

FOR IMMEDIATE RELEASE

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## UNITED WAY OF DANE COUNTY KICKS OFF THE 2022 COMMUNITY CAMPAIGN AT THE MADISON MALLARDS DUCK POND

**Madison, WI (August 24, 2021)** – Yesterday, United Way of Dane County officially launched the 2022 Community Campaign with a fun-filled Community Kickoff event at the Madison Mallards Duck Pond! Nearly 400 volunteers joined us for an afternoon of family-friendly activities, empowering them to learn more about our community’s needs and work together to make a difference. The group packed more than 2,000 paper product packs, which will be distributed to our nonprofit partners at Community Action Coalition for South Central Wisconsin, Middleton Outreach Ministry, The River Food Pantry and Second Harvest Foodbank. Through this hard work and these partnerships, we’re able to provide real, local families with resources they need to lead healthy, thriving lives – building well-being across the community.

“It was so great to be back in-person at the Mallards stadium after a few very challenging years – especially since we’re also celebrating our Centennial!” Shared Renee Moe, President & CEO of United Way of Dane County. “The energy on the field was contagious, and we can’t wait to keep that momentum moving.”

Thank you to our generous event sponsors! Supporting: Alliant Energy; Community: Exact Sciences, Group Health Cooperative-SCW, Herzing University, Springs Window Fashions; Partner: Madison Gas and Electric; In-Kind: American Family Insurance, Madison Mallards, Pepsi of Madison and Reynolds Transfer & Storage.

**During the event program, we announced this year’s fundraising goal of \$18.4 million. Built by analyzing community data, understanding the community’s greatest needs and leading conversations with hundreds of business and community leaders, this goal is a \$300k increase over last year’s.**

“We’ve got a big goal this year, but we’re optimistic we can reach it,” says Jeff Keebler, Chairman, President and CEO of MGE; United Way 2022 Campaign Chair. “By working together, we can achieve meaningful, measurable change! So, we’re asking everyone to give, in any way they can. There’s truly no other organization that centers families and works across sectors the way that United Way does. Together, we can help launch United Way of Dane County into the next century of impact and innovation.”

In 2021, United Way saw a successful campaign, raising \$18.1 million. Those funds are currently changing lives at 112 local programs and 52 local nonprofits working in partnership to address our greatest needs in education, income and health, and the needs of both children and their caregivers through 2gen (multigenerational) programming. An additional 850 nonprofits are supported through donor choice, as well as United Way 211 and volunteer resource hubs. To learn more about last year’s results and our community’s needs, view our [2021 Community Impact Report](#).

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“We know there are a lot of great services and programs in our community. But we’re better together,” says Renee. “For every dollar donated through United Way, the return is more than six times in total community impact. Because when you give to us, our army of volunteers are enabled to find six more dollars through a network of caring connection. That is the Power of Many. Working for All.”

As we continue to celebrate our Centennial year, we’d like to extend our sincere thanks to our Centennial Champions, who are leading the way in fueling vital resources and inspiring others to give through creation of a matching challenge fund. Champions include American Family Insurance, TASC and Madison Gas and Electric.

A special thank you goes to our Centennial Partners as well, who are unlocking matching funds to increase United Way’s ability to innovate, mobilize employees and be a catalyst for change. Partners include CUNA Mutual Group, National Guardian Life Insurance Company, Ascendium, Alliant Energy, Oscar Rennebohm Foundation, Sub-Zero and Springs Window Fashions.

To learn more about how you can get involved in this year’s campaign and/or our Centennial efforts, visit [www.unitedwaydanecounty.org](http://www.unitedwaydanecounty.org). For media inquiries and/or to schedule an interview with members of our campaign team, please contact Ashley Manthei, Director of Communications, United Way of Dane County at (608) 416-0401 or [Ashley.manthei@uwdc.org](mailto:Ashley.manthei@uwdc.org).

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**About United Way of Dane County:**

For 100 years, United Way of Dane County has mobilized the caring power of our community to create lasting change for multiple generations. 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, volunteers and families 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](http://www.unitedwaydanecounty.org) to learn more.