

United Way of Dane County • The Power of Many. Working for All.

# 2022 Annual Report





Renee Moe

United Way of Dane County,  
President & CEO



# 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!

Bill Westrate

United Way of Dane County,  
Board Chair  
American Family Insurance,  
Enterprise President and CEO



## 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.

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.



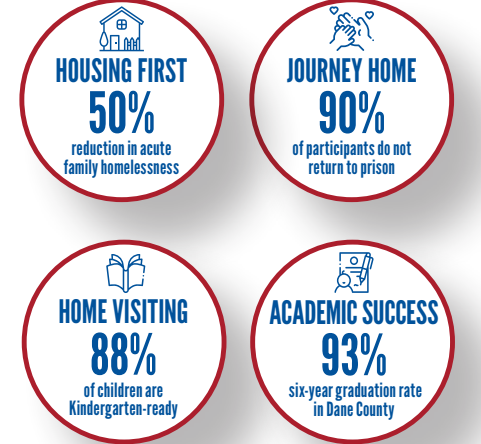






# 100 Years of Impact and Innovation in Dane County

For 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 – working collaboratively with local nonprofits, businesses, community leaders, donors, volunteers and families to solve big-picture issues no one person or organization can address alone. **Together, we are The Power of Many. Working for All.**

## 1920s

In 1922, the Madison Community Union – now known as United Way – was formed to partner with 14 local agencies in a yearly donation drive.

## 1930s

The Depression was felt throughout Madison and was a time of great need for many. Despite challenges, donors grew from 900 in 1922 to 11,000 in 1932.

## 1940s

The bombing of Pearl Harbor saw the United States' entrance into WWII – and with it, the formation of the Madison Community War Chest.

## 1950s

In 1950, United Givers Fund was formed to unify the various funding drives that sprang up during wartime. For the first time, United Givers Fund was designed to incorporate national agencies, who also campaigned to eliminate any overlap.

## 1960s

The 1965 Fair Share...Everywhere campaign was also aided by a robust effort by the women's division of the United Givers Fund. Today, United Way's Women United group continues to engage women throughout our community.

## 1970s

In 1968, the Community Welfare Council commissioned an evaluation of its programs. The report called for a re-allocation of Community Chest resources, prioritizing the programs that most benefit people in need.

## 1980s

In 1982, United Way of Dane County began their first full-time Loaned Executive program – local companies "donate" their employees to United Way during campaign season – to reach more donors and companies.

## 1990s

As United Way's focus on how to help our community continued to shift, an exciting opportunity presented itself in 1995 that would be an extraordinary catalyst for change to shape future generations. The Schools of Hope Literacy Project was born.

## 2000s

In 2003, the United Way Board of Directors approved a new "Agenda for Change," which detailed goals for meeting our community's greatest needs in the areas of education, income and health. These strategies led our work for 20 years.

## 2010s

Over the last decade, United Way has worked with hundreds of nonprofits, businesses, donors, volunteers and families to solve big-picture issues no one person or organization can solve alone.

## 2020s and beyond

With you by our side, we can support more families as they work to build stable, successful lives that meet their own defined goals. **Together, we are The Power of Many. Working for All. And we're just getting started.**

**"That spirit of neighborliness, kindness 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

**"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."**  
– Londa Dewey, CEO of The QTI Group, United Way of Dane County Centennial Chair

**"Working in partnership with United Way, we know that we're aligning with a greater vision for community. United Way is a hub for collaboration. They are the organization that pulls us all together."**  
– Karen Menéndez Coller, Executive Director of Centro Hispano of Dane County

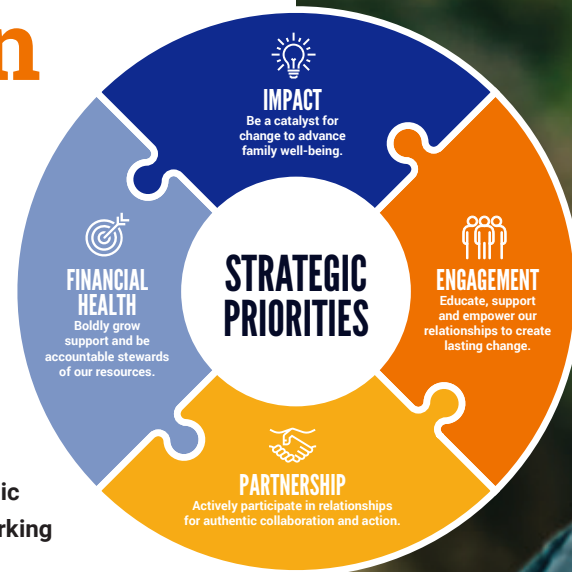


# Launching Into the Next Century of Impact and Innovation: Our Strategic Plan

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.





