



A Commitment to Social Engagement

UNITEDHEALTH GROUP®

UnitedHealth Group, Green Bay

UnitedHealth Group (UHG) has been participating in The Longest Day® for five years. The Longest Day honors the day of the year with the most light – the summer solstice. Companies and individuals hold fundraising activities to fight the darkness of Alzheimer's and dementia.

Denise Bartels, a Supervisor for Customer Service at UHG, spearheads The Longest Day activities. “My department supports older adults with our services – Medicare, retirement, etc. Our team is the front-line answering policy and claims questions for these folks and they are dear to us,” Denise shared.

UHG is dedicated to the communities in which they live. They have a Social Engagement Committee that coordinates many non-profit fundraisers throughout the year to support the community. “People learn from the top down – our leadership leads by example and people follow. Our company is dedicated to social responsibility and this cause,” Denise shared. “The whole company engages – we plan, encourage fundraising, make employees aware of donation opportunities. Any business can give back in a way like this. We started small (just one floor participated) and it has grown over the years.”

Creating an Environment of Giving

UHG makes The Longest Day a festive event for employees. Pre-COVID, UHG would host large, themed employee events. “The employees love participating,” Denise shared. “We have a lot of fun with it, all for a good cause.”

Many departments donated time and resources for events such as:

- Food days
- Dunk tank (purchase balls to throw or donate a flat fee to dunk)
- Carnival games
- Bake and craft sales



Going Virtual

The COVID-19 restrictions didn't slow the dedication of UHG. Denise led several virtual initiatives, including virtual bingo. “There are so many ideas for companies to do that are easy,” Denise shared. “Our employee turnout is always amazing and I'm always so impressed by the willingness of employees to support. If you make it fun, employees will participate.”



The Alzheimer's Association salutes UnitedHealth Group and their efforts to support The Longest Day. All funds employees raise are matched by UHG, and the organization has donated thousands of dollars over the last five years to fight the darkness of Alzheimer's.

