

## American Family Insurance Pledges Lead Centennial Gift of \$5 Million to United Way of Dane County

*This gift exemplifies American Family Insurance's dedication to our community and the well-being of Dane County families.*

**Madison, WI (February 1, 2022)** – For decades, American Family Insurance has partnered with United Way of Dane County, serving as a partner for change and innovation in our community. This year, as United Way of Dane County celebrates 100 years, American Family has pledged their continued support with the largest single corporate gift in United Way's history.

Before his retirement as CEO, Chairman Jack Salzwedel of American Family Insurance established a Corporate Challenge Grant, through which American Family is pledging two \$2.5 Million gifts to be matched by other corporate partners in Dane County. This generous gift is meant to inspire local businesses to unite in effective community change. The dollars donated by American Family and the companies that participate in the challenge are a true investment in United Way. By fueling the vital resources below, United Way will be able to innovate and be a catalyst for change for the next century.

- **United Way 211:** Dane County's most comprehensive database of agencies and services – connecting 40,000+ 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 150,000+ people give back each year.

This investment will further increase United Way's ability to mobilize our community – increasing engagement and nonprofit capacity through volunteerism and proximity to community problems – and facilitate people working together to find and deliver solutions for our community.

"I am beyond grateful to our partners at American Family Insurance for this inspiring, catalytic gift," says Renee Moe, President & CEO, United Way of Dane County. "As we look forward to the future, we have so much we want to accomplish in Dane County – and American Family Insurance is making another century of impact and innovation possible! Their leadership will truly help to shape our community for the next 100 years, inspiring new generations of support and launching critical work that will position Dane County for success for years to come."

"United Way of Dane County has helped lead the way for 100 years in improving the lives of individuals and families and making communities more inclusive, stronger and resilient," said Bill Westrate, American Family CEO. "These goals align with ours, and we're honored to continue our support of United Way of Dane County with this centennial gift, which will have both a positive and lasting impact in our communities. We encourage other individuals and companies to join us in partnering with them as they continue this important work."

Participating companies will be announced in the coming months. To learn more or make a gift that'll help us unleash these matching funds, contact Jeff McGinn, VP of Resource Development at United Way of Dane County, at [jeff.mcgin@uwdc.org](mailto:jeff.mcgin@uwdc.org).

For additional questions or media inquiries, please contact Ashley Manthei, Director of Communications, United Way of Dane County at (608) 416-0401 or [Ashley.manthei@uwdc.org](mailto:Ashley.manthei@uwdc.org).

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**About United Way of Dane County:**

For 100 years, United Way of Dane County has led in mobilizing the community to address our toughest issues and spark lasting, generational change. 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 and volunteers to solve big-picture issues no one person or organization can address alone. Together, we are The Power of Many. Working for All. And we invite every Dane County resident to be a part of the change we all wish to see. Visit [www.unitedwaydanecounty.org](http://www.unitedwaydanecounty.org) to learn more.

**About the American Family Insurance group**

Based in Madison, Wisconsin, [American Family Insurance](#) has been serving customers since 1927. We inspire, protect and restore dreams through our insurance products, exceptional service from our agency owners and employees, community investment and creative partnerships to address societal challenges. We act on our belief in diversity and inclusion by constantly evolving to meet customer needs and preferences. American Family Insurance group is the nation's 13th-largest property/casualty insurance group, ranking No. 232 on the Fortune 500 list. The group sells American Family-brand products, primarily through exclusive agency owners in 19 states. The American Family Insurance group also includes [CONNECT](#), powered by American Family Insurance, [The General](#), [Homesite](#) and [Main Street America Insurance](#). Across these companies the group has more than 13,500 employees nationwide.