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April 14, 2016

Ruth Rohlich
City of Madison
P.O. Box 2983
Madison, WI 53701

Dear Ms. Rohlich,

United Way of Dane Co. is pleased to provide this letter of support for the Doyenne Group's application to the Entrepreneurship & Small Business Development Resource Fund (RFP #8452-0-2015-RR).

The mission of United Way of Dane Co. is to change lives and strengthen our community. Our values are the tools we use to carry out our mission of building a strong community. We have hope in our community's future, we trust and respect the wisdom of our community, we are inspired by inclusivity of our community, and take action to work with community members to see change happen because we believe together we can achieve anything.

Doyenne Group has collaborated with United Way through our Technologists Advisory Group. Through this group, United Way was able to bring in leaders in the technology industry in Madison to help begin solving the issue of the poverty-racial inequity achievement gap by inspiring young innovators and thought leaders to think about individual's and company's philanthropic culture and giving to empower the greater Madison community.

Doyenne Group's mission of making Madison a nationally-recognized city that appeals to women and people of color business owners registers with our core values, and supports the broader entrepreneurial and entire Madison communities. We strongly encourage you to support the Doyenne Group's application.

Sincerely,



Kim Hearn
Executive Vice President of Resource Development
United Way of Dane County