve problems at the root.



Connect Rx Wisconsin is a Dane County Health Council (DCHC) care coordination initiative designed to reduce low birthweight and improve outcomes for Black mothers and babies. On behalf of DCHC, United Way served as the lead applicant to Schmidt Futures' Alliance for the American Dream. Through those efforts, we secured a \$1 million grant to move this initiative forward toward the launch in 2022.

IMPROVED MATERNAL HEALTH OUTCOMES



SUPPORT FROM DONORS

Through our campaign each year, we mobilize tens of thousands of Dane County residents to make our community stronger. Whether through individual or payroll financial contributions or volunteer activities, you all came together to meet ongoing needs amplified by the pandemic – helping our community on the pathway towards recovery. That is The Power of Many. Working for All.



TOCQUEVILLE SOCIETY

Tocqueville Society Members (\$10,000+) contribute nearly one quarter of all money raised each year. In 2021, we added 21 new households and raised \$4.5 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 much more.

"The problems we face are very difficult. They are not going to be solved tomorrow or overnight. United Way does a very good job in bringing the right people to the table to form solutions. It is important to give money and time. We give these things to United Way because we trust that they are doing the right thing with it."

– Rajesh Rajaraman, 2021 Tocqueville Society Honoree



LEAD UNITED

Members of Lead United generously make an annual gift of \$1,000 or more. Last year, almost 1,600 households gave at the Lead United level, donating more than \$2.9 million. In 2021, we also launched the Lead United Step-Up Program. The 79 households who joined through this program committed to increase their annual gift to \$1,000 over three years and helped to unlock an additional \$27,810 in matching funds from our generous corporate partners.



DONOR NETWORKS

AFFINITY GROUPS

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 2021, they introduced the LINC MasterClass series, which combined learning a new skill from an organization while highlighting the work they did during the height of the pandemic. They also held the inaugural Links with LINC Golf Outing – which raised nearly \$10,000 – and ended the year volunteering with Toys for Tots, for which they received a Commander’s Award from the U.S. Marine Corps Reserves.



BUSINESS VOLUNTEER NETWORK (BVN)

BVN provides businesses with education, resources and networks to further their workplace volunteer programs. Member companies created \$38,575 of economic impact through volunteer engagements in 2021, distributing more than 8,000 packs of essentials like diapers, paper products, winter warming kits and healthy snacks to local families. They also hosted four membership webinars covering topics of Planning for Volunteer Success, Equity & Education, Small Nonprofits with Big Impact and Employment in a Post-Pandemic Dane County.



READI (RETIRED EMPLOYEES ARE DEDICATED INDIVIDUALS)

The mission of READI is to build community through group projects such as fundraising events, food bank warehouse packaging and more. In 2021, the 14-member leadership committee led teams at 20 different nonprofit projects – including for the Berbee Derby, Salvation Army Kettle Drive, Badger Childhood Cancer Network and NewBridge Madison – logging more than 3,000 volunteer hours.

“Being that a majority of READI Volunteers are retired, everyone realizes that it is in your best health to remain as active as you are able and still do something productive in the community. READI meets both of those criteria in a highly positive fashion.”

– Frank Alfano, 2021 READI Chair



WOMEN UNITED

Our local network of more than 900 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 Major General Marcia Anderson as the Women United Philanthropy Award recipient at our annual brunch which raised over \$45,000 for education initiatives!

“I am always humbled to be a part of this crucial work, and am forever grateful for the steps being taken by this great organization to support families as they work to build stable, successful lives. It’s more important now than ever before that we continue to lift up families and build a Dane County where all can thrive.”

– Major General Marcia Anderson, 2021 Women United Honoree





UNITED WAY 211

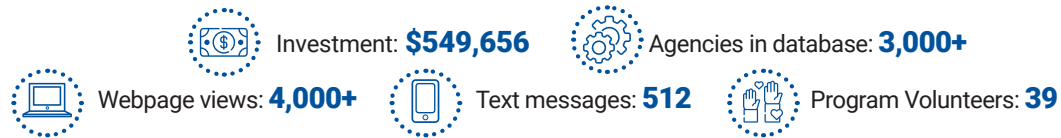
Every community member can be connected to and supported in navigating resources and solutions, any time they need it, making it easier for people to find and access resources that meet their unique needs through United Way of Dane County 211.

