Inspired individuals – transformed communities

Tocqueville Society Fireside Chat
The 2020 Tocqueville Society Award will be presented to Dan and Patti Rashke in honor of their generosity and commitment to United Way and our community.

Event Schedule

5:45 pm Virtual Doors Open

6:00 pm Your Impact in our Community

6:30 pm Recognition Program, Honoree Remarks and Virtual Table Conversations

7:15 pm Closing Remarks
Dear Fellow Tocqueville Members,

2020 has been a year of many firsts and this year’s United Way of Dane County Tocqueville Society Dinner is no exception! I want to welcome you to the 2020 United Way of Dane County Tocqueville Society (virtual) Fireside Chat. I am honored to serve as the host for this year’s celebration. And, I want to especially thank you for all that you do to make Dane County a place where everyone can succeed in school, work and life during these trying times for so many in our community. Special thanks to J.H. Findorff & Son Inc. for their generous support in sponsoring this evening’s event.

Tonight is an opportunity to celebrate the collective impact of our Tocqueville gifts of time, talent and treasure while we also recognize the new members who’ve joined since last year’s Reception, the longtime support of our 10-Year members and the sustaining gifts endowed by Tocqueville Legacy Circle members.

This evening we celebrate 2020 Tocqueville Society honorees, Dan and Patti Rashke, who personify the spirit and values of United Way’s Tocqueville Society. It is an honor to highlight their commitment to United Way and our Dane County community through their dedication, generosity, energy and innovative spirit.

Dan and Patti joined the Tocqueville Society in 2004 and are members of the Million Dollar Roundtable. Today, our Tocqueville Society includes more than 240 households and continues to grow. Together we are the driving force of United Way’s mission – and during this unprecedented time our collective impact is more important than ever. Because of you, families are able to obtain and maintain stable housing, children have access to programs that enable them to succeed in school, older adults stay safe in their homes – all of which results in more families on pathways toward stability and well-being.

Congratulations again to Dan and Patti for this well-deserved honor and thank you to all Tocqueville Society members. Together, we are The Power of Many. Working for All!

Betty Bergquist
West Region Sales – Vice President
American Family Insurance
Patti and Dan Rashke’s story is one of family, philanthropy and innovation. Often those three aspects of their life are interconnected, amplifying the positive impact they have in our community. We are grateful for the Rashkes’ steady and generous partnership, their volunteer leadership and their dedication to serving others. It is a sincere privilege to celebrate Dan and Patti Rashke as the 2020 United Way of Dane County Tocqueville Society Honorees.
Dan and Patti were both born in Milwaukee, and perhaps thanks to a little serendipity, both of their families moved to Amherst in Portage County. Their small-town upbringing shaped the way they came to view serving others. “When you live in a little farm community, you adopt that ‘barn raising’ mentality and help out if something happens to a neighbor,” Dan explains.

After attending different high schools, Dan and Patti each made their way to Madison as young adults starting their careers. They reconnected through a mutual friend in the late 1980s. “Dan would be my plus one to weddings because he had some awesome moves on the dance floor,” Patti recalls. The couple continues to complement what each other brings to life’s adventures and celebrated 28 years of marriage this September.

The Rashkes and their family-owned company TASC *(Total Administrative Services Corporation)* have invested greatly to improve the health, wealth and well-being of their customers, employees and communities where they live and do business. Dan’s father, Don Rashke, started an insurance and estate planning company in 1975 originally meeting the unique needs of farm families. Now in its 45th year, TASC has grown to become the nation’s largest privately-held third party benefits administrator with more than 1,600 employees serving people in all walks of life as well as their for-profit, nonprofit and public (government) employers.

Dan formally joined his father full-time in 1983. The business became known as TASC in 1995, the year that Dan became President & CEO and further established the business in Madison as he saw the long-term value to the company and to its employees. With the energy and curiosity that the University sparks, as well as the opportunities for cultural enrichment and strong economic base, “I think we will always call this home,” states Dan. Living here also means that their focus on family and philanthropy can thrive.

