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October 9, 2025

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WEA Member Benefits Raises Over \$4,000 for United Way with Annual Pie Toss Event

(MADISON, Wis.) – Things got messy for a great cause today at **WEA Member Benefits’ annual Pie Toss** fundraiser, where staff raised more than **\$4,100** for **United Way**—topping last year’s total and proving that teamwork, laughter, and a little whipped cream can make a big difference.

The fan-favorite event invited employees to bid on their coworkers to receive (and deliver!) a pie to the face—all in the spirit of giving back. It’s one of many events Member Benefits hosts throughout the year to support United Way, along with employee donations, payroll matches, and other creative fundraisers.

So far in 2025, the organization has already **surpassed its fundraising goal—raising over \$40,000 for United Way—and the year isn’t over yet!**

“Events like this reflect the heart of who we are,” said **Dave Kijek, President and CEO of WEA Member Benefits**. “We’re proud to mix purpose with play and give back to the communities we serve across Wisconsin.”

About WEA Member Benefits

For over 50 years, WEA Member Benefits has helped Wisconsin public school employees achieve financial security through insurance, retirement planning, and investment programs. As a trust that reinvests in its members rather than shareholders, Member Benefits prioritizes service, value, and long-term financial well-being. More at weabenefits.com.

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