211 is here to provide 24/7 live, local help to every person in our community who needs it. From finding food to paying rent or connecting to addiction treatment, 211 can help. Our 211 specialists listen, offer comfort, hope and solutions in times of crisis. 211 hosts the most comprehensive health and human services database in Dane County and provides real-time, up-to-date information on needs. In partnership with neighborhood, healthcare and technology partners, we are building toward a coordination and reporting system that ensures referrals and services are achieving expected results.



United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers, community partners and statewide 211 network, we connect people to resources, track data and advocate for policy to drive systems change.

Here's how we invested in 211 in 2021 to impact our community:



TOP REFERRALS BY CATEGORY



WHEN THE WORLD STOPPED, WE DIDN'T

Beginning in March, 2020, 211 partnered with the Wisconsin Department of Health Services to provide 24/7 access and answer callers' questions related to COVID-19. We answered calls statewide about the spread and prevention of the virus, symptoms of the disease, local government orders and mandates, quarantine guidelines, travel bans and available testing and vaccination sites.

The pandemic also brought drastic changes to the service landscape and we ensured that our resource database reflected these nuanced and frequent changes. Services closed or changed to accommodate new social distancing guidelines and we added new resources for pandemic-related hardships, acquiring PPE and virtual education support. Within the first few months, our trained resource managers updated nearly every agency in our database to reflect these changes.



SUPPORTING FAMILIES IN TIMES OF CRISIS



An older adult called 211 when she found out her daughter had lost her job. 211 staff listened and assessed the range of needs, providing rental assistance resources as well as utility payment help.

They also explained how her daughter could apply for benefits like unemployment, food share and BadgerCare. At the end of the call, the mother noted that while her daughter may have found this information herself, she was just so grateful to hear a human voice. The pandemic kept her alone at home and a sympathetic ear was what she really needed.

TOP AGENCY REFERRALS (47,126 TOTAL)

1. WI Department of Health Services: 32%
2. Porchlight: 18%
3. Tenant Resource Center: 11%
4. Dane County Department of Human Services: 10%
5. St. Vincent de Paul Society: 8%
6. Community Action Coalition for South Central Wisconsin: 5%
7. Catholic Charities, Diocese of Madison: 5%
8. River Food Pantry: 4%
9. St. John's Lutheran Church: 4%
10. Energy Services: 3%

PUBLIC POLICY PRIORITIES

Support public policies that build and invest in United Way of Dane County 211, our community's most comprehensive health and human services information and referral resource.





2GEN (MULTIGENERATIONAL APPROACH)

VISION: 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.

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 point to similar strategies for family stability and mobility from poverty: coordinated holistic programs and policies that help meet children and caregivers' goals simultaneously. For example, high quality education and housing partnered with public policies that support benefits and thoughtful data use and tracking.

Currently, 10.7% (3,216) of Dane County children under the age of five are experiencing poverty – however, 29.9% of Black children and 28.5% of Hispanic/Latino children are experiencing poverty (2016-2020 U.S. Census 5-year estimates).

United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change.

Here's how we invested in 2Gen in 2021:

- 

Investment: **\$1,659,434**
- 


Agenda for Change Programs: **17**
- 


Community Solutions Team Volunteers: **12**
- 

Program Participants: **715**

THE IMPACT ON LOCAL FAMILIES PARTICIPATING IN 2GEN PROGRAMMING IN 2021:


489
 families received holistic, family-centered wraparound services from multiple agencies.


96%
 maintained housing (161 families).

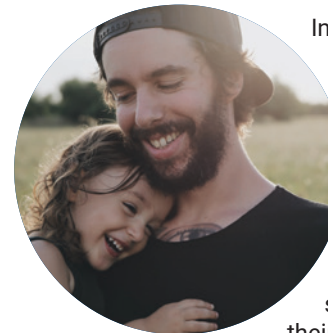

80%
 of children achieved developmental milestones (138 children aged 0-5).



STRATEGIES:

- Strengthen family outcomes through 2gen collaborative programs that improve family well-being through the areas of income, education and health.
- Cultivate and strengthen partners within 2gen collaborations to provide more comprehensive services for families and support quality improvement of programs.

DEEPER DIVE: WHAT IS 2GEN?



In 2019, we launched this new area of investment in order to focus specifically on how the well-being of adults we serve directly impacts the well-being of their children, and vice versa. Through this multigenerational lens, we work with our nonprofit partners to identify the historical and structural barriers that undermine a family's overall well-being. Because we know that while adults and children have different needs, they're interdependent.