Once the company grew to a few dozen employees in the late 1990s, Dan decided to launch their first United Way workplace campaign. “In my view, TASC is an enabler and a job creator. It can deliver services that take burdens off people. It can deliver tax savings that could
then go into people’s hands that they can spend in the community,” Dan says. “Through it all, we always had a degree of servanthood built into the values of the organization – a genuine concern for our customers, our employees and our community.” Since 1996, TASC’s United Way of Dane County workplace support exceeds $2 million! Making giving more efficient, accessible and fun, has motivated TASC to be among the first to invest in a move to digital engagement for employees including virtual kickoff experiences. Along with giving financially, employees are encouraged to donate their time and talents to nonprofits and civic activism with the “dollars for doers” incentive and 40 hours of paid time off to volunteer.

Patti’s career is notable for 15 years in the banking and major healthcare industries as a financial analyst and manager, including roles at M&I Bank and Meriter. While with Meriter, Patti gave to United Way through payroll deduction and helped to coordinate the hospital’s United Way employee campaign. In 1999, she left the traditional workforce to care for son Quinn (now a process engineer in Milwaukee and married to Ellie who is an elementary school teacher) and daughter Tia (now pursuing her Master’s in Pastoral Studies-Healthcare Chaplaincy in Chicago), and so that she could be more actively engaged with the TASC “family.”

When Dan and Patti became United Way leadership givers, Dan attended his first United Way event, a Key Club Breakfast. The program topic was on health-focused initiatives, and from that small gathering Dan
was recruited to join the Key Club Committee. The family has been actively involved with United Way ever since — bringing passion and an entrepreneurial spirit to our work and creating positive, lasting change.

Why invest so generously in United Way? “It’s the ability of United Way to pull together the public, private and nonprofit sectors. It is that interconnectivity across the ecosystem that really sets United Way apart,” Dan explains. “It is no different than when I invest in my 401(k). I don’t proclaim to be an expert on how to make good investment decisions. I put it in the hands of fund managers who know what they’re doing. United Way’s knowledge comes from convening diverse stakeholders to fully understand what’s causing our community’s toughest issues. Their collaborative approach ultimately results in strategies for lasting change.”

By 2006, Dan served as the Key Club Chair bringing his savvy with metrics and strategy, commitment to community and innovative approach. A few years later the Rashke family hosted the Picnic with Pizzazz in their Blackhawk neighborhood featuring live music, games, food and United Way engagement. It harkened back to United Way’s roots when block captains raised funds by connecting with friends. That picnic is a prime example of how Dan and Patti seek out-of-the-box ways to fulfill community needs, and for United Way their personal imprint is significant.

As chair of our Self-Reliance and Independence Community Solution Team (CST) more than a decade ago, Dan also had a seat on the United
Way Board of Directors. Through the CST and participation on the Safe and Healthy Aging Delegation, Dan helped put together the pieces of the puzzle that led to our work with falls prevention and adverse drug events. The comprehensive medications review approach is now a model that is replicated across the country. He helped us take a seed of an idea and grow it to a national model.

Along with discussing strategies and the big picture, he always brings his marketing instinct. Dan recommended that the Agenda for Change card be smaller so it could fit in someone's pocket, readily available to share with others. Dan's message that giving to United Way is “1+1 = 3” illustrates how United Way leverages and amplifies every dollar donated with community expertise and relationships, and that financial gifts are boosted when our community is inspired to volunteer.

While Dan has been active inside the Anderson United Way Center, Patti and their kids have consistently been out in the community volunteering for various organizations and on community boards. While volunteering for Days of Caring either as members of the TASC employee team or with Tocqueville Society members, they have helped build homes, renovated apartments, packaged food, cleaned/painted childcare agencies and much more. Patti can attest that philanthropy is a learned behavior strengthening generations.
When chairing the community campaign in 2015, Dan engaged his workforce, family and circle of friends in creative, new ways. Every campaign cabinet meeting and special event embraced the theme “Revenue Rocks” with a D.J. or even a live band motivating volunteers and donors. Dan emphasized that the United Way Campaign is everyone's campaign, and recognized that contributions may come as annual participation, major gifts or endowment support with United Way Foundation. No matter the bucket, it all adds up to resources to advance the mission. Patti and Dan championed Your United Way, widening our circle of major investors whose gifts were matched by the Dan and Patti Rashke (TASC) Family Foundation. The Rashkes’ innovative approach, energy and volunteer leadership raised more than $18.6 million that was re-invested in our community!