# United Way of Dane County Community Builders

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.







# Where You See Change, You'll See United Way

-  **\$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!**

## Thank You to Our Top Ten Corporate Partners Who Generated the Most Dollars for Our Community!



## 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 ImPacks 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.



## 24,500 Snack Packs

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

## 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.



## 100 Backpacks

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



## 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.

## 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.





# 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.



## 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.



## 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.

## 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.







## IDEA Efforts

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.



**IDEA is Inclusion, Diversity, Equity and Access**

# 2022 Micro-Investment Grants

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:

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

### 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.

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



**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 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 Cafes 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’re so grateful to Tocqueville Society members for devoting their time, dollars and expertise to making an incredible difference for families across Dane County.

*“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 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

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+



## 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

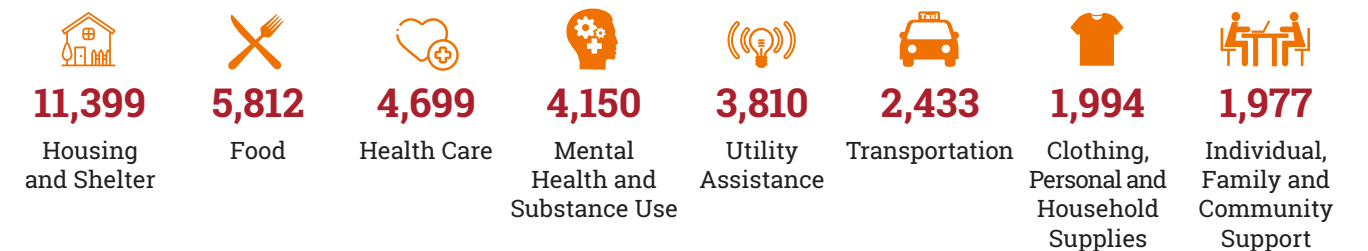
to produce enough breast milk. They introduced her to one of their lactation consultants and linked her to their behavioral support team to help address her mental health concerns. Within three weeks, Aliah reported an improvement in her mental health – and successful weight gain for her baby! Now, Aliah 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.



## Top Agency Referrals

- Porchlight: 24%
- Dane County Department of Human Services: 11%
- Urban Triage: 6%
- Community Action Coalition for South Central Wisconsin: 16%
- The River Food Pantry: 8%
- Catholic Charities – The Beacon: 5%
- Middlecamp Center of Vincentian Charity: 11%
- The Salvation Army of Dane County: 7%
- Energy Services: 5%

## Top Referrals by Category





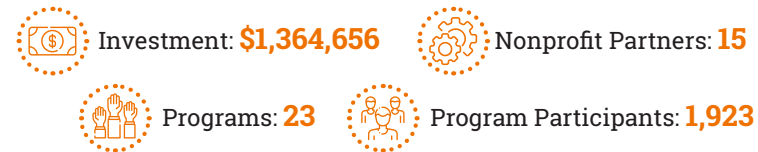
# Early Childhood

**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:



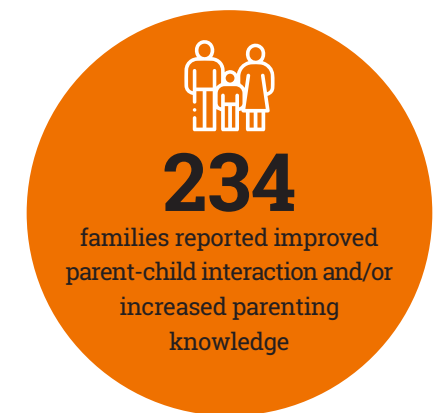
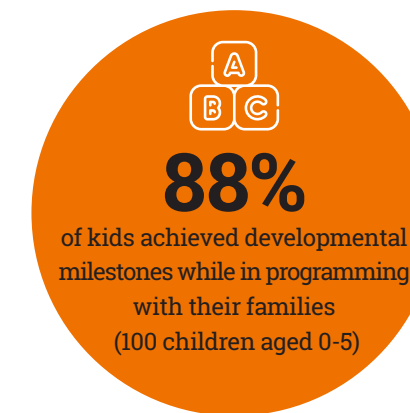
## ParentChild+ Program – Supporting Learning, Together