For example, if parents know that their child is in a safe, high-quality learning environment, they can focus their energy on obtaining jobs that pay a family-sustaining wage, rather than worrying about care for their child.

When we focus on ways to coordinate our efforts across our Agenda for Change pillars we're more likely to help multigenerational families find the balance they need to thrive in our community.

UNITED WAY OF DANE COUNTY INVESTS IN 2GEN-BASED PROGRAMS AT THESE AGENCIES

- Anesis Center for Marriage and Family Therapy
- Children's Hospital of WI
- Community Action Coalition for South Central Wisconsin
- Goodman Community Center
- Madison Children's Museum
- Northside Planning Council
- Porchlight
- RISE Wisconsin
- The Playing Field
- The Rainbow Project
- The Road Home Dane County
- YWCA Madison

United Way donors support 850 nonprofits. To see a complete list of agency partners, visit www.unitedwaydanecounty.org/100years

RISE WISCONSIN

RISE Wisconsin provides care coordination, home visiting and therapeutic support to children and families to help them achieve success at home and in the community. Their ParentChild+ Program is an early literacy home visiting program that helps parents and caregivers prepare their children for 4K. This year, RISE helped Tasha, a single mother of two, by providing her children with educational resources and teaching her how to take an active role in their early education. Now, Tasha feels much better prepared to be the best parent she can be! And her kids are better set up for long-term educational success.





EDUCATION

VISION: ALL STUDENTS SUCCEED ACADEMICALLY AND GRADUATE HIGH SCHOOL, PREPARED FOR HIGHER EDUCATION, CAREER AND COMMUNITY.

GOAL: Increase the graduation rate for Dane County students of color and students from low-income families.

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. Adults with higher education levels are more likely to have employment with family-sustaining wages.

Currently, 93% of Dane County students graduate high school within six years – however, the graduation rate is 80% for Black students, 89% for Hispanic/Latino students and 86% for economically disadvantaged students (2020-2021 School Year, Department of Public Instruction).

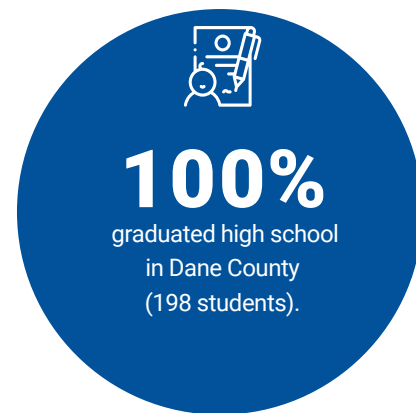
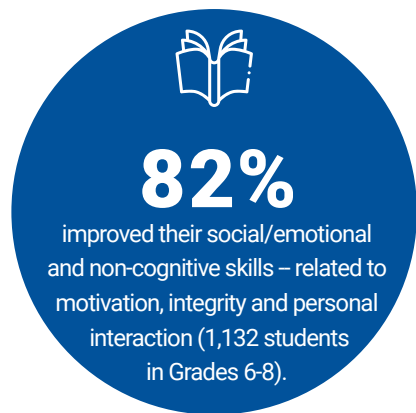
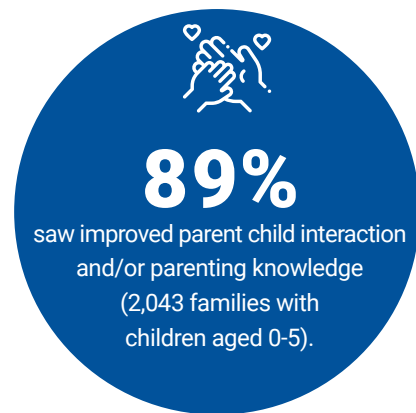


United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change.

Here's how we invested in Education in 2021:



THE IMPACT ON LOCAL STUDENTS AND FAMILIES PARTICIPATING IN EDUCATION PROGRAMMING IN 2021:



STRATEGIES:

- Support parents so they may be engaged and informed on how to be their child's first teacher to help their children be developmentally ready for school.
- Ensure young children have age-appropriate skills in five key areas (cognitive, language and speech, social and emotional, fine motor, gross motor).
- Facilitate access to additional learning opportunities across settings to enhance students' mastery of academic content.
- Build students' social/emotional and non-cognitive skills.
- Foster connection, belonging, leadership and academic success with youth (disconnected or at risk of disconnecting).
- Increase family engagement as a key component to improve student success.



