

FOR IMMEDIATE RELEASE

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**United Way
of Dane County**



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

UNITED WAY OF DANE COUNTY LAUNCHES 2025 COMMUNITY CAMPAIGN

MADISON, WI – August 20, 2025 – United Way of Dane County mobilizes the caring power of the community so all can thrive. By bringing together those who can help close gaps and open opportunities in our community. Yesterday, United Way of Dane County officially launched the **2025 Community Campaign** with **Day of Caring** – a powerful day of volunteerism at Breese Stevens Field.

Over **800 volunteers** united for an afternoon of family and team friendly volunteering activities, learning more about our community's needs and work to make a difference. Volunteers wrote notes of encouragement for local students, filled backpacks with school supplies and packed more than **9,000 ImPacks** – *essential care kits that directly support nonprofit partners with the most-requested essentials in our community*. In addition, United Way hosted a food drive at the event. ImPacks, backpacks and non-perishable food items were 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. Through this volunteer mobilization and nonprofit partnerships, United Way is able to provide local families with the resources they need now; the campaign generates funds for programs leading to healthy, thriving lives and building well-being across Dane County.

"Day of Caring sets the tone for the annual campaign by demonstrating what we can accomplish when we roll up our sleeves and take action," shared Kim Sponem, President/CEO Summit Credit Union and United Way 2025 Campaign Chair. "It's inspiring to see so many individuals and organizations across Dane County show up with compassion and commitment to lift up our community."

During the event, United Way announced the 2025 fundraising goal of \$17.5 million. The goal was built by analyzing community data, understanding the community's greatest needs and effective responses and leading conversations with hundreds of business and community leaders about how they want to support a coordinated approach to solving community problems. Each annual campaign starts at zero dollars.

"Day of Caring highlights the best of Dane County – uniting to serve, connect and support our neighbors – it's more than a volunteer event, it's the spark that ignites more giving to catalyze the necessary impact that's needed across Dane County. We're incredibly grateful to our volunteers, partners and sponsors who continue to lead with heart," shared Renee Moe, President & CEO of United Way of Dane County. "New this year, we're excited that *Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation* want to inspire more giving and will ensure 100% of individual giving to the [Plan for Community Well-Being](#) goes to impact."

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

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Construction, Pepsi-Cola of Madison and EZ Office Products and Campaign Partner Sponsor – Dan and Patti and their Dan & Patti Rashke (TASC) Family Foundation.

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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.