



UNITED WAY OF DANE COUNTY

# 2025 DAY OF CARING:

LAUNCHING A SEASON OF CARING ACROSS DANE COUNTY

At United Way of Dane County, we mobilize the caring power of our community so all can thrive. On August 19, we launched our annual United Way Community Campaign with Day of Caring – a powerful day of volunteerism dedicated to supporting our neighbors in need. When families have access to essential supplies, our community becomes healthier and stronger.

This year's *Day of Caring*, led by **Kim Sponem**, President/CEO of Summit Credit Union and United Way's Campaign Chair, united more than **800 volunteers** to complete meaningful projects that directly support local nonprofit partners across Dane County.

**800+ VOLUNTEERS CREATED MORE THAN 9,000 IMPACKS**  
**1,200 VOLUNTEER HOURS CONTRIBUTED • \$67,398 IN ECONOMIC IMPACT**

**ImPacks** are essential care kits that directly support our nonprofit partners with the most-requested essentials in our community.



**4,000**

PAPER PRODUCT IMPACKS



**3,000**

MENSTRUAL HYGIENE IMPACKS



**2,000**

HEALTHY SNACK IMPACKS



**250**

BACKPACKS FILLED WITH SCHOOL SUPPLIES



**1,000**

HANDWRITTEN NOTES OF ENCOURAGEMENT



*"Day of Caring reflects who we are as a community – generous and committed to helping each other succeed."*

–KIM SPONEM

President/CEO, Summit Credit Union and United Way Campaign Chair

**Thank You:** We're deeply grateful to our **dedicated volunteers** and **generous sponsors**. Together, we are **The Power of Caring. Working for All.**

**Presenting Sponsor:** Summit Credit Union **Supporting Sponsor:** American Family Insurance, AmeriCorps, Breese Stevens Field, Madison Forward

**Media Sponsor:** WKOW **Partner Sponsors:** Aliant Energy, Cummins, Zendesk **In-Kind Sponsors:** EZ Office Products, Girl Scouts of Wisconsin - Badgerland Council, Lands' End, Miron Construction, Pepsi-Cola of Madison **Campaign Partner Sponsor:** Dan & Patti Rashke (TASC) Family Foundation



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United Way  
of Dane County



The Power of Caring. **Working for All.**