SCHOOLS OF HOPE: CREATING ACCESS AND OPPORTUNITY IN AREA SCHOOLS

The Schools of Hope Project (SOH) began in 1995 as a civic journalism project by the Wisconsin State Journal and WISC-TV that studied how active community engagement could address critical local area needs. Led by United Way and in partnership with the Madison and Sun Prairie School Districts, the project focuses on increasing reading achievement for K-5 students. United Way has received grant support since 1998 from the Corporation for National and Community Service (CNCS) and local donors to provide in-school tutoring for area elementary schools. Schools of Hope provides:

- **Trained one-on-one literacy tutors** for elementary students identified by teaching staff
- **Ongoing tutor training** provided by school district professionals
- **Tutoring sessions** guided by materials provided by the classroom teacher
- **Support** for school-based family literacy programs

LEARNING BEYOND THE CLASSROOM

Many of our partners focus on helping kids and families build a foundation for educational success through literacy, access and tutoring. Some programs inspire kids to embrace learning outside of the classroom, too. Last summer, the Goodman Community Center offered a STEM (Science, Technology, Engineering and Mathematics) program to local middle-schoolers through their Girls Inc. of Greater Madison Initiative. Zhu, an attendee of this program, had never before heard of STEM. But, thanks to this inspiring program, she was able to learn through fun workshops – such as making ice cream to learn about phase changes and freezing/melting points. Before long, she was hooked! Now, Zhu looks forward to more science classes and hopes to one day pursue a career in STEM.



UNITED WAY OF DANE COUNTY INVESTS IN EDUCATION PROGRAMS AT THESE AGENCIES

- 100 Black Men of Madison
- Access Community Health Centers
- ARC Community Services
- Big Brothers Big Sisters of Dane County
- Boys & Girls Club of Dane County
- Briarpatch Youth Services
- Centro Hispano
- Charles Hamilton Houston Institute
- Children's Hospital of WI
- Community Coordinated Child Care (4-C)
- Families & Schools Together (FAST)
- Goodman Community Center
- JustDane
- Literacy Network
- Lussier Community Education Center
- Operation Fresh Start
- RISE Wisconsin
- Simpson Street Free Press
- The Hmong Institute
- The Rainbow Project
- Trained To Grow
- Urban League of Greater Madison
- Vera Court Neighborhood Center

United Way donors support 850 nonprofits. To see a complete list of agency partners, visit www.unitedwaydanecounty.org/100years

PUBLIC POLICY PRIORITIES

- Expand access to affordable, high-quality early care and education for under-resourced families and early learning opportunities that meet children's developmental, cultural and linguistic needs for all children in Dane County.
- Provide effective professional development and equitable compensation to early childhood educators and help the early care and education industry respond to the COVID-19 pandemic and beyond.
- Close educational achievement and opportunity gaps, particularly for children of color.
- Increase access to affordable, high-quality post-secondary education and training programs to ensure all Dane County students are prepared for college, career and community life.
- Expand broadband services to increase children's access to educational opportunities and bridge the digital equity divide in learning.





INCOME

VISION: DANE COUNTY FAMILIES ARE ECONOMICALLY STABLE.

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.

WHY IT MATTERS: When 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.

Currently, 77.4% of Dane County individuals have an income that is 200% above the Federal Poverty Level (2015-2019 U.S. Census 5-year estimates) leaving 22.6% of residents struggling to afford basic necessities such as food, housing and health care. Federal Poverty Level in 2021 = \$26,500 for a family of four.



United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change.

Here's how we invested in Income in 2021:

-  Investment: **\$3,806,066**
-  Agenda for Change Programs: **31**
-  Community Solutions Team Volunteers: **15**
-  Program Participants: **7,625**

THE IMPACT ON INDIVIDUALS PARTICIPATING IN INCOME PROGRAMMING IN 2021:



STRATEGIES:

- Increase the number of individuals who obtain or maintain stable housing through case management and financial assistance.
- Increase access to healthy food as a housing strategy to free up funds in family budgets for rent.
- Increase the number of individuals who gain family-sustaining employment.
- Increase the number of individuals who receive education services to gain family-sustaining employment.
- Provide Residency, Employment, Treatment, Education and Support (RESET) for returning citizens (formerly incarcerated individuals).



