

FOR IMMEDIATE RELEASE

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United Way of Dane County Launches 2026 Community Campaign

MADISON, Wis. (August 21, 2026) – Yesterday, United Way of Dane County officially brought together hundreds of volunteers and launched the **2026 Community Campaign** with [Day of Caring](#) – a powerful day of volunteerism at Madison Marriott West.

Over **900 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 seniors and packed more than **21,000 ImPacks** – essential care kits that directly support nonprofit partners with the most-requested essentials in our community, generating more than **\$66,000 in economic impact**. ImPacks were distributed to United Way nonprofit partners including Community Action Coalition for South Central Wisconsin, Porchlight, 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 connects hundreds of volunteers and shows what our combined impact makes possible," Jeff Tubbs, Executive Vice President at Findorff and United Way 2026 Campaign Chair said. "It's so energizing to see so many people and organizations from across Dane County show up for our community, and I can't wait to carry this energy forward and see what we make possible with this year's campaign."

During the event, United Way announced the 2026 fundraising goal of \$19 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.

"What makes Day of Caring so inspiring is that you can see the impact taking shape in real time. Every ImPack created and every hour volunteered represents support for a neighbor who needs it. Today shows that when Dane County comes together, we don't just talk about helping our community, we roll up our sleeves and make it happen," Renee Moe, President & CEO of United Way of Dane County said. "As we carry this excitement forward, we're grateful to Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation, whose generous donation ensures 100% of individual, undesignated giving to our [Plan for Community Well-Being](#) – a plan built with our community, for our community to address its greatest needs – goes directly to impact."

Day of Caring is presented by Summit Credit Union with generous support from:

- Event sponsors: American Family Insurance, Hiebing, Madison Marriott West, Serve Wisconsin and UW Credit Union
- Partner sponsors: ATC, Cummins and Findorff
- ImPack Sponsors: Thompson Investment Management and NGL
- Media partner: WKOW
- In-kind sponsors: EZ Office Products and Miron Construction
- Donation drive hosts: HDR, SSM Health and Summit Credit Union
- Campaign Partner Sponsor: Dan and Patti Rashke 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.

Campaign Partner Sponsor:



A donation from longtime supporters **Dan and Patti Rashke** and their **Dan & Patti Rashke (TASC) Family Foundation** acts as a powerful catalyst – amplifying the impact of donors’ generosity. Every penny of individual and undesignated gifts goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**