

UW CREDIT UNION FINDS PERFECT MATCH WITH UNITED WAY OF DANE COUNTY



From left to right: UW Credit Union employees at United Way of Dane County's 2020 Community Celebration and Paul Kundert, president & CEO, UW Credit Union.

An engaged workforce is critical to any organization's success, especially during these uncertain times. In 2020, UW Credit Union is answering the call to amp up its employee and community engagement strategies by aligning with United Way of Dane County, its philanthropic partner of choice for more than 10 years.

"Our business mission is to improve the financial well-being of people," says Paul Kundert, president and CEO of UW Credit Union. "But we have a social mission, too. Younger workers, especially, have a high expectation of their employers. They want to feel like they're working for an organization that is making an impact in the community, and United Way is a great way to broadly connect."

UW Credit Union's social mission aligns with United Way's vision — to create a Dane County where everyone can succeed in school, work, and life. Now more than ever, the rebuilding of the community in the midst of a global pandemic is a priority for both organizations. Partnering with United Way brings employees together and gives them an opportunity to give, advocate, and volunteer.

To incentivize giving, the credit union matches employee donations through regular automatic payroll deductions. It encourages employees to volunteer their services by answering calls to United Way's 211 information and referral service, working at food

banks, and assisting in other roles. It also sponsors in-house special events such as chili cook-offs and silent auctions, with proceeds going to United Way.

UW Credit Union raised more than \$300,000 during its 2019 employee giving campaign, which included a 6% increase in the average gift amount. That was enough to place the cooperative — with approximately 620 employees in the Madison area and 730 statewide — in the top 10 among total employer campaigns. "We have entire departments getting out of their offices, putting on gloves and hairnets, and spending half a day breaking down giant boxfuls of trail mix into smaller family-size packages," says Kundert, recounting one of his own recent community volunteering experiences.

UW Credit Union's philanthropic efforts totaled \$1 million in 2019, with much of that going to United Way of Dane County and Milwaukee County. Meanwhile, 2020 is a landmark year for this partnership, with Kundert at the helm of United Way of Dane County's 2020 Campaign. Kundert suggests companies that would like to get involved first develop or fine-tune their strategies for employee recruitment and engagement. "Then sit down with United Way, share those ideas, and see if there's a connection," he says. "I really encourage organizations to consider workplace giving and workplace volunteering through a partnership with United Way."

**United Way
of Dane County**



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HOW TO GET INVOLVED

Mission: Unite the community to achieve measurable results and change lives.

Individuals: Join thousands of community members working to build well-being in Dane County! Everyone is invited to be a part of the change by giving, advocating, and volunteering. To find out about opportunities to give, volunteer or share our message, please visit www.unitedwaydanecounty.org.

Corporations: United Way is not only responsible for the strategic investment of resources, but also for leading the community in education and engagement. It can design the perfect engagement path for your employees through volunteer projects, workplace campaigns, and more. Email communityengagement@uwdc.org to find out more.

CONTACT

United Way of Dane County
2059 Atwood Ave.
Madison, WI 53704
unitedwaydanecounty.org

LEADERSHIP

Renee Moe
President & CEO



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