



United Way of Dane County 2024 Community Impact Snapshot



PLAN FOR COMMUNITY WELL-BEING

COMMUNITY RESILIENCY: ADDRESSING URGENT NEEDS TODAY AND ADVANCING A BETTER TOMORROW

Every community deserves the opportunity to prosper. Through initiatives in crisis response, such as 211 (24/7 access to resources and service coordination), volunteer activation, nonprofit capacity building and disaster response, we are strengthening the foundation of Dane County and working to build a resilient community ready for any challenge.

WHY IT MATTERS

When in crisis, it is challenging to know where to go for help. And, with so many opportunities to help, it is hard to know where to make the most impact. United Way understands the big picture and can mobilize resources that make a difference through 211, our Volunteer Center and work as a convener and social impact leader.

UNITED WAY'S ROLE

Through our experience innovating to meet community needs, and relationships with hundreds of local nonprofits, businesses, community leaders and you, we're uniquely positioned to bring our community together to understand problems, co-create solutions and manage accountability for results.

MEASURES

- Increase number of referrals to quality, curated community resources in 211 database.
- Increase number of volunteers mobilized through United Way's Volunteer Center.

United Way
of Dane County



The Power of Caring. **Working for All.**



www.unitedwaydanecounty.org • 2059 Atwood Avenue, Madison, WI 53704 • (608) 246-4350

211 ACTIVITIES IN 2024:



58,622

Referrals to
Community
Resources



26,768

Total
Contacts



3,454

App
Visitors



930

Chat, Text or
Email Messages

REFERRALS BY CATEGORY:



19,294
Housing



8,601
Food



6,399
Utilities



4,596
Behavioral
Health/
Addiction



3,606
Individual
Family and
Community
Support



3,569
Health
Care



3,057
Transportation



2,445
Clothing,
Personal
and Household
Supplies

CHAMPIONING CHANGE THROUGH VOLUNTEERISM

At United Way, we know that building community well-being is a team project. That's why we're constantly 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 our community, we're empowering more people to make a difference.

5,296 VOLUNTEERS IN 2024



3,837 VOLUNTEERS

THROUGH CORPORATE AND COMMUNITY ENGAGEMENTS



1,459 VOLUNTEERS

THROUGH VOLUNTEERYOURTIME.ORG

IMPACKS! PROVIDING ESSENTIALS TO LOCAL INDIVIDUALS AND FAMILIES

When families have access to essential supplies, our entire community is healthier and stronger. In 2024, employees at 55 local companies created nearly 40,000 ImPacks for neighbors in need – creating over \$132,000 in economic impact. These items are the most requested by our nonprofit partners.



27,257

SNACK PACKS



3,722

MENSTRUAL
HYGIENE PACKS



6,350

PAPER
PRODUCT PACKS



1,070

DIAPER PACKS

