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!

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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)