HIRE INITIATIVE: BREAKING DOWN BARRIERS, PREPARING PEOPLE FOR EMPLOYMENT

Many jobs go unfilled in Dane County because employers cannot find workers with the right qualifications. Similarly, those in need of a job do not have the necessary skillset to be hired in jobs with family-sustaining wages. Especially in light of current talent shortages, we're working to close that gap!

In 2013, we launched our HIRE Initiative, which is a program that focuses on helping adults train for and find employment. We work with six local partner agencies to connect participants with resources they need to earn a diploma and/or receive industry-specific training. We partner with 41 local employers to place participants in jobs that pay family-sustaining wages with career growth.

To learn more, visit www.unitedwaydanecounty.org/hire.



UNITED WAY OF DANE COUNTY INVESTS IN INCOME PROGRAMS AT THESE AGENCIES

- Catholic Charities, Diocese of Madison
- Centro Hispano
- Community Action Coalition for South Central Wisconsin
- Community Coordinated Child Care (4-C)
- Habitat for Humanity of Dane County
- JustDane
- Literacy Network
- Middleton Outreach Ministry
- Porchlight
- Sankofa Behavioral & Community Health
- Second Harvest Foodbank of Southern Wisconsin
- Stoughton Area Resource Team (START)
- Sunshine Place
- The Road Home Dane County
- The Salvation Army of Dane County
- Urban League of Greater Madison
- Vera Court Neighborhood Center
- YWCA Madison

United Way donors support 850 nonprofits. To see a complete list of agency partners, visit www.unitedwaydanecounty.org/100years

HOUSING HELP WHEN IT'S NEEDED MOST

Affordable housing is central to creating economic stability for local families. In addition to our annual community investment in programs and services to end homelessness, we launched the Affordable Housing Fund in 2018 to address funding gaps, increase the stock of workforce family housing and prioritize housing projects by nonprofit developers. We have secured more than \$400,000 in donations to create a sustainable source of funding as loans are repaid. Current projects include:



- The Graaskamp, 44 units on East Washington Avenue by Madison Development Corporation, completed in summer 2020.
- A joint project by Movin' Out and Red Caboose Childcare, with 38 residential units and a childcare center, at Milwaukee Street and East Washington Avenue, beginning construction this year.
- Two new affordable housing projects are recommended for this year – Uno located on the west side of Madison, and the Klassik to be built in Verona.

PUBLIC POLICY PRIORITIES

- Strengthen access to job training and workforce development programs and supports (including expanded access to childcare, transportation and broadband services) that align to jobs with family supporting wages, benefits and stable work schedules.
- Promote equitable, anti-racist labor market practices and work environments that provide opportunities for career advancement for all.
- Promote economic stability, decrease income inequality, help individuals and families increase their earning potential and build wealth, with particular focus on addressing the racial wealth gap.
- Expand access to affordable housing and address disparities in homeownership rates.
- Prevent eviction and support housing stability.





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.



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.

Currently, the overall life expectancy in Dane County is 81.8 years old (2017-2019 County Health Rankings) – however, life expectancy for Black residents is 73.7 years old.


United Way of Dane County identifies local issues and invests in solutions designed to increase family well-being. In collaboration with our volunteers and community partners, we leverage resources, track data and advocate for policy to drive systems change.


Here's how we invested in Health in 2021:

-  Investment: **\$5,692,029**
-  Agenda for Change Programs: **19**
-  Community Solutions Team Volunteers: **18**
-  Program Participants: **30,427**

THE IMPACT ON DANE COUNTY RESIDENTS PARTICIPATING IN HEALTH PROGRAMMING IN 2021:


99%
completed goals in programs focused on cultural safety and responsiveness to trauma for BIPOC communities (3,425 individuals).


91%
saw improved health outcomes in programs that address the needs of BIPOC communities (2,377 individuals).


88%
saw improved health outcomes in maternal child health programs (835 individuals).

STRATEGIES:

- Increase culturally relevant, reflective and safe wellness models and programs defined and/or led by BIPOC neighbors (including Black, Indigenous, Latinx, Southeast Asian and people of color).
- Increase capacity in communities to address health disparities for BIPOC communities.
- Increase community-based health programs that address BIPOC communities.
- Increase community-based maternal child health programming for BIPOC communities.
- Increase culturally-safe and responsive trauma and resiliency programs for BIPOC communities.
- Embed culture brokers into care teams for individuals and families in BIPOC communities disengaged from mental health supports due to racism, power dynamics and distrust.



