

The Community's Campaign Raises \$18 Million with United Way of Dane County

Additional \$24.6 million raised to close out a successful Centennial year, fueling the next century.

Madison, WI (March 2, 2023) – Thanks to more than 20,000 individuals and 500 businesses across Dane County, our community was able to raise \$18 million during our 2022 Community Fundraising Campaign. And an additional \$24.6 million was raised through our Centennial efforts!

Last night, United Way of Dane County hosted a Centennial Celebration, with nearly 900 community members joining us at the Monona Terrace. At this event, we celebrated the community's generosity – not only in 2022, but in the entirety of our 100+ year history – giving thanks to numerous partners for making real, measurable change possible in Dane County. And we officially launched into the next century!

"The community's incredible generosity is how we and our partners are able to innovate and better serve local families and individuals, together," says Renee Moe, President & CEO of United Way of Dane County. "Moving forward, we will continue to mobilize the caring power of our community to spark lasting, generational change that lifts up families across Dane County! Because we know that family well-being is community well-being. And it takes every one of us to care and act to make our community strong."

"There is no other organization that is better positioned to coordinate efforts across the community the way that United Way does," says Jeff Keebler, President and CEO of Madison Gas and Electric; 2022 United Way of Dane County Campaign Chair. "We are so grateful to every individual and organization who, despite ongoing economic challenges, have chosen to invest their hard-earned dollars with United Way. Thanks to the success of last year's campaign, United Way is empowered to fund hundreds of local nonprofits who work collaboratively in measurable, accountable ways – responding to critical needs and investing in root causes to help us all be stronger."

Giving to United Way through the community campaign amplifies impact six times or more. In fact, for every dollar that goes through us, our army of volunteers is enabled to find six more dollars through a network of caring connection – allowing us to focus on not only helping our neighbors today, but solving long-standing issues. With these dollars, we're able to support more than 550 nonprofits – including 112 local organizations and 52 local programs working to address the greatest needs in 2023.

While we were thrilled to celebrate our collective impact through the community's campaign, we also wish to extend special thanks to all those who made our Centennial year such a success. Last year, American Family Insurance generously established a Corporate Challenge Grant, pledging two \$2.5 million gifts to be matched by other corporate partners in Dane County. This gift was meant to inspire local businesses to unite in effective community change – and several companies stepped up to the plate!

Leading the way were our Centennial Champions, including American Family Insurance, TASC, Madison Gas and Electric and Exact Sciences. Also stepping up were our Centennial Partners, including CUNA Mutual Group, National Guardian Life Insurance Company, Sub-Zero Group Inc., Ascendium Education Group, BMO Harris Bank, Alliant Energy, Oscar Rennebohm Foundation and Springs Window Fashions.

This matching challenge will endow our Community Resource Hubs – including United Way 211 and our Volunteer Resource Center – to further increase our ability to innovate and be a catalyst for change for the next century. Additionally, through more than 100 generous donors, including Tocqueville Legacy Circle commitments (planned gifts of \$250,000+), an additional \$14.3 million was raised for the United Way of Dane County Foundation, bringing our Centennial total to \$24.6 million!

“It was an absolute honor to serve as the Chair for United Way’s Centennial year,” says Londa Dewey, CEO of The QTI Group; United Way of Dane County Centennial Chair. “The community really stepped up to help fuel United Way’s future work to support Dane County families to achieve the building blocks of a stable, successful life: a quality education, family-supporting jobs and health supports. I want to express my deepest gratitude to every person and organization who participated in our Centennial efforts, making it possible for us to not only celebrate the past, but launch into the future. Together, we really are The Power of Many. Working for All.”

At last night’s event, we also announced our new Plan for Community Well-Being – which is an evolution of the work we’ve been doing for more than two decades through The Agenda for Change. This new plan aims to increase family well-being so that all families in Dane County lead healthy, thriving and secure lives that meet their own defined goals. By focusing on early childhood, education, income and health, we will continue to bring together hundreds of local organizations to advance collective impact and achieve even greater results, together. To learn more about our Plan for Community Well-Being, visit [our website](#).

Thank you to our Celebration event sponsors, led by presenting sponsor, Madison Community Foundation, and First Business Bank, Hooper Corporation, Madison Gas and Electric, Godfrey & Kahn, UW Credit Union, Herzing University, J.H. Findorff & Son Inc., Johnson Financial Group, JP Cullen, Madison College, Vogel Bros. Building Co., Wipfli, Ascendium Education Group, Baird, M3 Insurance, McClone Insurance and WKOW, as well as additional sponsors Leslie Ann Howard, The QTI Group, Dr. Gloria Ladsen-Billings, Jay and Katie Sekelsky, Ginger Zimmerman, Martha Stacker, PhD., Mark Koehl and Jessica Schwantes.

2022 United Way Campaign Award Recipients

To see a full list of award recipients, honorable mentions and additional volunteer recognitions, visit [our website](#).

Companies who generated the most dollars for Dane County:

- American Family Insurance
- Exact Sciences
- Partners in Giving: State, UW-Madison, and UW Health Employee Combined Campaign
- CUNA Mutual Group
- BMO Harris Bank
- Sub-Zero Group Inc.
- Zimbrick, Inc.
- Madison Gas and Electric
- Christensen Associates
- Baker Tilly US, LLP

Accelerating Impact Awards: Ascendium Education Group, BMO Harris Bank, Foth Companies-Madison, Hausmann Group, Sub-Zero Group, Inc., Wisconsin Medial Society

Celebrating companies who grew their financial impact most (through overall dollar amount and percentage) to create positive change in our community.

The Power of Many Award: Big Brothers Big Sisters of Dane County, Buttonwood Partners, Inc., Sentry Insurance, University Book Store, Vogel Bros. Building Co.

Recognizing companies who emphasized employee participation in honor of our Centennial year, unlocking matching funds and engaging more people in supporting our community.

Engagement Beyond the Pledge Award: IFF, John Deere Financial, Partners in Giving (State, UW and UW Health Employee Combined Campaign)

Celebrates companies who went above and beyond the campaign, growing their impact.

Innovation Award: Demco, Rural Mutual Insurance Company, Sentry Insurance

Recognizes companies who are most committed to raising awareness and resources through new and creative strategies.

Advocate in Action Award: David Kreuser, Zimbrick, Inc.; Jody Stollendorf, Summit Credit Union; Jill Wipfli, American Family Insurance.

Celebrating three campaign volunteers who are passionate about giving back, enthusiastic about engaging others and inspiring everyone to give, advocate and volunteer.

Collaboration Award: Community Banks Partnership (Bank of Sun Prairie, Capitol Bank, DMB Community Bank, First Business Bank, Johnson Financial Group, Lake Ridge Bank, One Community Bank and U.S. Bank)

Recognizing United Way partners who serve our community and facilitate collaborative action leading to meaningful change.

Give United Award: Truity Partners, LLC

Celebrates a company who joined our United Way family in 2022.

Leading the Way Award: First Business Bank, Hy Cite Enterprises, LLC, J.H. Findorff & Son Inc.

Celebrates three companies who are creating opportunities for employees to Lead United in their careers and through their philanthropy.

If you have questions or would like to set up an interview, 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.