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**United Way
of Dane County**



The Power of Caring. Working for All.

DAN AND PATTI RASHKE'S INNOVATIVE GIFT AIMS TO AMPLIFY COMMUNITY GIVING

Gift to United Way covers administrative costs for all individual undesignated donations

MADISON, WI – September 2, 2025 – Longtime Madison residents and philanthropists Dan and Patti Rashke are making a groundbreaking commitment to United Way of Dane County designed to remove barriers to giving and inspire broader community participation in philanthropy.

For the next ten years, the gift from the Dan and Patti Rashke (TASC) Family Foundation will cover 100% of administrative (operating and fundraising) costs for all individual, undesignated donations made to United Way. This ensures that every dollar given by donors goes directly to address Dane County's greatest needs.

The gift, which is expected to total between \$10 million - \$15 million, is poised to make a big difference as United Way kicks off its 2025 Annual Campaign.

"Dane County has been home to us for more than 40 years. We've raised a family and made a life here," said Patti Rashke, president and co-founder of the family's foundation. "That's why giving back to the community and inspiring others to do the same is so important to us. We've seen the results that United Way of Dane County can deliver and are excited to fuel more of that."

With the gift, the Rashkes hope to activate new donors—especially younger donors—and encourage existing donors to increase their undesignated contributions.

"In a time when individual and workplace giving is declining, we believe this model can spark a shift," said Dan Rashke, owner and chairman of the board of TASC and co-founder of the foundation. "Our goal is to empower everyday philanthropists and demonstrate that we, as a community, have the power to create lasting impact. Together, we can really lift the campaign and provide additional funds to help United Way keep doing the work that is making a difference for our neighbors."

United Way of Dane County president & CEO Renee Moe is confident that the gift will become a catalyst. "Dan and Patti's leadership is already inspiring others to lean in, and their generosity delivers a powerful message: United Way's impact is proven, efficient and strategic. Their gift shows that philanthropy can strengthen communities and accelerate solutions to the most pressing challenges. We are deeply grateful for their innovative leadership – inspiring others to give, lead and be one of the ones to create lasting change. Their example doesn't just change lives – it strengthens the fabric of our community."

The Rashkes hope this model will serve as a blueprint innovative, trust-based philanthropy. With around 1,000 United Way chapters nationwide, they see the potential for other businesses and philanthropists to replicate this innovative giving across the country.

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About the Dan and Patti Rashke (TASC) Family Foundation

The Dan & Patti Rashke (TASC) Family Foundation strives to be a catalyst for community growth such that our neighbors may have increased opportunity to achieve their full potential. We strategically invest in innovative and collaborative solutions in the areas of education, health, and human services.

About United Way of Dane County:

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. With a mission to unite the community to achieve measurable results that change lives, we work collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to multiply impact and solve big-picture issues no one person or organization can address alone. United Way holds ourselves and our partners accountable for effective use of resources and measurable results. Together, we are The Power of Caring. Working for All. Visit www.unitedwaydaneconomy.org to learn more.