SHAPING OUR FOCUS, DEEPENING OUR IMPACT

At United Way, we know that Wisconsin leads the U.S. in racial disparities that exist within our communities – and we see that right here in Dane County. In an effort to deepen our impact and specifically serve populations who experience poor health outcomes due to long-standing inequities, we've focused our strategies within our health portfolio.

This evolution allows us to address issues that affect people at all stages of life who are not getting the care they need. With that in mind, we've updated our health priorities with two new goals:

- Reduce racial health disparities in Dane County
- Increase resiliency and trauma supports for Dane County residents

Our vision is that, over time, we will see Dane County's health disparities reduced. We'll accomplish this by working together with our partners to ensure an equitable, affordable, accessible and culturally-safe healthcare experience for all.



UNITED WAY OF DANE COUNTY INVESTS IN HEALTH PROGRAMS AT THESE AGENCIES

- Access Community Health Centers
- Access to Independence
- ARC Community Services
- Canopy Center
- Catholic Charities, Diocese of Madison
- Centro Hispano
- East Madison Community Center
- Jewish Social Services of Madison
- Journey Mental Health Center
- NewBridge
- Pharmacy Society of WI
- Safe Communities of Madison & Dane County
- SSM Health at Home
- The Hmong Institute
- The Rainbow Project
- Triangle Community Ministry
- Urban Triage
- Vera Court Neighborhood Center
- Vivent Health

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FINDING SAFETY AND COMFORT IN HMOOB KAJ SIAB

Many programs transitioned back to in-person programming in 2021 after being closed or virtual for more than a year. One program, Hmoob Kaj Siab run by The Hmong Institute, reopened on June 7. One male elder shared that this program provides a lifeline for him. When he heard the news that the center was re-opening,



he compared it to the happiness and excitement he had when he was in a refugee camp and received news that he and his family were accepted to come to America. After being home during the pandemic, coming to the center meant he would be able to see his friends, participate in the activities and not be isolated anymore. During the pandemic when he saw reports of violence against Asians, he stopped walking around his neighborhood for exercise. Now, he comes every day to walk in the gym. He is so thankful for Hmoob Kaj Siab and the mental health support he receives from staff.

PUBLIC POLICY PRIORITIES

- Protect and improve access to affordable, high-quality health care coverage and increase the provision of culturally safe, trauma-informed care to achieve health equity.
- Expand access to healthy food by addressing food deserts and inequities in food security and ensuring basic nutritional programs are available to everyone.
- Address bias and racial inequities in health care and help grow and diversify the health care workforce.
- Support and promote health equity initiatives that address the social determinants of health.





GIVE:

Your contribution to United Way of Dane County makes a real difference.

When your donated dollar goes through United Way, our army of volunteers are enabled to find six more dollars through a network of caring connection. **This means:**

- **More families** are empowered to achieve their goals.
- **More people** are enabled to provide help where it's needed most.
- **And more generosity** is unleashed for the common good, making our community stronger.

Make a gift online at www.unitedwaydaneconomy.org/invest.

ADVOCATE:

With this community by our side, we've spent nearly 100 years mobilizing our collective power to achieve measurable, meaningful results that spark real change.

But there's still so much to be done – and it's going to take all of us to build the Dane County we expect and demand, especially coming out of the pandemic. Help us launch into the next century of impact and innovation by encouraging your friends and family to be a part of the change by joining the United Way network!

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

VOLUNTEER:

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

GIVE. ADVOCATE. VOLUNTEER.

