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Johnson Financial Group to donate \$500,000 to help United Way Organizations across Wisconsin *Dollars to support service organizations focused on basic needs*

Madison, WI - October 12, 2021 - Johnson Financial Group announced today their plan to donate \$500,000 to United Way partner organizations across Wisconsin.

“In recognition of our incredible associates - and to kick-off our annual giving campaign at Johnson Financial Group – we are giving \$500,000 to support various organizations in the communities where they live and work” said [Jim Popp](#), president and CEO of [Johnson Financial Group](#).

This gift of \$500,000 will be in addition to the dollar-for-dollar company match Johnson Financial Group honors for all associate pledges. Matching funds are allocated to local chapters of United Way within Wisconsin.

“Our associates have always had an unwavering commitment to serving our clients and our communities. Unfortunately, the lingering impact of the pandemic continues to cause hardships on so many fronts. We’re incredibly fortunate to be able to provide support and make an impact where it matters most,” said [Doug Nelson](#), Regional President - Madison.

“In Madison, we will be partnering with the United Way of Dane County by contributing to their Housing in Action initiative,” said Nelson. “Housing in Action is a coordinated approach to family stability, assisting with eviction prevention and focusing on stable housing and homelessness reduction, with strategies that include improved food access and supportive case management. This initiative is closely aligned to our corporate wide focus of providing assistance in the critical areas of education, food security, homelessness and health.”

“United Way of Dane County is proud of our long-standing partnership with Johnson Financial Group, and we’re so honored to steward this generous gift into our Housing In Action strategies,” said [Renee Moe](#), President & CEO of [United Way of Dane County](#). “This gift leveraged with Johnson Financial Group’s match of employee donations fuels

critical work that helps families – and truly our entire community – thrive. It is by coordinating resources such as these that we’re able to increase generational well-being and build a Dane County where all can succeed in the years to come.”

“[United Way of Dane County](#) has the structure in place to make an immediate impact where the needs are greatest,” said Nelson. “As we approach the holiday season, we hope this gift will help make the season a little brighter and less stressful for those in need.”

About Johnson Financial Group

Johnson Financial Group is a privately owned financial services company offering banking, wealth and insurance solutions through its subsidiaries, Johnson Bank, Johnson Wealth, and Johnson Insurance Services. For 50 years, we have put our clients first by serving as a trusted advisor, with engaged family ownership, strong values and committed associates. Firmly rooted in our community, ensuring it is a better place by volunteering and providing support where needed. For more information visit www.johnsonfinancialgroup.com.

About United Way of Dane County

United Way of Dane County has been tackling Dane County’s toughest challenges for 99 years. With a mission to unite the community to achieve measurable results and change lives, we are committed to build 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.

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