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:



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

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

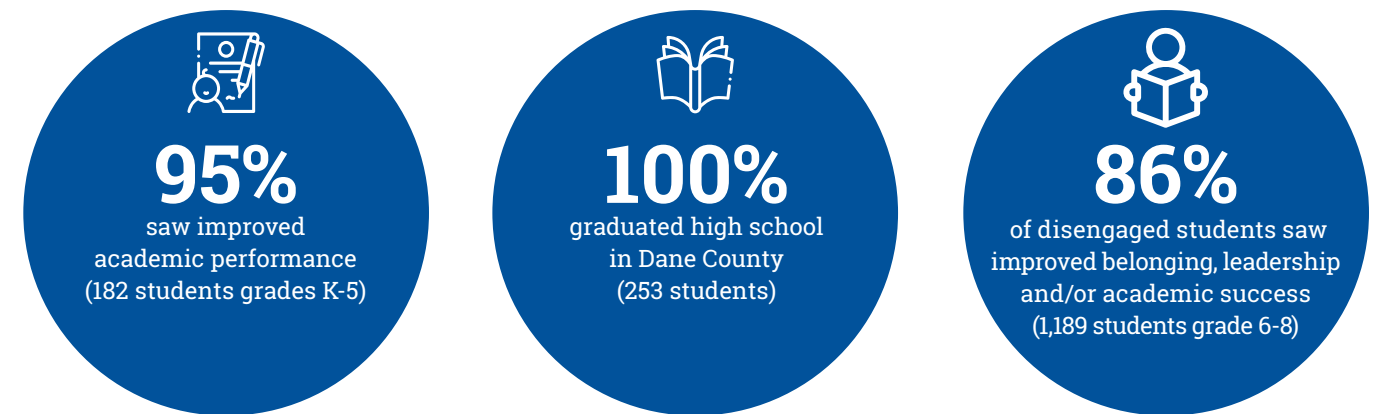


## Mentorship and Learning – in the Classroom and Beyond

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:



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

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



# 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:



## 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:



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

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





# Health

## 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:

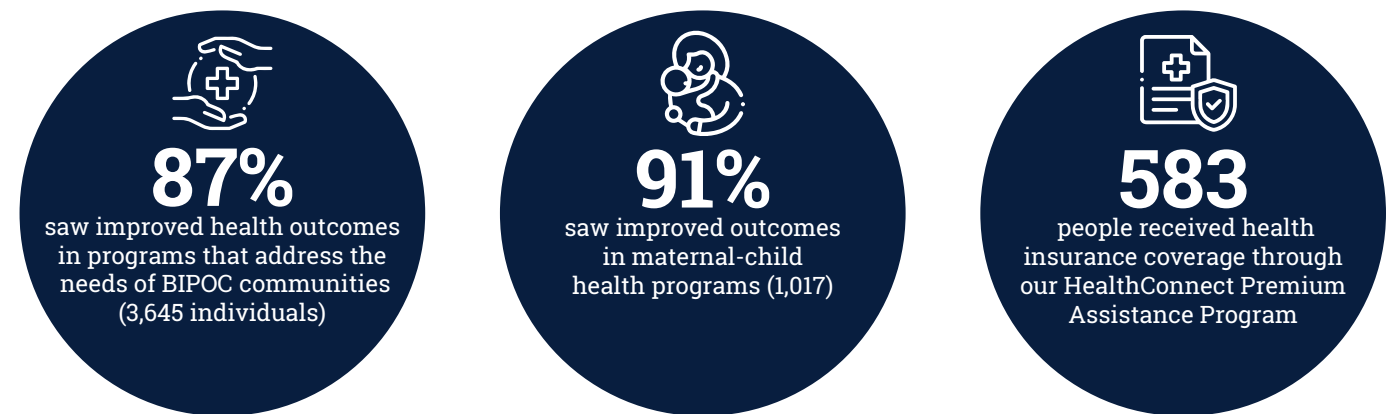


## HealthConnect

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 pay insurance premiums for 583 people through 504 plans!** Helping more individuals and families across Dane County lead healthier, happier lives.