In establishing the Dan and Patti Rashke (TASC) Family Foundation in 2009, they created a vehicle to be even more intentional and impactful with their philanthropy. A major commitment was to United Way’s Million Dollar Roundtable (MDR) which combines their annual contributions, the Rashke Fund in the United Way Foundation and a planned gift. They are one of our seven Dane County MDR members. The Rashke children now serve on the family foundation board and actively participate in grant-making decisions and guiding the overall family enterprise's giving philosophies.
TASC has served on United Way’s HIRE Employer Council since its inception. This collaborative initiative creates pathways toward stability through family-sustaining jobs and has helped more than 3,000 community members secure employment. TASC has partnered with the YWCA of Madison in the ground-breaking Driving Customer Service career training program, hiring graduates for TASC’s call center team and with YWeb Career Academy, hiring graduates to work as web developers.

Dan and Patti co-founded The Greater Give, a nonprofit organization created to compel more giving by cultivating a movement of shared responsibility in the workplace. They believe that one of the keys is to enact change through legislation, and their advocacy has made possible the introduction of the Everyday Philanthropist Act. This bi-partisan bill aims to increase charitable giving by empowering workers to give back with a Flexible Giving Account — a pre-tax payroll deduction that would allow employees to lower their income taxes and employee/employer payroll taxes, incentivizing employers to further enable workplace giving, by giving to charity. The Rashkes are also supportive of United Way’s recent Coronavirus relief efforts, saying “Our hope is that we as a society learn from this pandemic and design a better communal safety net.” They point to needed federal policy changes that could stem from the response to the crisis.
The Rashkes’ belief in the power of philanthropy has earned accolades notably with TASC named the 2014 Outstanding Business and Dan honored as the 2018 Outstanding Philanthropist by the Greater Madison Chapter of the Association of Fundraising Professionals. Their family, their employees and their foundation proudly support hundreds of organizations including United Way and our partner agencies. The Rashkes explain that their philanthropic efforts are strategic. “We aim to and have invested in innovation and collaboration in the areas of education in early childhood and less privileged, health through the three Madison healthcare systems and their supporting organizations and also human services such as basic needs, homelessness and food insecurity.”

All of these successes and accolades are certainly testimony to Dan and Patti’s many and significant contributions. However, it is in the small moments that their love of community and each other perhaps speaks loudest. “Dan and Patti represent the best of what it means to be philanthropists,” reflects Renee Moe, United Way President & CEO. “They bring their whole selves to a cause through thought leadership, hard work, heart and financial support. Often, all of those resources at the same time. When they believe in your mission, they inspire innovation, other donors and positive impact.”

On behalf of United Way of Dane County, we are grateful for Dan and Patti Rashke’s deep and steadfast support of our entire community’s family.
2020 Tocqueville Society Leadership Team

Chair: Betty Bergquist
Vice Chair: Jeffrey A. Tubbs
Darrell W. Behnke
Frank D. Byrne
Lau Christensen
Corey A. Chambas
Walter Dewey
Michael Dillis
Greg A. Dombrowski
Patrick M. Finley
Clayton J. Frink
Jac B. Garner
Jim E. Hartlieb
Kimberly S. Herlitzka
Bradley L. Hutter
Janet P. Loewi
Mary Lynch
Rich Lynch
Gregory S. Rademacher
Thomas G. Ragatz
Dan N. Rashke
Dave K. Stark
Dorothy L. Steffens
Mike E. Victorson
Thomas A. Walker
Ginger F. Zimmerman

Thanks to all our members who volunteer on behalf of the Society as well as a special thanks to our newest and 10-year members.

