UNITED WAY OF DANE COUNTY LAUNCHES THEIR CENTENNIAL YEAR

Celebrating Transformational Giving and Centennial Community Builders in 2022

Madison, WI (March 16, 2022) – On March 3, 2022 United Way of Dane County kicked off our Centennial year at Community Celebration! As part of this event, we began to uplift the stories of community builders who've made the first 100 years of impact and innovation possible — and announced some incredible donations from corporate partners across Dane County that'll help to launch us into the next century.

"This year is an opportunity to celebrate an incredible milestone while also ensuring another century of impact and innovation," says Renee Moe, President & CEO of United Way of Dane County. "We're excited to be recognizing all of the people and organizations who've made our important work possible over the past 100 years. We're also thrilled to announce some transformational donations that will be put to good use fueling the future of United Way 211 and the United Way Volunteer Resource center – helping people who need resources and those who want to give help – for decades to come. We are beyond grateful for the many corporate partners in Dane County who are committed to being a part of the change!"

The major gifts announced at Community Celebration are in response to the Corporate Challenge Grant set by **American Family Insurance** – through which the organization has pledged $5 Million to be matched by other local businesses. Participants in the challenge include:

- **TASC** - $1 Million
- **Madison Gas and Electric** - $500,000
- **National Guardian Life** - $250,000
- **Ascendium Education Group** - $150,000
- **Alliant Energy** - $125,000
- **Oscar Rennebohm Foundation** - $100,000
- **Springs Window Fashions** - $50,000

These commitments bring the current total for the matching challenge to nearly $7.2 Million! Additional participating companies will be announced in the coming months.

"United Way has led in mobilizing the caring power and generosity of Dane County for 100 years – helping to create real, measurable change," says Londa Dewey, United Way of Dane County Centennial Chair; CEO of the QTI Group. "But their important work couldn't have happened without the amazing support of this community! One of the ways we're celebrating this year is by lifting up the stories of 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 – and sharing 30 incredible instances of impact that many of these folks made possible. We hope every Dane County resident will join us in celebrating our Centennial Community Builders – there's so much to be thankful for!"

We will be celebrating Community Builders on social media and at events throughout the year. A full list of those being recognized with this honor can be found on our website.

To learn more about how to participate in our centennial year, visit unitedwaydanecounty.org/100years/. For media inquiries and interview requests, please contact

Ashley Manthei, Director of Communications, United Way of Dane County at (608) 416-0401 or Ashley.manthei@uwdc.org.

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About United Way of 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. And we invite every Dane County resident to be a part of the change we all wish to see. Visit www.unitedwaydanecounty.org to learn more.