

UNITED WAY OF DANE COUNTY CREATING LASTING, POSITIVE CHANGE

Southwest Madison and
Fitchburg: 75,630 Residents



6,887 Southwest Madison and Fitchburg Residents Were Helped by United Way Services in 2025.*

United Way of Dane County mobilizes the caring power of our community so all can thrive. By helping neighbors access a quality education, family-sustaining jobs and health supports, we're working to solve big-picture issues no one person or organization can address alone. Together, we are The Power of Caring. Working for All.

What We Know

In Southwest Madison and Fitchburg, **17% of families earn less than \$50,000 a year**, below the annual wages needed to afford a 2-bedroom apartment at fair market rent in Dane County.

How United Way is Helping

567 Individuals in Southwest Madison and Fitchburg Helped Through Workforce Strategies

United Way leverages partnerships and investments in nonprofits to connect participants with the resources to earn a diploma, go through industry-specific training and match with employers who support paying family-sustaining wages. Across Dane County, we helped over 500 under- or unemployed individuals gain new or better employment.

Southwest Madison and Fitchburg Need You!

We're calling on every resident to be a part of the change! Because when more of your neighbors have the support they need to succeed, our entire community is better positioned to thrive.

United Way is your way to make a lasting impact. By giving to United Way, you ensure 100% of your donation goes directly to addressing the most pressing challenges facing our neighbors, and the most effective responses. **Donate today at unitedwaydanecounty.org.**



www.unitedwaydanecounty.org • 2059 Atwood Avenue, Madison, WI 53704



UNITED WAY
Dane County

* May include individuals who access services through multiple agencies. Data from U.S. Census Bureau American Community Survey, 5 year estimates (2020-2024), Zip Code Tabulation Areas 53711 and 53713, Tables DP05 & S1901; 2024 Fair Market Rent of \$1,372/month, from U.S. Department of Housing and Urban Development, Dane County; affordability based on spending no more than one-third of household income on rent; and United Way of Dane County 211 and Partner Nonprofit Reports.