

FOR IMMEDIATE RELEASE

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United Way
of Dane County



The Power of Many. Working for All.

United Way of Dane County Earns Coveted 4-Star Rating From Charity Navigator

Madison, WI (September 21, 2021) – United Way’s strong financial health and commitment to accountability and transparency have earned it a 4-star rating from Charity Navigator, America’s largest independent charity evaluator. This is the 11th consecutive time that United Way has earned this top distinction.

Since 2002, using objective analysis, Charity Navigator has awarded only the most fiscally responsible organizations a 4-star rating. In 2011, Charity Navigator added 17 metrics, focused on governance and ethical practices as well as measures of openness, to its ratings methodology. These Accountability & Transparency metrics, which account for 50 percent of a charity’s overall rating, reveal which charities operate in accordance with industry best practices, and whether they are open with their donors and stakeholders. Attaining a 4-star rating verifies that United Way of Dane County exceeds industry standards and outperforms most charities in our area of work – only 2 percent of charities evaluated have received at least 11 consecutive 4-star ratings.

“United Way of Dane County’s exceptional 4-star rating sets it apart from its peers and demonstrates its trustworthiness to the public,” according to Michael Thatcher, President & CEO of Charity Navigator. “Only a quarter of charities rated by Charity Navigator receive the distinction of our 4-star rating. This adds United Way to a preeminent group of charities working to overcome our world’s most pressing challenges. Based on its 4-star rating, people can trust that their donations are going to a financially responsible and ethical charity when they decide to support United Way.”

“It’s important that our donors trust that we’re using their hard-earned dollars wisely to support more families and individuals as they work toward well-being – building a Dane County where all can succeed in school, work and life,” said Renee Moe, President & CEO of United Way of Dane County. “We’re so proud to have received our 11th consecutive 4-star Charity Navigator rating! As the highest possible rating, we feel confident and well positioned to execute our mission in a financially efficient and effective way.”

United Way of Dane County’s rating and other information about charitable giving are available free of charge on www.charitynavigator.org. More-detailed information about United Way’s rating is available to Charity Navigator site visitors who become registered users, another free service.

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About United Way of Dane County:

United Way of Dane County has been tackling Dane County’s toughest challenges for nearly 100 years. With a mission to unite the community to achieve measurable results and change lives, we are committed to building a Dane County where everyone can succeed in school, work and life. Through strategic partnerships and collaborative work, United Way brings the many voices of Dane County together to find common ground and develop a strategic architecture for change, while engaging businesses and individuals to give, advocate and volunteer in Dane County. Together, we are The Power of Many. Working for All.

About Charity Navigator

Charity Navigator, www.charitynavigator.org, is the largest charity evaluator in America and its website attracts more visitors than all other charity rating groups combined. The organization helps guide intelligent giving by evaluating the Financial Health and Accountability & Transparency

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of more than 8,000 charities. Charity Navigator accepts no advertising or donations from the organizations it evaluates, ensuring unbiased evaluations, nor does it charge the public for this trusted data. As a result, Charity Navigator, a 501 (c) (3) public charity itself, depends on support from individuals, corporations and foundations that believe it provides a much-needed service to America's charitable givers. Charity Navigator, can be reached directly by telephone at (201) 818-1288, or by mail at 139 Harristown Road, Suite 101, Glen Rock, N.J., 07452.