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

## The Community's Campaign Raises $17.8 Million with United Way of Dane County
*Despite the challenging year, the community helped us reach our goal*

Madison, WI (March 18, 2021) – Thanks to the generosity of thousands of individuals and businesses across Dane County, our community was able to raise $17.8 Million during our 2020 Community Fundraising Campaign, helping us to reach our goal despite such a challenging year.

On Thursday, March 18, we at United Way of Dane County announced the campaign total and gave thanks to numerous community partners for making this hard work possible via a video posted to our social media accounts. While this event usually takes place in person, this year's Celebration was a full week of events where the community could participate virtually. Learn more about the final event occurring tomorrow here.

"2020 was full of truly unprecedented challenges," says Renee Moe, President & CEO of United Way of Dane County. "At the beginning of the COVID-19 pandemic, our 211 helpline calls were up 400% and people were in need of immediate assistance due to job and income loss. Still today, food, rent and utilities and health support remain the top needs. But our community stepped up during this historically difficult year, raising more than $2.3 Million for emergency response and an additional $17.8 Million in the annual community campaign for ongoing emergencies, recovery and reimagination. These dollars will go directly towards supporting services and strategies that help local families, individuals and nonprofits overcome barriers to well-being and address systemic challenges at their root, decreasing racial disparities and increasing economic stability. Thank you, from the bottom of my heart, for all you make possible. If last year showed us anything, it's that we truly are the Power of Many. Working for All.

Donors support 700 nonprofits through United Way, and for donors who give to our community's greatest needs, hundreds of volunteers are careful stewards of these dollars, investing in community-built and evidence-based strategies that will change the most lives. United Way tracks results and reports back to the community on their investments, so every donor can see the impact their dollars make in Dane County.

"United Way of Dane County leads by uniting the community, connecting the work of many nonprofits and delivering the funding to find solutions for the greatest problems – a task that has been challenging yet entirely essential during this pandemic," says Paul Kundert, President & CEO of UW Credit Union and 2020 United Way of Dane County Campaign Chair. "The compassion shown by all those who stepped up and donated or volunteered during this historically difficult year proves just how impactful we can be when we live united. Thank you to all who help make this important work happen."

At United Way, we're so grateful for all who were able and willing to donate their time and/or resources in 2020. And we'd like to give special recognition to the companies who generated the most dollars for Dane County, including:

- American Family Insurance
- CUNA Mutual Group
- Partners in Giving (including UW-Madison, UW Health and state employees)
- Exact Sciences
- UW Credit Union
- Alliant Energy
- Zimbrick, Inc.
- Christensen Associates
- Madison Gas and Electric
- Baker Till US, LLP

To see a full list of corporate donors, visit our website.

We'd also like to extend a special thanks to our sponsors for your support of our Working for All Webinar Series and monthly community volunteer engagements last year. And we recognize the hard work and dedication demonstrated by our partner nonprofits and volunteers this year. Thank you all for being a part of the solution in Dane County.

### 2020 United Way Campaign Award Recipients
*To see a full list of award recipients and additional volunteer recognitions, visit our website.*

**Engagement Beyond the Pledge Award: CUNA Mutual Group & Springs Window Fashions, LLC**
Celebrating companies who go above and beyond the campaign to be leaders in giving back.
**Innovation Award: Madison Gas and Electric**
Recognizing a company's commitment to raising awareness and resources through creative strategies.
**Collaboration Award: UW Credit Union**
Recognizing a partner who brings diverse perspective to our work and helps advocate for the community's true needs to lead meaningful change.
**Advocate in Action Award: Lead United Council**
Celebrating a campaign volunteer group who are passionate about giving back and enthusiastic about engaging others.

If you have questions or would like to set up an interview, please contact Ashley Reynolds, Director of Communications, United Way of Dane County at (608) 416-0401 or Ashley.reynolds@uwdc.org.

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**About United Way of Dane County:**
United Way of Dane County has been tackling Dane County's toughest challenges for 99 years. With a mission to unite the community to achieve measurable results and change lives, we are committed to building a Dane County where everyone can succeed in school, work and life. Through strategic partnerships and collaborative work, United Way brings the many voices of Dane County together to find common ground and develop a strategic architecture for change, while engaging businesses and individuals to give, advocate and volunteer in Dane County. Together, we are The Power of Many. Working for All.