

UNITED WAY OF DANE COUNTY CALLING ON COMMUNITY TO PARTICIPATE IN END-OF-YEAR GIVING CAMPAIGN

Madison, WI (December 19, 2023) – On September 18, 2023, United Way of Dane County kicked off the 2023 Community Campaign, announcing a goal of \$18.1 million for Dane County neighbors. This goal fuels nonprofits across Dane County doing critical work to respond to poverty, pandemic effects and instability. We have raised \$9.6 million and need your help. **We're calling on every Dane County resident to make a year-end gift to help us create more opportunities for our neighbors.**

"At United Way of Dane County, we know there are a lot of great services and programs in our community. But we're better together," says Renee Moe, President & CEO of United Way of Dane County. "When you give to United Way, you're amplifying opportunities for children to succeed in school, adults to get good-paying jobs, families to have affordable housing and everyone in our community to have access to quality health care. In short, you're helping to uplift family well-being – making our community a better place to live, for all."

For more than 100 years, United Way has evolved to meet the changing needs of our community. And we're innovating forward with the Plan for Community Well-Being – a plan built with our community, for our community. This vision for a brighter future focuses on increasing individual and family well-being so that everyone in Dane County can lead healthy, thriving and secure lives – making our entire community stronger and better positioned to thrive.

But, while we're confident in the progress we're making with our partners in the areas of education, income and health, we know needs far outweigh the resources available. Too many people are struggling to meet their basic needs, and too many kids are falling behind in school. In fact:

- 10.8% of our population lives in poverty (58,000+), which would fill ¾ of seats at Camp Randall.
- Only 42.9% of third grade students are reading at grade level, which would fill The Sylvee with kids who are reading at or below basic levels.
- Food and rent assistance calls are up 80% over this time last year.
- Rent prices in the Madison area are increasing faster than any other of the nation's top 100 cities.

"United Way coordinates efforts across the community, collaborating with hundreds of local nonprofits, businesses, volunteers, families and donors to address big-picture issues no one person or organization can solve alone," says Pete Vogel, President and CEO of Vogel Bros. Building Company, 2023 United Way Campaign Chair. "When United Way doesn't meet their campaign goal, the whole community feels it. Less dollars in means less dollars multiplied to help real neighbors lead healthy, thriving lives. So, this holiday season, I encourage you to give – any amount you can, according to your means – to help us reach our goal and build a brighter future, together."

FOR IMMEDIATE RELEASE

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United Way
of Dane County



The Power of Many. Working for All.

There's still time to make a difference! **Please consider making a tax-deductible, year-end gift before midnight on December 31 so we can create more opportunities for real families right here in Dane County.**

Visit www.unitedwaydanecounty.org to learn more and make a donation today. For media inquiries and/or to schedule an interview with members of our campaign team, please contact Ashley Manthei, Director of Communications, United Way of Dane County at (608) 416-0401 or Ashley.manthei@uwdc.org.

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About United Way of Dane County:

For more than 100 years, United Way of Dane County has led in mobilizing the community to address our toughest issues and spark lasting, generational change. With a mission to unite the community to achieve measurable results that change lives, we are committed to being a catalyst for inclusion and systemic change – working collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to solve big-picture issues no one person or organization can address alone. Together, we are The Power of Many. Working for All. And we invite every Dane County resident to be a part of the change we all wish to see. Visit www.unitedwaydanecounty.org to learn more.