



# Rise to the Challenge: United Way Centennial Matching Opportunity

For nearly 100 years, United Way is how the community comes together to change lives.

With the support of Dane County's business community, we have:

- Invested in our community's most pressing needs
- Pivoted and responded to emergencies across Dane County
- Accelerated giving and amplified collective impact

With your help, we can continue to innovate and address our community's ever-evolving needs for another 100 years!



**LEAD UNITED**  
UNITED WAY OF DANE COUNTY

**Join the participation challenge:** We've challenged companies across the community to grow employee participation over three years – for each company who reaches their goal, matching funds will be unlocked to impact the community for generations to come.

**Lead the way:** Our Lead United donor network represents leaders who are invested, compassionate and focused on understanding Dane County's critical issues and achieving professional growth. Donors who give \$1,000 or more each year are members of Lead United, but you can become a member today through the **Lead United Step-Up Challenge** – committing to grow your annual gift to \$1,000 or more over the next three years. Here's how it works:

**Step 1: Make a gift of \$500 or more** and join the Lead United Step Up Challenge today. Your gift will unlock matching funds to make up the difference and amplify your impact to reach \$1,000.

**Step 2: Commit to a gift of \$750 or more in 2022**, unlocking matching funds to boost your impact to \$1,000.

**Step 3: Commit to a gift of \$1,000 or more in 2023**, supporting real, measurable change for local families.

Will you commit to being a part of the change right here in Dane County? Commit to the Lead United Step-Up Challenge on your pledge form or through the ePledge portal.

Learn more at [www.unitedwaydanecounty.org/leadunited](http://www.unitedwaydanecounty.org/leadunited)