

Doing Well by Doing Good

Rashkes and TASC place a high value on corporate philanthropy

There are three ways that you can give in the spirit of active philanthropy," says Dan Rashke, CEO of the Madison-based Total Administrative Services Corporation (TASC), one of the nation's largest administrators of flexible medical spending plans. "You can give of your financial resources; you can give of your time; and you can give of your mind."

As one of several charities generously supported by the Dan and Patti Rashke (TASC) Family Foundation, American Family Children's Hospital benefits from the Rashkes in all three ways – financial gifts, hours, and creative thinking.

Through innovative leveraging of relationships, the Rashkes pooled gifts from three anonymous family foundations with their own to yield an extraordinary donation that will help build the new High Acuity/Surgical Neonatal Intensive Care Unit (NICU) at American Family Children's Hospital.

"The 'Sick Kids Can't Wait' Campaign is really all about taking the hospital to the next level, and that is what we want to accomplish with this gift," Rashke says. "We want families to have access to the most sophisticated medical care available if their baby is sick enough to need such care."

Although the Rashkes' two children have not been patients at American Family Children's Hospital, the family and its business have a commitment to the greater community that is unmistakable.

"TASC administers flexible medical spending accounts for several leading companies and their employees across the nation," Rashke says. "Given the company's historical ties to health care, it became



TASC CEO Dan Rashke and Patti Rashke.

an area of focus for our giving. We began learning more about American Family Children's Hospital over the past few years. The more we saw this incredible facility—and learned what the compassionate professionals affiliated with it are capable of doing for sick kids—the more we wanted to be a part of it in every way possible."

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