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



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

- |  |   |                             |
|--|---|-----------------------------|
| Access Community Health Centers        | Journey Mental Health Center              | The Hmong Institute         |
| Catholic Charities, Diocese of Madison | NewBridge                                 | The Rainbow Project         |
| Centro Hispano                         | Safe Communities of Madison & Dane County | Triangle Community Ministry |
| East Madison Community Center          | The Foundation for Black Women's Wellness | Urban Triage                |
| EOTO Culturally Rooted                 |   | 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](http://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](http://www.unitedwaydanecounty.org) and check out our events calendar at [www.unitedwaydanecounty.org/events](http://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 volunteerism! We are continuing to offer remote and in-person volunteer opportunities through [VolunteerYourTime.org](http://VolunteerYourTime.org).



# United Way Financials

## United Way of Dane County Statement of Financial Position

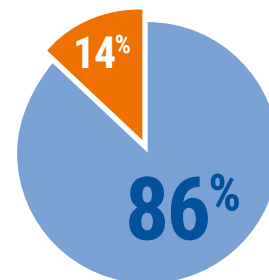
Assets	2022	2021
Cash and investments	\$11,723,452	\$11,739,996
Receivables:		
Pledges	6,118,866	8,499,719
Accrued interest and other receivables	836,254	435,614
Prepaid expenses and other assets	297,540	228,114
Land, building and equipment, net of depreciation	2,262,185	2,247,778
Beneficial interest in assets held by others	903,604	1,039,758
<b>Total Assets</b>	<b>\$22,141,901</b>	<b>\$24,190,979</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$580,393	\$491,146
Allocations & designations payable	3,881,058	3,591,255
Other liabilities	194,781	336,670
<b>Total liabilities</b>	<b>\$4,656,232</b>	<b>\$4,419,071</b>
<b>Net Assets</b>		
Net assets without donor restriction	\$ 6,651,536	\$ 7,174,633
Net assets with donor restriction	10,834,133	12,597,275
<b>Total net assets</b>	<b>\$17,485,669</b>	<b>\$19,771,908</b>
<b>Total liabilities and net assets</b>	<b>\$22,141,901</b>	<b>\$24,190,979</b>

## United Way of Dane County Foundation Statement of Financial Position

Assets	2022	2021
Investments BMO Wealth Management	\$19,232,261	\$20,788,200
Interest Receivable	29,961	19,145
Receivable	5,080,006	4,272,469
Beneficial Interest in Annuity	(2,206)	(1,033)
Property / Artwork	66,110	66,110
<b>Total Assets</b>	<b>\$24,406,132</b>	<b>\$25,144,891</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Gift Annuity Payable	\$(1,986)	\$(930)
Accounts Payable	122,674	33,794
<b>Total Liabilities</b>	<b>\$120,688</b>	<b>\$32,864</b>
<b>Net Assets</b>		
Without Donor Restriction		
Unrestricted	\$1,149,270	\$1,471,898
Board Designated	22,164,268	22,454,936
With Donor Restriction	971,906	1,185,193
<b>Total Net Assets</b>	<b>\$24,285,444</b>	<b>\$25,112,027</b>
<b>Total Liabilities and Net Assets</b>	<b>\$24,406,132</b>	<b>\$25,144,891</b>

