



United Way of Dane County

# 2025 Message

Three ways to tell United Way's story out in our community

## 3-Second Message:

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



The Power of Caring. Working for All.

## Alternative/Call to Action (CTA):

**Be one of the ones to change lives in Dane County. Donate today.**

## Gift Specific:

**A donation to United Way of Dane County unleashes both the power of your dollar and your desire to make a difference.**

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## 30-Second Message:

**United Way of Dane County mobilizes the caring power of our community so all can thrive.** True to our founding spirit, whenever lives are impacted and well-being is at stake in our community, United Way is there. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility. Our mission – to unite the community to achieve measurable results that change lives – is rooted in innovation and action. And through our network of caring connections, we solve big-picture issues no one person or organization can address alone. No matter the challenge, United Way's comprehensive approach and community roots mean we can find a way forward.

When you give to United Way of Dane County's Plan for Community Well-Being, 100% of your donation powers meaningful action and transforms lives. A donation from longtime supporters **Dan and Patti Rashke** and their **Dan & Patti Rashke (TASC) Family Foundation** acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.

Together, we are **The Power of Caring. Working for All.**

Be one of the ones to change lives in Dane County. **Donate today!**



2059 Atwood Avenue, Madison, WI 53704 • (608) 246-4350



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Three ways to tell United Way's story out in our community

## 3-Minute Message:

**United Way of Dane County mobilizes the caring power of our community so all can thrive.** From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility.

Imagine a future where families are healthy and strong, where all children can learn and succeed, and where everyone's needs are met. This is the future we are committed to creating through our Plan for Community Well-Being – a plan built with our community, for our community. Our vision for a brighter future focuses on improving individual and family well-being so that everyone in Dane County can lead healthy, successful and secure lives.

When you look at what makes United Way of Dane County really work, it goes beyond the numbers – it's the collective spirit of caring to solve whole problems. Through our network of caring connections – which includes hundreds of local nonprofits, businesses, community leaders, donors and volunteers – we're able to address big-picture issues no one person or organization can solve alone.

At United Way of Dane County, we come together to close gaps and open opportunities in our community. No matter the challenge, United Way's comprehensive approach and community roots mean we can find a way forward. And with our Plan for Community Well-Being and your support, we'll achieve measurable outcomes and bring life-changing solutions to our neighbors in these four areas: **youth opportunity, financial security, healthy community and community resiliency.**

When you give to United Way of Dane County, 100% of your donation powers meaningful action and transforms lives through our Plan for Community Well-Being. A donation from longtime supporters **Dan and Patti Rashke** and their **Dan & Patti Rashke (TASC) Family Foundation** acts as a powerful catalyst and amplifies the impact of your generosity by covering the administrative costs connected to undesignated, individual giving. This ensures that every penny of your gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.

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