

## United Way Invests More Than \$19.5 Million Locally

### *Investments Will Strengthen Community Partnerships and Stabilize Local Families*

Madison, WI (March 27, 2019) – Thanks to the incredible generosity of Dane County’s “Champions for Change” -- the more than 30,000 donors, businesses and partner agencies who gave to United Way in 2018 – we are thrilled to announce the investment of **\$19,526,101** into our community this year. These dollars, invested by volunteers, are going toward programs and strategies that encourage agency collaboration and achieve measurable results in the areas of education, income and health. These investments ultimately strengthen families and our entire community.

This total reflects the achievement of the community’s 2018 campaign goal of \$18.85 million, thanks to the leadership of Campaign Chair Corey Chambas (First Business President & CEO), as well as success in securing additional funding through grants, major gifts and other opportunities (led by Lau Christensen, Christensen Associates Chair Emeritus).

Investment decisions are based on the work of our Vision Council and Community Solutions Teams volunteers led by Chair Barbara Nichols (Wisconsin Center for Nursing). **United Way invests in more than 140 life-changing programs. These investments show the depth and breadth of the innovative work our community’s generosity makes possible:**

- **\$464,600** will be invested in expanding our FACE-Kids and CBITS (Cognitive Behavioral Intervention for Trauma in Schools), which provides therapist-led school-based group services to Dane County children and youth with a wide range of behavioral health needs. Topics covered include anxiety, depression, grief and loss, self-esteem, and anger management. *Goals include improved academic success and graduation rates.*
- **\$453,400** will help support Early Childhood Zones public-private partnerships. Early Childhood Zones provide multi-generational support to families in Madison’s Leopold and Northside neighborhoods and Sun Prairie. The zones support families of young children through home visiting, employment/education/housing and health services. They are a collaboration between Dane County, United Way, City of Madison, Oscar Rennebohm Foundation and others. *Goals include reduction of poverty, increase in family self-sufficiency and increased Kindergarten-readiness.*
- **\$165,000** will go toward implementing a child care pilot for families who are co-enrolled in the Early Childhood Zones and/or United Way’s HIRE Initiative, in partnership with 4-C (Community Coordinated Child Care). Our HIRE Initiative is made up of many business and nonprofit partners in Dane County who are working together to help companies hire and people find and keep jobs. With these dollars, low-income parents will be able to access high quality child care that allows them to participate in job training and employment programs or transition to employment. *Goals include reduction of poverty, increased family self-sufficiency, higher wages and increased talent pipeline for businesses, as well as increases in Kindergarten-readiness.*
  - “The child care subsidy pilot will embrace a holistic approach to helping the entire family unit become more stable,” explains Jody Barnick, Executive Director of 4-C. “Children will be linked to consistent, quality child care and their parents will have peace of mind while completing training programs and obtaining employment. Partnering child care with United Way’s HIRE Initiative is incredibly powerful and will create such a positive impact for our communities.”
- **\$81,000** will provide newly created stipends for adults seeking job training and employment through the HIRE Initiative. These stipends will offset the costs of transportation and other expenses for participants.

Thank you to American Family Insurance for targeting these resources toward this critical need. *Goals include reduction of poverty, increased family self-sufficiency, higher wages and increased talent pipeline for businesses.*

- \$75,000 will provide case management to help families remain stably housed at the Tree Lane affordable housing development. Case managers work with families to achieve each family’s goals. This may include providing connections to important resources such as financial coaching, employment opportunities, schools and early childhood options. *Goals include reduction of family homelessness and increased stability to decrease return to shelter system, along with increased education, employment and health outcomes.*

“It’s inspiring, and even somewhat amazing, to see how our community comes through to invest in our neighbors,” Chambas says. “By volunteering with United Way, I have learned so much about our community and how these dollars will make a huge impact on the root causes of issues we face, making Dane County a better place to live for all.”

“United Way mobilizes the caring power of our community to create measurable change,” adds Renee Moe, President and CEO of United Way of Dane County. “We are incredibly grateful to our community’s Champions for Change -- including all donors, non-profit agencies and businesses – who partner with United Way. The power of many coming together to invest in our children, workforce and older adults creates a stronger, safer, thriving community that benefits every resident.”

**United Way of Dane County is currently accepting proposals for 2019-2020 funding. If you’d like your programs to be reviewed by volunteers this year, please visit [www.unitedwaydanecounty.org/investment-process](http://www.unitedwaydanecounty.org/investment-process) to see if your organization qualifies and for more information.**

### 2019 United Way Investments at a Glance

Agenda for Change	Amount
Children are cared for and have fun as they become prepared for school	\$1,747,851
All students succeed academically and graduate from high school, prepared for higher education, career, and community	\$2,181,165
There is a decrease in family homelessness	\$2,132,612
More people are on pathways out of poverty (includes HIRE, Journey Home and Strong Roots)	\$1,549,926
People’s health issues are identified and treated early	\$1,051,477
Seniors and people with disabilities are able to stay in their homes	\$910,768
Engage our community, mobilize volunteers & strengthen local nonprofits	\$75,000
Donor Designations	\$3,571,630
Health Funding (includes HealthConnect)	\$2,225,363
<b>Agenda for Change Total</b>	<b>\$15,445,792</b>
UWDC Services to the Community (includes United Way 2-1-1)	\$2,750,309
Distributions to Umbrella Federations	\$1,330,000
<b>Total Program Expense</b>	<b>\$19,526,101</b>

FOR IMMEDIATE RELEASE  
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**About United Way of Dane County:**

United Way of Dane County fights for the education, financial stability, and health of everyone in Dane County. Through strategic partnerships and collaborative work, United Way brings the many voices of Dane County together to find common ground, develop a strategic architecture for change, and make measurable progress, while engaging organizations and individuals to give, advocate and volunteer to change lives in Dane County.