

FOR IMMEDIATE RELEASE

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United Way of Dane County Kicks Off the 2021 Community Campaign

Madison, WI (August 19, 2021) – Today, as part of a virtual kickoff event, United Way of Dane County officially announced the start of our 2021 Community Campaign. Built by analyzing community data, acknowledging the community’s greatest needs and leading conversations with hundreds of business and community leaders, this year’s goal is to raise \$18.1 million, which is a \$300k increase over last year’s goal.

“History shows our community rises to the challenge, especially when we are in the midst of an emergency or have heightened needs,” said Daniel Frazier, United Way of Dane County Campaign Co-Chair and Madison Market President of U.S. Bank. “With the effects of the pandemic still lingering, we owe it to our neighbors to reimagine the long-term recovery of our community and build back better. And with the support of this community, we’re optimistic we can do it.”

The pandemic only amplified the racial and economic disparities we at United Way have been working to overcome for nearly a century. But when this crisis landed at our doorstep, our community was there to help – and United Way saw a successful Community Campaign, exceeding our goal and raising \$17.9 million. Funds from last year’s campaign are currently supporting 800 nonprofits, 52 local agency partners and 112 local programs working on the greatest needs in education, income and health. To learn more about last year’s results, view our [2020 Community Impact Report](#).

“Last year, this community was unyielding in their support and showed us that there’s nothing we can’t make it through when we come together,” said Ginger Zimmerman, United Way of Dane County Campaign Co-Chair and President of Murphy Desmond S.C. “But we can’t lose momentum now! While the problems we face are both old and new, the pandemic has only amplified them – your support is needed now more than ever. We invite every business and individual to be a part of the change.”

“For every dollar donated through United Way, the return is more than six times in total community impact,” said Renee Moe, President & CEO of United Way of Dane County. “When your donated dollar supports the greatest needs, an army of United Way volunteers are enabled to coordinate and align agency programs for greater results. This network of caring connection empowers families working towards the building blocks of well-being. When more people have the support they need to succeed, the entire community is better positioned to thrive. That is what we mean when we say ‘The Power of Many. Working for All.’”

As part of this Community Kickoff event, United Way also announced updates to our elementary Schools of Hope program strategies. As part of our renewed commitment to ensuring every child succeeds academically (especially post-pandemic), we created a Schools of Hope 2.0 Delegation to better understand the data, experiences of children and families and best practices available for all students to be successful readers by the end of third grade. In their 12 months together, the delegation (led by Dr. Gloria Ladson-Billings, UW-Madison, and Bill Westrate, American Family Insurance) worked to define the current landscape, identify what is working and what is not, sought

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out best practices used in other communities and determined a path forward. To learn more about the new strategies and the future of this crucial program in our community, [see our Academic Success Summary](#).

To learn more and donate to United Way's Community campaign, supporting local students, families and more, visit www.unitedwaydanecounty.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 nearly 100 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.