UNITED WAY FINANCIALS

UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL POSITION

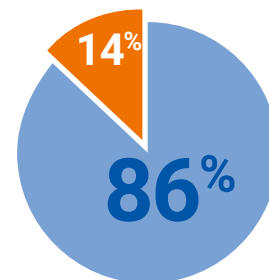
	2021	2020
Assets		
Cash and investments	\$11,739,996	\$11,047,005
Receivables:		
Pledges	8,499,719	8,376,829
Accrued interest and other receivables	435,614	684,885
Prepaid expenses	228,114	303,447
Land, building and equipment, net of depreciation	2,247,778	2,175,618
Beneficial interest in assets held by others	1,039,758	911,088
Total Assets	\$24,190,979	\$23,498,872
Liabilities and Net Assets		
Liabilities		
Accounts payable	\$491,146	\$92,365
Allocations & designations payable	3,591,255	3,139,127
Accrued salary & vacation	336,670	377,899
Total Liabilities	\$4,419,071	\$3,609,391
Net Assets		
Net assets without donor restriction	\$7,174,633	\$7,503,014
Net assets with donor restriction - Campaign pledges & other	12,597,275	12,386,467
Total Net Assets	\$19,771,908	\$19,889,481
Total Liabilities and Net Assets	\$24,190,979	\$23,498,872

UNITED WAY OF DANE COUNTY FOUNDATION STATEMENT OF FINANCIAL POSITION

	2021	2020
Assets		
Investments	\$20,788,200	\$15,709,299
Interest Receivable/Prepaid Expenses	19,145	17,966
Receivable	4,272,469	111,936
Beneficial Interest in Annuity	(1,033)	1,507
Property / Artwork	66,110	66,110
Total Assets	\$25,144,891	\$15,906,818
Liabilities and Net Assets		
Liabilities		
Gift Annuity Payable	\$(930)	\$1,356
Accounts Payable	33,794	24,589
Total Liabilities	\$32,864	\$25,945
Net Assets		
Without Donor Restriction		
Unrestricted	\$1,471,898	\$1,173,220
Board Designated	22,454,936	13,548,124
With Donor Restriction	1,185,193	1,159,529
Total Net Assets	\$25,112,027	\$15,880,873
Total Liabilities and Net Assets	\$25,144,891	\$15,906,818

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.



UNITED WAY OF DANE COUNTY STATEMENT OF FINANCIAL ACTIVITIES

	Without Donor Restrictions	With Donor Restrictions	Total
Public Support and Revenue	2021	2021	2021
Gross campaign results (Fall of 2020/2021)	\$19,090,701		\$19,090,701
Less: Donor designated pledges to federated organizations	(1,132,051)		(1,132,051)
Local campaign results (Fall of 2020/2021)	17,958,650		17,958,650
Less: Donor designated pledges to specific agencies	(3,910,191)		(3,910,191)
Less: Allowance for unpaid pledges	(522,436)		(522,436)
Net undesignated campaign revenue (Fall of 2020/2021)	13,526,023		13,526,023
Gross campaign results (Fall of 2021)		14,326,558	14,326,558
Less: Donor designated pledges to specific agencies		(3,041,407)	(3,041,407)
Less: Allowance for unpaid pledges		(387,675)	(387,675)
Net undesignated campaign revenue (Fall of 2021)		10,897,476	10,897,476
Prior year undesignated contributions released from restrictions		(11,303,428)	(11,303,428)
Other contributions and grants	4,263,484	616,760	4,880,244
Total Public Support	17,789,507	210,808	18,000,315
Donor designation fees	347,086		347,086
Sponsored activities, events and other revenue	179,155		179,155
Total Public Support and Revenue	\$18,315,748	\$210,808	\$18,526,556
Expenses			
Program Services			
Total program funds awarded/distributed/invested	\$18,613,302		\$18,613,302
(Less: Donor designations)*	(3,444,874)		(3,444,874)
Net Program Services	15,168,428		15,168,428
Supporting Services			
Resource development	2,145,310		2,145,310
Management and general	1,330,391		1,330,391
Total Supporting Services	3,475,701		3,475,701
Community Programs and Supporting Services	18,644,129		18,644,129
Change in net assets	\$(328,381)	\$210,808	\$(117,573)
Net assets, beginning of period	7,503,014	12,386,467	19,889,481
Net assets, end of period	\$7,174,633	\$12,597,275	\$19,771,908

*Donations designated to agencies are reduced by fundraising costs

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 eleventh 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.



UNITED WAY NONPROFIT PARTNERS

United Way is proud to connect businesses, volunteers, donors, partner nonprofits, community leaders, government and local families working toward well-being in our quest for a Dane County where all can succeed in school, work and life. We are honored to partner with the following local nonprofits – uniting to ensure all Dane County’s families have what they need to thrive.

850 agencies are supported through donor designations in the United Way campaign. The below are the partners who collaborate in the Agenda for Change and Public Sector campaigns. For a full list of partners, visit www.unitedwaydanecounty.org/100years.