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
<b>Public Support and Revenue</b>	<b>2022</b>	<b>2022</b>	<b>2022</b>
Gross campaign results (Fall of 2021/2022)	\$19,294,515		\$19,294,515
Less: Donor designated pledges to federated organizations	(1,055,578)		\$(1,055,578)
Local campaign results (Fall of 2021/2022)	18,238,937		18,238,937
Less: Donor designated pledges to specific agencies	(4,385,430)		(4,385,430)
Less: Allowance for unpaid pledges	(185,891)		(185,891)
Net undesignated campaign revenue (Fall of 2021/2022)	13,667,616		13,667,616
Gross campaign results (Fall of 2022)		12,439,783	12,439,783
Less: Donor designated pledges to specific agencies		(2,830,349)	(2,830,349)
Less: Allowance for unpaid pledges		(353,613)	(353,613)
Net undesignated campaign revenue (Fall of 2022)		9,255,821	9,255,821
Prior year undesignated contributions released from restrictions		(11,462,869)	(11,462,869)
Other contributions and grants	3,025,986	443,906	3,469,892
<b>Total Public Support</b>	<b>16,693,602</b>	<b>(1,763,142)</b>	<b>14,930,460</b>
Donor designation fees	245,155		245,155
Sponsored activities, events and other revenue	(161,572)		(161,572)
<b>Total Public Support and Revenue</b>	<b>\$16,777,185</b>	<b>\$(1,763,142)</b>	<b>\$15,014,043</b>
<b>Expenses</b>			
Program Services			
Total program funds awarded/distributed/invested	\$17,764,031		\$17,764,031
Less: Donor designations*	(3,976,108)		(3,976,108)
<b>Net Program Services</b>	<b>13,787,923</b>		<b>13,787,923</b>
Supporting Services			
Resource Development	2,203,976		2,203,976
Management and General	1,308,383		1,308,383
<b>Total Supporting Services</b>	<b>3,512,359</b>		<b>3,512,359</b>
Community Programs and Supporting Services	17,300,282		17,300,282
Change in net assets	\$(523,097)	\$(1,763,142)	\$(2,286,239)
Net assets, beginning of period	7,174,633	12,597,275	19,771,908
<b>Net assets, end of period</b>	<b>\$6,651,536</b>	<b>\$10,834,133</b>	<b>\$17,485,669</b>

\*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:** 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.





# 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.

550 nonprofits 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.unitedwaydaneconomy.org](http://www.unitedwaydaneconomy.org).

100 Black Men of Madison  
 Access Community Health Centers  
 Access to Independence  
 Agrace HospiceCare  
 American Red Cross, Southwest Wisconsin Chapter  
 ARC Community Services  
 Badger Prairie Needs Network  
 Big Brothers Big Sisters of Dane County  
 Boy Scouts of America, Glacier’s Edge Council  
 Boys & Girls Clubs of Dane County  
 Briarpatch Youth Services  
 Cambridge Community Activities Program  
 Canopy Center  
 Catholic Charities, Diocese of Madison  
 Centro Hispano  
 CEOs of Tomorrow  
 Children’s Dyslexia Center Madison  
 Children’s Hospital of WI  
 City of Middleton Youth Center  
 Clean Lakes Alliance  
 Colonial Club  
 Community Action Coalition for South Central Wisconsin  
 Community Coordinated Child Care (4-C)  
 Community Work Services  
 Cornucopia  
 Cultural Practices That Are Relevant Professional Development Organization  
 Dane County Department of Human Services  
 Dane County Humane Society  
 Dear Diary  
 Deerfield Community Center  
 DeForest Area Community and Senior Center  
 East Madison Community Center  
 EOTO Culturally Rooted  
 Energy Services  
 Families & Schools Together (FAST)  
 Family Service Madison  
 Family Support & Resource Center

Friends of Madison School & Community Recreation (MSCR)  
 Friends of Wil-Mar  
 GiGi’s Playhouse Madison  
 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  
 Horizon High School of Madison  
 Jewish Social Services of Madison  
 Journey Mental Health Center  
 JustDane  
 Kennedy Heights Neighborhood Association  
 Latino Academy of Workforce Development  
 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  
 Maydm  
 McFarland Youth Resource Center  
 Middleton Outreach Ministry  
 Mount Zion Baptist Church  
 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  
 Porchlight  
 Reach Dane

RISE Wisconsin  
 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  
 Sankofa Educational Leadership United  
 Second Harvest Foodbank of Southern Wisconsin  
 Simpson Street Free Press  
 South Metropolitan Planning Council  
 Specialty Care Free Clinic  
 SSM Health at Home  
 St. Vincent de Paul Society, District Council of Madison  
 Stoughton Area Resource Team (START)  
 Stoughton Youth Center  
 Sun Prairie Emergency Food Pantry  
 Sun Prairie Youth Center  
 Sunshine Place  
 The ARC-Dane County  
 The Foundation for Black Women’s Wellness  
 The Hmong Institute  
 The Playing Field  
 The Rainbow Project  
 The River Food Pantry  
 The Road Home Dane County  
 The Salvation Army of Dane County  
 Three Gaits  
 Triangle Community Ministry  
 Urban League of Greater Madison  
 Urban Triage  
 Vera Court Neighborhood Center  
 Vivent Health  
 WAGS (Wisconsin Academy for Graduate Service Dogs)  
 Wisconsin Regional Training Program | BIG STEP  
 YMCA of Dane County  
 YWCA Madison

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 Dale Mathwich  
 Loren Mortenson\*  
 Catherine Taylor  
 \*Passed away in 2022

For a full list of all United Way of Dane County volunteers, visit [www.unitedwaydaneconomy.org](http://www.unitedwaydaneconomy.org).





