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**United Way of Dane County and Madison Community Foundation Collaborate
to Build the Capacity of Nonprofits Serving the Greater Madison Area**

MADISON, Wis., Nov. 13, 2024 United Way of Dane County today announced that it is joining Madison Community Foundation (MCF) as a Founding Partner for the new Irwin A. and Robert D. Goodman Nonprofit Center, providing ongoing annual funds to support the Center's programming. This brings the Center closer to realizing its full potential for providing professional resources for nonprofit organizations in the Greater Madison area.

This investment deepens the long and growing collaboration between the two organizations in advancing a more vibrant and equitable community.

"Our organizations have been talking about this for a long time," said Renee Moe, President and CEO of United Way of Dane County. "Cultivating a stronger nonprofit ecosystem and coordinating resources for greater impact comes right out of our strategic plan."

"We're honored to include United Way as a Founding Partner for the Goodman Nonprofit Center," added Bob Sorge, President and CEO of MCF. "We both believe that collaboration is key to enhancing the efficiency and effectiveness of the nonprofit field – and we're reflecting that belief in our actions, by working together to make it happen."

United Way is not using annual campaign resources for this gift. The commitment comes from an existing fund held at MCF that will be redirected to the Goodman Nonprofit Center. United Way's support to the Center mirrors MCF's support. Together with endowment gifts from the Irwin A. and Robert D. Goodman Foundation and Roots and Wings Foundation, these resources will provide the financial foundation for the nonprofit center, enabling it to rent space, hire staff and launch a professional leadership development program, an online resource library, and a calendar of professional development opportunities for the field.

"The programming for the Center will evolve and expand over time as additional endowed resources are raised to support that programming," said Sorge.

Sharing a Long History, and a Vision for the Future

United Way and MCF have been serving Greater Madison for a combined 182 years. The organizations share similar visions for our community as a place where everyone who lives here thrives here, and function as strong partners that use complementary approaches to achieve this goal.

As part of this shared vision for the community, both MCF and United Way recognize the need to provide more professional support to the nonprofit organizations working in our community.

“Our investment in the Goodman Nonprofit Center is another way we can work together with MCF to support the nonprofits doing so much work for the people of Dane County,” Moe said. “The Center will help nonprofits become more effective, efficient and strategic. And it’s an honor to help extend the Goodman brothers’ legacy. Irwin and Bob continue to strengthen the community and nonprofits they loved.”

Wisconsin is one of only three states that does not have a statewide nonprofit association. The nonprofit center will help fill that void.

Laying the Foundations for Success

Nonprofits are essential to the well-being of the region and make up a sizable portion of the local economy – an estimated 11% of the workforce and billions of dollars in economic activity. The lack of a dedicated resource center leaves these organizations struggling to piece together the professional development they need to advance their missions and realize their full potential.

MCF will house the new center in a new suite of offices adjacent to MCF’s current offices in downtown Madison.

About United Way of Dane County: United Way of Dane County mobilizes our community to action so all can thrive. From advancing health and education to strengthening livelihoods and local resilience, we harness the caring power of every neighbor to connect more people to possibility. With a mission to unite the community to achieve measurable results that change lives, we bring a comprehensive approach to every challenge, working collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to multiply impact and solve big-picture issues no one person or organization can address alone. Together, we are The Power of Caring. Working for All. Visit www.unitedwaydanecounty.org to learn more.

About Madison Community Foundation: MCF works with donors and nonprofit organizations to engage Greater Madison in philanthropy to advance a more vibrant and equitable community. It serves more than 600 individual and 300 nonprofit fundholders, and in 2023, together with its fundholders, distributed \$12.5 million into the community. To learn more visit www.madisongives.org.

About the Goodman Nonprofit Center: Building on MCF’s commitment to serving as a bridge between philanthropy and the nonprofit sector, the Goodman Nonprofit Center will support nonprofit organizations in becoming more effective, efficient and strategic in their work by offering training, resources and space for collaboration.

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