

UNITED WAY OF DANE COUNTY'S COMMUNITY FUNDRAISING CAMPAIGN EXCEEDS \$18.1 MILLION

Madison, WI (May 6, 2026) – United Way of Dane County announced today that the 2025 Community Fundraising Campaign exceeded its goal, raising \$18.1 million to address the community's greatest needs. The result reflects the collective commitment of more than 13,000 individuals 7,000 volunteers and nearly 500 businesses across Dane County – a show of generosity that United Way President and CEO Renee Moe called an important moment for Dane County.

“Dane County’s donors and businesses didn’t just meet this moment, they led. At a time of shifting public funding, and rising costs of living creating growing demand for services, our community continues to show extraordinary commitment to one another,” Moe said. “Because of compassionate and strategic donors, we are able to lead at the scale this moment demands – driving measurable results and strengthening our community for the long term. Your generosity fuels [United Way’s Plan for Community Well-Being](#), so all children graduate from high school ready for success, all families can build to financial well-being and all neighbors have access to healthcare that helps them perform well in school and work and life.”

A Meaningful Investment

Thanks to the leadership of Kim Sponem, President and CEO of Summit Credit Union and 2025 Campaign Chair, along with the dedication of United Way’s Campaign volunteers and donors, our community was able to exceed the goal of \$17.5 million, ultimately raising \$18.1 million during the 2025 Community Fundraising Campaign. While this number does not meet the full scale of community need, it is a meaningful investment of voluntary support that makes measurable impact.

“Serving as Campaign Chair was a powerful reminder of what’s possible when leaders, organizations and communities align around a shared purpose,” Sponem said. “Exceeding this goal isn’t just about what we accomplished in this campaign; it’s about building momentum for the future. The need is great and the opportunity is there to help one another build stability and help people prepare for a brighter future when needed. United Way is uniquely positioned to evaluate and support programs of nonprofit entities to address four major areas of need including advancing financial security.”

Sponem has long championed initiatives that help people build financial confidence and resilience values deeply aligned with United Way’s mission.

“These dollars represent more than generosity,” Sponem added. “They represent a shared understanding and responsibility to strengthen our community for people to have the opportunity to succeed. I’m incredibly proud of Dane County and confident in what we can continue to achieve together.”

Impact of a Transformational Gift

This year's campaign was energized by a historic 10-year, \$10–\$15 million commitment from the [Dan & Patti Rashke \(TASC\) Family Foundation](#) – the largest multi-year philanthropic commitment in United Way of Dane County's history. The gift ensures that 100% of undesignated individual donations directly address the greatest needs in the community in the areas of youth opportunity, financial security, healthy community and community resilience.

“Dan and Patti's gift challenged the assumption that giving directly creates more impact than giving through United Way,” said Ginger Zimmerman, 2025 United Way Board Chair and President/Managing Shareholder at Murphy Desmond S.C. “By underwriting United Way's administrative costs, which are already highly efficient, and multiplying the impact of every donor dollar, they aimed to inspire broader community participation, especially for younger and new donors. We know people want to make a difference, and United Way offers a simple, effective way to do that through a strategic, results-driven approach. Dan and Patti's leadership sparked additional giving that helped us exceed our campaign goal, allowing United Way and partner nonprofits to deliver even greater impact in 2026.”

Because of increased giving, more dollars are being invested in effective strategies and urgent needs. Undesignated giving, a cornerstone of the Rashke's belief in trust-based philanthropy was up by **almost \$1.5 million**, allowing United Way to invest the funds where they are needed most. United Way of Dane County thanks every volunteer and donor who supported the 2025 campaign, and encourages additional participation from individuals, businesses and families this year.

A special thank you to [United Way's partner nonprofits, businesses and volunteers](#). Together, we continue to build a stronger Dane County where everyone can thrive.

If you have questions or would like to set up an interview, please contact Adam Mumm, Communications Director, United Way of Dane County at (608) 416-0401 Adam.Mumm@uwdc.org.

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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.unitedwaydanecounty.org to learn more.