100 Black Men of Madison
 Access Community Health Centers
 Access to Independence
 Agrace HospiceCare
 American Heart Association
 American Red Cross, Southwest Wisconsin Chapter
 Anesis Center for Marriage and Family Therapy
 ARC Community Services
 Badger Prairie Needs Network
 Benevolent Specialist Project Free Clinic
 Big Brothers Big Sisters of Dane County
 Boy Scouts of America, Glacier’s Edge Council
 Boys & Girls Club of Dane County
 Briarpatch Youth Services
 Cambridge Community Activities Program
 Canopy Center
 Catholic Charities, Diocese of Madison
 Centro Hispano
 CEOs of Tomorrow
 Charles Hamilton Houston Institute
 Children’s Dyslexia Center Madison
 Children’s Hospital of WI
 Clean Lakes Alliance
 Colonial Club
 Community Action Coalition for South Central Wisconsin
 Community Coordinated Child Care (4-C)
 Community Work Services
 Cornucopia
 Dane County Department of Human Services
 Dane County Humane Society
 Deerfield Community Center
 DeForest Area Community and Senior Center
 East Madison Community Center
 Energy Services
 Families & Schools Together (FAST)
 Family Service Madison
 Family Support & Resource Center
 Friends of Madison School & Community Recreation (MSCR)
 Friends of Wil-Mar
 Gilda’s Club Madison Wisconsin
 Girl Scouts of Wisconsin Badgerland Council
 Goodman Community Center
 Habitat for Humanity of Dane County
 Hancock Center for Dance/Movement Therapy
 Hope Haven-Rebos United
 Horizon High School of Madison
 Jewish Social Services of Madison
 Journey Mental Health Center
 JustDane
 Kennedy Heights Neighborhood Association
 Latinos United for College Education Scholarships (LUCES)
 Literacy Network
 Lussier Community Education Center

Lutheran Social Services of Wisconsin and Upper Michigan
 Madison Area Rehabilitation Centers
 Madison Children’s Museum
 Madison Community Policing Foundation
 Madison Reading Project
 Marshall Area Community and Youth Center
 McFarland Youth Resource Center
 Middleton Outreach Ministry
 Movin’ Out
 NAMI Dane County
 Nehemiah Community Development Corporation
 Neighborhood House Community Center
 NewBridge
 Northside Planning Council
 Northwest Dane Senior Services
 Operation Fresh Start
 Oregon Youth Center
 Pharmacy Society of WI
 Porchlight
 Reach Dane
 RISE Wisconsin
 River Food Pantry
 Ronald McDonald House Charities of Madison
 RSVP of Dane County
 Safe Communities of Madison & Dane County
 Safe Harbor Child Advocacy Center
 Sankofa Behavioral & Community Health
 Second Harvest Foodbank of Southern Wisconsin
 Simpson Street Free Press
 South Metropolitan Planning Council
 SSM Health at Home
 St. Vincent de Paul Society, District Council of Madison
 Stoughton Area Resource Team (START)
 Stoughton Youth Center
 Sun Prairie Youth Center
 Sunshine Place
 The ARC-Dane County
 The Hmong Institute
 The Playing Field
 The Rainbow Project
 The Road Home Dane County
 The Salvation Army of Dane County
 Three Gaits
 Trained To Grow
 Triangle Community Ministry
 Urban League of Greater Madison
 Urban Triage
 Vera Court Neighborhood Center
 Vivent Health
 WAGS (Wisconsin Academy for Graduate Service Dogs)
 Wisconsin Institute for Learning Disabilities/Dyslexia
 YMCA of Dane County
 YWCA Madison

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Kristin Rucinski
The Road Home Dane County

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Catherine Taylor

For a full list of all United Way of Dane County volunteers, visit www.unitedwaydanecounty.org/100years.



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 United Way, the army of United Way volunteers are enabled to find six more dollars through a network of caring connection.

Because of United Way, more families maximize their potential.

Because of United Way, more people provide help where it's needed most.

Because of United Way, more generosity is unleashed for the common good.

**BECAUSE OF UNITED WAY,
OUR COMMUNITY IS STRONGER.**



www.unitedwaydanecounty.org • 2059 Atwood Avenue, Madison, WI 53704

United Way
of Dane County



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