# Centennial Volunteers

Thank you to the volunteers who have helped us honor the past and build the future during our Centennial year!

## Centennial Committee

Londa Dewey, Chair  
Ana Hooker  
Leslie Ann Howard  
Jeane Kropp  
Jack Salzwedel  
Opal Tomashevskia

## Engagement and Expansion Committee

Opal Tomashevskia, Chair  
Sara Alvarado  
Ronald Burford  
Dominique Christian  
Frank Davis  
Jacquelyn Hunt  
Chee Lor  
Michelle McKoy  
Dr. Corinda Rainey-Moore  
Sephora Wawa  
Tara Wilhelmi

## Fundraising Community Gifts

Ana Hooker, Chair  
Ryan Behling  
Barbara Behling-Rients  
Kevin Conroy  
Londa Dewey  
Jac Garner  
Jay Loewi  
Richard Lynch  
Dan Rashke  
Jack Salzwedel  
Rick Searer  
Robert Trunzo  
Mike Victorson  
Gary Wolter  
Tom Zimbrick

## Fundraising Major Gifts

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Donald Bernards  
Londa Dewey  
Greg Dombrowski  
Tom Dott  
Jac Garner  
Jennifer Hannon  
Elizabeth Heiner

Terry Heinrichs  
Andy King  
Mark Koehl  
Madelyn Leopold  
Janet Loewi  
Jay Loewi  
Richard Lynch  
Gregory Rademacher  
Dan Rashke  
Jim Riordan  
Gary Schaefer  
Jay Sekelsky  
Dorothy Steffens  
Gary Wolter  
Tom Zimbrick

## History Committee

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Dr. Ruben Anthony Jr., Ph.D.  
James Blanchard  
James Cavanaugh  
Dr. Karen Coller  
Henry Gaylord  
Dick Goldberg  
Michael Hamerlik  
Terry Heinrichs  
Peng Her  
Gregory Jones

Kathy Martinson

Lucía Nuñez  
Jennifer Ridley Hanson  
Dr. Floyd Rose  
Monica Schlicht  
Rick Searer  
Dave Stark  
Mai Zong Vue  
Tom Zimbrick

## Marketing and Media Committee

Jeane Kropp, Chair  
Seth Braddock  
Ellsworth Brown  
Jill Dohnal  
Jill Genter  
Jonathan Gramling  
Natalie Gregerson  
Chase Horne  
Josh Klemons  
Sabrina Madison  
Corinn Ploessl  
Amy Rohn  
Sherina Smith  
Annie Thym



## 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

## Community Banks Partnership

Bank of Sun Prairie | Capitol Bank | DMB Community Bank | First Business Bank  
Johnson Financial Group | Lake Ridge Bank | One Community Bank | U.S. Bank

## Thank You to Our Centennial Celebration Sponsors!

Presented by



Supporting Sponsors



## Community Sponsors

Herzing University | J.H. Findorff & Son Inc. | Johnson Financial Group | JP Cullen  
Madison College | Vogel Bros. Building Co. | Wipfli, LLP

