



2023 United Way of Dane County Message

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

3-Second Message:

The Power of Many. Working for All.



30-Second Message:

For more than 100 years, **United Way of Dane County has mobilized the caring power of our community to create lasting change for multiple generations.** We are the intersection where the community meets to change lives.

As we launch into the next century, we're innovating forward with our new **Plan for Community Well-Being.** This vision for a brighter future focuses on **increasing family well-being so that all families in Dane County lead healthy, thriving and secure lives – making our entire community stronger and better positioned to thrive.**

Together, we are The Power of Many. Working for All. Will you join us?

3-Minute Message:

For more than 100 years, **United Way of Dane County has mobilized the caring power of our community to create lasting change for multiple generations.** With a mission to unite the community to achieve measurable results that change lives, we are committed to being a catalyst for inclusion and systemic change.

We know the well-being of our children and families directly impacts the overall health of our community. We also know there's so much work yet to be done to dismantle systemic inequities that prevent many families and individuals from leading successful lives – and the only way we can overcome these barriers is by **working together toward collective impact.**

That's why, as we launch into the next century, **we're innovating forward with our new Plan for Community Well-Being –** the goal being to increase family well-being so that all families in Dane County lead healthy, thriving and secure lives that meet their own defined goals, making our entire community stronger and better positioned to thrive.

This vision for a brighter future anchors in strategies around early childhood, education, income and health. Because we know those are the building blocks of well-being.

By continuing to work together with hundreds of local nonprofits, businesses, community leaders, donors, volunteers and families, **we're addressing big-picture issues that no one person or organization can solve alone.** And, through these collaborations, we aim to create a more cohesive nonprofit ecosystem to help break the cycle of poverty and achieve greater results, together.

Because, **together, we are The Power of Many. Working for All.** And we invite every Dane County resident to be a part of the change. Will you join us?

