

# 2016 Days of Caring Impact Report

September 2016

## 23 years and going strong!

This year marks the 23<sup>rd</sup> anniversary of Days of Caring! With 2,984 volunteers, our impact on the community was tremendous. Since 1993, nearly 53,484 volunteers have participated in this great event.

United Way Days of Caring is the largest volunteer event in Dane County. Beginning August 16<sup>th</sup> and ending August 31<sup>st</sup>, this year's Days of Caring provided the community 12 days to volunteer throughout Dane County. And volunteer they did—working on 252 projects, volunteers helped 68 agencies clean, garden, renovate, and mentor students, among other activities.

Days of Caring is also the kick-off for United Way of Dane County's annual campaign. Designed to engage community members in multiple forms of giving, this event encourages people to give, advocate and volunteer.

Volunteers also enjoy the opportunity to engage with local nonprofit agencies while learning about social issues and understanding the challenges facing our community and how we can work together to make Dane County a place where everyone can succeed in school, work and life.



**“I did volunteer today! It was honestly a life changing experience!”**

- **Gilberto**

### Days of Caring in a Snapshot

- 2016 Days of Caring mobilized 2,984 volunteers.
- Volunteers collectively donated 8,910.75 hours of their time. It would take one volunteer 371 days of nonstop volunteering to reach the same level of impact.
- While the value of a volunteer's time is priceless and unmeasurable, data on wages and salaries provide a barometer to measure the monetary value of Days of Caring volunteerism. According to data from the Independent Sector, the value of Days of Caring volunteers' time comes to \$209,937.27 (based on the estimated dollar value of a volunteer time of \$23.56 per hour).

# Signature Project: Job Readiness Fair

A focus of our work this year is helping people gain economic stability. So our Days of Caring provided a wealth of resources to prepare people for employment or better employment.

## Help with Résumé and Interview Techniques

Participants met one-on-one with HR professionals to go over résumés and interview techniques. They also received a flash drive filled with employment related resources.

## Clothing “Store”

Thanks to the many companies that donated professional/work clothes as part of Days of Caring, we had a free clothing “store” where participants could shop for a new outfit for interviews and/or a job. Volunteers helped people find the right outfit for their needs to build their confidence for their next job interview.

**“It was wonderful to put a smile on people’s faces and see them fall in love with some new clothes and the opportunities they can bring!” - Leah**

## Personal Hygiene Products

Products like shampoo/conditioner, soap, deodorant, feminine hygiene products, and dental care products were available to participants.

## Hair and Makeup Stylists

Hair and makeup stylists provided professional style tips to participants.

## Financial Planning and much more...

Participants also received financial planning counseling on how to save money when they become employed or how to budget their money while unemployed. The QTI Group, 4-C (Community Coordinated Child Care, Inc.), United Way 2-1-1, Madison College, The Road Home, and the United Way HIRE Initiative were available to provide resources to participants.

**87 community members are now better prepared for interviews and employment!**

**51 volunteers dedicated their time and talents to serve the community through this fair!**



**Did the fair meet your expectations?**  
**“The Job Readiness Fair provided me with the resources I needed to be successful in my employment search”**  
**— Participant**



## Donation Drive

United Way collected thousands of high quality items for the Job Readiness Fair for this year’s Donation Drive. Items included professional work clothing like slacks, jackets, dresses, skirts, blouses, and work shoes. Additionally, we collected personal hygiene products like shampoo/conditioner, soap, deodorant, feminine hygiene products, and dental care products.

United Way  
of Dane County



The power of many. Working for all.

## Days of Caring Impact

United Way's Days of Caring has a tremendous impact on the volunteers donating their time, the agencies receiving help, the United Way campaign, and the community as a whole. The impact of the event is spread across the families being served by the 68 nonprofit agencies, the 252 different projects, many volunteer-shifts, 8,910.75 volunteer hours and the 2,984 volunteers that participated.

**Here is a snapshot of the value and impact of Days of Caring on our stakeholders:**

### Volunteers

- Volunteers enjoy the rewarding opportunity to give back to the community in a tangible way.
- Teams value the opportunity to choose their own projects online and appreciate having 12 days of projects to choose from.

### Agencies

- Nonprofits benefit directly from the service provided by volunteers. They also benefit from the exposure to potential long-term volunteers.
- Days of Caring serves as a platform to spread the word about the mission of their agency, the important issues they address and the impact they are making in the community.

### Companies

- Days of Caring provides a great platform for businesses to get involved in their community.
- Companies benefit from unique and meaningful team building experiences which are created during a Days of Caring project.
- Days of Caring offers people who may not otherwise volunteer an opportunity to donate their time and skills.

### United Way of Dane County

- Days of Caring enables us to continue our work in the Agenda for Change by creating awareness for the work we do and how community members can be involved.
- This event benefits United Way's campaign by engaging our stakeholders. Volunteering encourages our donor base to take action and engage with our organization in more ways. Days of Caring recruits potential donors by exposing them to United Way's work with and for partner agencies.