For a full list of all United Way sponsors, visit [www.unitedwaydanecounty.org](http://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 Thym	Ilda Thomas	READI - Retired Employees Are Dedicated Individuals (Doyle Wilke)
Betty Franklin-Hammonds	Irwin and Robert "Bob" Goodman and Goodman Foundation	Reynolds Transfer Family
Business Volunteer Network (BVN)	Jack and Sarah Salzwedel	Richard M. "Rich" Lynch
Carla Smith	James A. "Jim" Cavanaugh	Sabrina Madison
Christy Buchanan (Mrs. William) Kittle	James D. "Jim" Blanchard	Salvador L. "Sal" Carranza
City and County Executives	Jean A. McKenzie	Stanley "Stan" York
Dale and Lila Mathwich	Jean Manchester	The Bolz Family
Dave Florin and Jeane Kropp (Hiebing)	Jerry Hiegel	The Frautschi Family
David Kinney	Jim Buchheim	The Honorable Reverend Everett Mitchell
David R. "Dave" Anderson	Jim Riordan	The Stark Family
Don and Marilyn Anderson	Juan José López	Thomas E. "Tom" and Kira Dott
Dr. Algernon Felice	Karen Timberlake and Dr. Barbara L. Nichols	Thomas G. "Tom" and Karen Ragatz
Dr. Catherine Taylor	Labor Leadership (Audrey Ruiz de Chavez, Mona Adams Winston, Sheila Sims)	Thomas J. "Tom" Zimbrick and The Zimbrick Family
Dr. Floyd Rose	Lau and Bea Christensen	United Way of Dane County Board of Directors
Enis Ragland	Londa Dewey	United Way of Dane County Corporate Partners
Erroll and Elaine Davis	Marvin Rosenberry	United Way of Dane County Loaned Executives
Fabiola Hamdan	Mary Garner	United Way of Dane County Partner Agencies
Founding Members (William Evjue, Joe Ford, NJ Frey, Frank Ross)	Neil Heinen	United Way of Dane County Staff
Frank Denton	Noble Wray	Vincent P. "Vince" O'Hern
Friends of the Urban League	Norma and Douglas T. "Doug" Madsen	William "Bill" Westrate
Gary Wolter	Oscar G. and Rosalie Mayer	
Gene Glover	Oscar Mayer Company	
Gregory C. "Greg" Jones	Peng Her and Mai Zong Vue	
Gretchen and Darold "Dode" Lowe	Rajesh "Raj" Rajaraman	
Henry Gaylord		
Henry J. Predolin Foundation		

# Instances of Impact

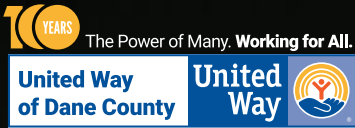
**30 Stories of transformative change during United Way of Dane County's 100-year history.**

1920s: Origin – Madison Community Union (Now, United Way of Dane County)	Info Help Desk/First Call For Help/211 – A 24/7 Health and Human Services Helpline and Database in Dane County	Partnerships with Nonprofits Representing Communities of Color
1930s: First Full Decade of Community Support	Innovative Funding Panel Created to Invest in New Programs	Schools of Hope   100 Black Men United Way of Dane County
Agenda for Change Developed	Journey Home Reduces Recidivism – Successful Reentry Builds Stronger Communities	Tocqueville Society Established
Anderson United Way Center Established	Latino Advisory Delegation Creates Cuéntame – Telling the Latinx Story in Dane County Through Engagement	Transition to Community Impact Model – Funding Programs Based on Alignment with Community Visions and Outcomes
BoardWalk Academy Begins	United Way of Dane County Loaned Executive (LE) Program Begins – Expanding Our Reach Across Our Community	VolunteerYourTime.org (VYT) Database Created – Connecting Volunteers to Community Needs
United Way of Dane County Foundation Incorporated	Lowell Frautschi's Credo is Adopted in 1946 – Forming the Basis of Codes of Ethics for United Ways and Nonprofits Across the Country	War Chest Formed to Meet the Increased Need and Community Support During World War II
Early Childhood Developmental Screening Protocol Becomes Standardized at Well-Child Visits	Madison Givers' Fund Formed in 1950 – A First-Time Approach to Centralized Community Giving	Workplace Campaigns Begin To Engage Community with Philanthropy, Volunteerism and Understanding of Critical Initiatives in Dane County
Leadership Giving Strategy Leads Financial Support and Volunteer Engagement	NAACP & United Way of Dane County Co-Lead Law Enforcement & Leaders of Color Collaboration To Build Trust in Dane County	Youth Volunteering – Helping Build the Next Generation of Leaders
Family Legacy and Philanthropy	Pandemic Response – Created Emergency & Transition Funds During a Remote Work Environment	
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		

**“I 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**





[www.unitedwaydanecounty.org](http://www.unitedwaydanecounty.org)



United Way of Dane County  
2059 Atwood Avenue  
Madison, WI  
53704

United Way of Dane County • The Power of Many. Working for All.

# 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.**