Newest Members
Asya Alexandrovich and Maxim Vavilov
Purna Byraiah and Erwan Quintin
Christopher and Trish Cain
Chris and Amy Copeland
Anthony and Jamila Hudson
Erik and Amy Johnson
Lee and Cindy Kobza
Graham and Carol Lidgard
Chelsea and Nathan Metzger
Tyrone and Crystal Muse
Knut Olson
Alisa and Tim Robertson
Peter and Karin Settel
Michael Zimbrick
Ginger Zimmerman

10-Year Members
Shelly Alexander
Gerry and Vicki Benusa
Pat and Barb Finley
Kim and Tim Herlitzka
Patricia Kampling
Sean and Stacy Laborde
Doug Nelson and Audra McGuire
Brad and Nicky Niebuhr
Marian and David Quade
Scott and Vicki Seymour
Tim and Lori Stadelman
Previous Tocqueville Society Award Recipients

1992  Oscar G. and Rosalie H. Mayer
1993  Irwin A. and Robert D. Goodman
1994  Jerry M. and Dorothy Hiegel
1995  Eugenie Mayer Bolz
       Family Foundation
1996  The Frautschi Family
1997  Elaine E. Davis and Erroll B. Davis, Jr.
1998  Loren D. Mortenson Family
1999  Jean Manchester-Biddick
2000  Judith Dion Pyle and
       Thomas F. Pyle, Jr.
2001  Don and Marilyn Anderson
2002  Dale and Lila Mathwich
2003  The Zimbrick Family
2004  Doug and Katie Reuhl
2005  Thomas G. and Karen C. Ragatz
2006  Jack DeLoss Taylor Charitable Trust
2007  Hal and Christy Mayer
2008  The Stark Family
2009  The Bakke and Schwartz Families
2010  The Levy Family
2011  The Steinhauer Family
2012  The Evjue Foundation, Inc.
       Charitable arm of The Capital Times
2013  Lau and Bea Christensen
2014  Mari and Gary Wolter
2015  Londa and Walter Dewey
2016  Doug and Norma Madsen
2017  Rich and Mary Lynch
2018  Jack and Sarah Salzwedel
2019  Edye and Jac Garner

Previous Tocqueville Society Chairs

1990, 1991  Jerry M. Hiegel
1992  Jerry Frautschi
1993  John Zimbrick and Don Anderson
1994  Jean Manchester-Biddick
1995  Loren D. Mortenson
1996  Loren D. Mortenson and Marv Conney
1997  Jim Bakke
1998  Hal Mayer
1999  Thomas G. Ragatz
2000, 2001  Doug and Patty Malmquist
2002  Bradley Hutter and
       Joelle Mortenson Hutter
2003, 2004  Jay and Janet Loewi
2005  Walter E. Meanwell
2006  Lau Christensen
2007  William D. Harvey
2008  Daniel G. Stafford
2009  Blaine R. Renfert
2010, 2011  Andy and Anna Burish
2012, 2013  Tom Walker
2014  Barb and Pat Finley
2015  Mary Schmoeger and Julie Rupert
2016  Mike and Karin Victorson
2017  Jim and Lori Power
2018  Jim and Amy Hartlieb
2019  Jim Hartlieb and Betty Bergquist
United Way of Dane County
Tocqueville Society

Tocqueville Society was created by United Way nationally in 1984 to celebrate the legacy of Alexis de Tocqueville, whose 1835 *Democracy in America* celebrated the impact of North American volunteerism and giving for the sake of the common good. Today, 430 Tocqueville Societies across the network connect like-minded philanthropic leaders from nearly 27,000 households who invest more than $556 million annually. In Dane County, Tocqueville Society was launched in 1990 by Jerry Hiegel and Oscar Mayer and today has grown to nearly 250 households among its ranks who have invested over $64 million in our community to improve lives.

**Tocqueville members are the driving force of United Way’s mission.**

Your support is leveraged many times over as United Way convenes the community to tackle the toughest issues, collaborate on key initiatives and measure results through community-wide metrics within the Agenda for Change.
Our deepest appreciation to

for underwriting support of our
2020 Tocqueville Society Fireside Chat

We extend thanks to each and every one of you for your commitment to United Way as members of the Tocqueville Society.

You are changing lives in our community, measurably and for the long term.
Our Community’s Agenda for Change

Education
Children are cared for and have fun as they become prepared for school.
Students succeed academically and graduate from high school prepared for higher education, career and community.

Income
More people are on pathways out of poverty.
There is a decrease in family homelessness.

Health
People’s health issues are identified and treated early.
Seniors and people with disabilities are able to stay in their homes.

2 Generational (2Gen) Approach
Families build their well-being faster and more effectively with high-quality, well-timed, coordinated services.