## What Volunteers Had to Say



*"I picked weeds for an apartment building with Porchlight. While it was a very hot day, it felt very rewarding and it was so sweet to hear the residents greet and thank us. The before and after was impressive!" - Tiffany*

*"Great experience! Always good to help those in need!" - Brenda*

*"Beautiful day! Happy to be part of the United Way Day of Caring!" - Lindsay*



## Media Coverage

Days of Caring had great media presence. Madison365 and 92.1 FM invited community members to participate in this event. In addition to pre-event editorials in the Wisconsin State Journal and Capital Times, Days of Caring had great coverage by WKOW, WISC-TV, and NBC 15.

## Middleton Days of Caring

The Middleton Days of Caring Committee planned their event to recruit mentors for Madison-Area Urban Ministry's Mentoring Connections program and volunteers for the Northport and Packers Community Learning Centers.

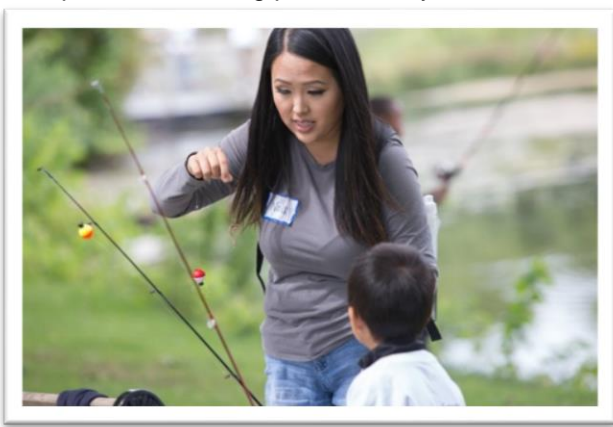
The Mentoring Connections program serves children living in Dane and Columbia County who have a parent incarcerated, or awaiting transfer to a correctional institution. The Northport and Packers Community Learning Centers provide programming for housing residents and members of the wider community seeking education and employment opportunities.

Nearly 100 volunteers had the experience of interacting with children and teenagers ages 4-17 at a picnic at Lakeview Park in Middleton.



Many fun and exciting activities took place including fishing, crafts, games, and a storybook station. Middleton Police and Firefighters brought their vehicles and taught children about safety. Each child took home new reading books, donated by Middleton Public Library.

In addition to helping plan this event, Middleton Outreach Ministry coordinated the distribution of school supplies, backpacks and fishing poles to the youth.



## UW Law Students Days of Caring

Each year, the University of Wisconsin School of Law holds a Days of Caring as part of their orientation to welcome new students. This is an opportunity for students to build stronger bonds with each other and the community from day one.

This year 163 students volunteered in six different projects.



*"A big part of Law School is giving back to the community. During orientation we try to set a day to give back to the community. We figured that helping an elementary school to get ready for the kids was a good way to do that." -Maria*

## Days of Caring & Business Volunteer Network (BVN)

The BVN members played a BIG role in Days of Caring!

- Of the 89 Days of Caring companies and Groups, 18 were BVN members.
- From those companies and groups, 1,058 volunteers were engaged in making a difference in our community.
- Several BVN companies held Donation Drives for work clothes and/or personal hygiene items.
- Their volunteer time totaled over 3,273 hours.
- BVN was very involved in this year's Signature Project - Job Readiness Fair.

## Campaign Kick-Off!

Our annual Campaign Kick-Off took place at the Madison Mallards Duck Pond at Warner Park. This year's theme was a community festival. Activities included yard games, zip lines, and a live band. Thanks to generous donations from Madison Mallards and Schoep's, participants enjoyed burgers, hot dogs, and even ice cream to help beat the heat. There were interactive games and information booths to engage participants in the work United Way does in the community.

The event could not have been possible without the generous support provided by American Family Insurance. We thank American Family Insurance for their dedication to United Way and community volunteerism.



## Volunteering at Kick-Off

Kick-Off wouldn't be possible without the help of our many volunteers. Leadership Giving volunteers helped with set up and the donation drive. READI (Retired Employees Are Dedicated Individuals) volunteers were busy at the grills despite the heat.

Additionally, there was an onsite volunteer opportunity at the Volunteer Center booth where participants decorated a Meals-on-Wheels bag for homebound individuals.

## Campaign Kick-Off Highlights

- Approximately 500 people attended this year's event.
- United Way of Dane County's CEO Renee Moe and Campaign Chair Kevin Conroy of Exact Sciences gave a meaningful call to action, encouraging attendees to give.
- In addition to sponsoring Days of Caring, American Family Insurance continued its commitment to volunteerism by hosting Days of Caring from June through October. The Volunteer Center has coordinated 70 projects for over 799 American Family employees.

