

FOR IMMEDIATE RELEASE

Adrienne Kramer, United Way of Dane County
(608) 504-6137
Adrienne.Kramer@uwdc.org

**United Way
of Dane County**



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

MEDIA ADVISORY

**United Way of Dane County Hosts “Day of Caring” –
One of Dane County’s Biggest Volunteer Events of the Year**

MADISON, WI (August 12, 2025) – United Way of Dane County invites community members to volunteer at its annual [Day of Caring](#) (formerly Community Kickoff) to launch the 2025 Community Campaign season. The event will bring together hundreds of local volunteers to assemble thousands of essential care kits – called *ImPacks* – and backpacks for local students and families. The event also includes a food drive and opportunities to learn about challenges in our community. Participants will receive a free United Way Volunteer T-shirt, enjoy snacks and volunteer together to make a difference in Dane County. Media are invited to cover the event.

WHEN:

Tuesday, August 19 | 1:30-3:00 pm

WHERE:

Breese Stevens Field | 917 E Mifflin Street, Madison, WI

WHY:

Day of Caring mobilizes volunteers to close gaps and open opportunities for Dane County families. This year event includes the following volunteer opportunities:

- 4,000 Paper Product ImPacks hosted by Lead United
- 3,000 Menstrual Hygiene ImPacks hosted by Women United
- 2,000 Healthy Snack ImPacks hosted by Business Volunteer Network
- 250 Backpacks filled with school supplies hosted by LINC
- 1,000 Notes of Encouragement to include with ImPacks hosted by Tocqueville Society

ImPacks and Backpacks will be distributed to United Way nonprofit partners including *Community Action Coalition for South Central Wisconsin, Porchlight, The Road Home of Dane County, Second Harvest Foodbank of Southern Wisconsin and WayForward Resources.*

Additional Feature: Food Pantry Donation Drive – Attendees can bring non-perishable items to support local food pantries and nonprofits.

VISUAL OPPORTUNITIES:

- Hundreds of volunteers (individuals and families) packing 9000+ essential ImPacks and backpacks
- Notes of encouragement being written and included in ImPacks
- Interviews with:
 - **Kim Sponem**, President/CEO Summit Credit Union and 2025 United Way Campaign Cabinet Chair
 - **Renee Moe**, President & CEO United Way of Dane County

Day of Caring is presented by Summit Credit Union and generous event sponsors, American Family Insurance, AmeriCorps, Breese Stevens Field, Forward Madison, WKOW, Alliant Energy, Cummins, Zendesk, Girl Scouts of Wisconsin – Badgerland Council, Lands’ End, Miron Construction, Pepsi-Cola of Madison and EZ Office Products.

To learn more and register, visit <https://dayofcaring.eventbrite.com>. For media inquiries and interview requests, please contact Adrienne Kramer, Program Manager, Communications and Digital Media, United Way of Dane County at Adrienne.kramer@uwdc.org or (608) 504-6137.

###

FOR IMMEDIATE RELEASE

Adrienne Kramer, United Way of Dane County
(608) 504-6137
Adrienne.Kramer@uwdc.org

**United Way
of Dane County**



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

About United Way of Dane County:

United Way of Dane County mobilizes the caring power of our community so all can thrive. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility. With a mission to unite the community to achieve measurable results that change lives, we work collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to multiply impact and solve big-picture issues no one person or organization can address alone. United Way holds ourselves and our partners accountable for effective use of resources and measurable results. Together, we are The Power of Caring. Working for All. Visit www.unitedwaydanecounty.org to learn more.