# THANK YOU!

Days of Caring would not be possible without the participation of the following agencies, companies and groups. *We appreciate your support!*

## Agencies

100 Black Men of Madison, Inc.  
Access to Independence, Inc.  
Agrace  
Aldo Leopold Nature Center - Monona  
Arboretum of UW-Madison  
ARC Community Services  
BadgerBOTS Robotics  
Big Brothers Big Sisters of Dane County  
Blackhawk Church Food Pantry Garden  
Canopy Center Inc.  
Capitol Lakes Retirement Community  
Catholic Charities  
Catholic Multicultural Center  
CDA Triangle  
Center for Families  
Colonial Club Senior Activity Center  
Community Action Coalition for South Central WI. Inc.  
Community GroundWorks  
Community Coordinated Child Care Inc.  
Dane County Office of Lakes and Watersheds  
DeForest Area Community and Senior Center  
Domestic Abuse Intervention Services  
East Madison Community Center  
East Madison/Monona Coalition of The Aging, Inc. (EMMCA)  
Epilepsy Foundation Heart of Wisconsin  
Family Service Madison  
Gilda's Club Madison  
Girl Scouts of Wisconsin Badgerland  
Goodman Community Center  
Habitat for Humanity Dane County  
Home Health United  
Ice Age Trail Alliance, Dane County Chapter  
Independent Living, Inc.  
Kennedy Heights Community Center  
Lake View Elementary School Outdoor Classroom  
Linda & Gene Farley Center for Peace, Justice & Sustainability  
Lussier Community Education Center  
Madison Area Food Pantry Gardens, Inc.  
Madison Senior Center  
Middleton Outreach Ministry  
Movin' Out, Inc.  
MTILP, Inc.  
NAMI Wisconsin  
North/Eastside Senior Coalition  
Oak Park Place  
Oakwood Village Prairie Ridge  
Oakwood Village University Woods Retirement Community  
Porchlight, Inc.  
Schumacher Farm Park  
Second Harvest Foodbank of Southern Wisconsin  
Shelter from the Storm  
Society of St. Vincent de Paul  
SouthernCare Hospice  
St. Mary's Adult Day Health Center  
State Natural Areas Volunteer Program  
The Rainbow Project  
The River Food Pantry  
The Road Home, Dane County  
The Second Wind Foundation  
Three Gaits, Inc.  
Triangle Community Ministry, Inc.  
United Way of Dane County  
Urban League of Greater Madison, Inc.  
Walbridge School - WI - Madison/Dane County  
West Madison Senior Center, Inc.  
Wisconsin Public Television  
Wisconsin Youth Company  
YWCA Madison

## Companies

AAA Wisconsin  
ABS Global, Inc.  
Accuray  
Alliant Energy  
American Family Insurance  
American Girl  
American Printing Company  
AT&T  
BOARDMAN & CLARK  
CapSpecialty, Inc.  
Covance  
Credit Union National Association  
CUNA Mutual Group  
Dane County Credit Union  
Deloitte  
Demco  
Empower Retirement  
ERDMAN  
Exact Sciences  
Festival Foods  
First Business  
First Weber, INC.  
Flad Architects  
Foley & Lardner, LLP  
Forest Products Laboratory  
GE Healthcare  
GHC-SCW  
Godfrey & Kahn  
Goodman Foundation  
GREATER MADISON  
CONVENTION & VISITORS BUREAU  
Hausmann-Johnson Insurance  
Heartland Credit Union  
Honkamp Krueger & Co.  
J.H. Findorff & Son Inc.  
J.P. Cullen & Sons, Inc.  
Johnson Bank  
M3 Insurance  
Madison Gas and Electric Company  
Madison National Life Ins.  
MassMutual Wisconsin  
Meridian Group, Inc.  
Monona State Bank  
Monona Terrace  
Morgan Murphy Media  
Murphy Desmond S.C.  
National Guardian Life Insurance Company  
North Central Group  
nPoint, Inc.  
Oakbrook Corporation  
Quarles & Brady LLP  
Roundhouse Marketing  
SAFC Pharma  
Smith & Gesteland, LLP  
Spredfast  
Springs Window Fashions  
Stark Company Realtors  
State Bank of Cross Plains  
Strang, Inc.  
Summit Credit Union  
TDS Telecom  
The Alliance

The QTI Group  
Total Administrative Services Corporation (TASC)  
Turville Bay MRI & Radiation Oncology Center  
United Way of Dane County  
US Bank, The Private Client Reserve  
US Courts  
UW Health  
UW System Administration  
V-Soft Consulting Group  
WEA Insurance Corporation  
Webcrafters Inc.  
Wegner CPAs, LLP  
Wisconsin Bankers Association  
Wisconsin Foundation and Alumni Association  
Wisconsin Manufacturers & Commerce  
WisDOT SW Region  
Zimbrick Inc.

## Groups

Business Volunteer Network  
City of Middleton  
Foundation and Alumni Association  
Loyal Contributors  
Middleton Days of Caring Picnic  
Middleton Library  
READ! Group  
Rosenberry Society  
Tocqueville Society  
United Way of Dane County

Another huge  
**THANK YOU**  
to our  
sponsors



The power of many. Working for all.