

For Immediate Release



## 2010 United Way/CFC Day of Caring to be a Family Affair Volunteer Recruitment Now Underway

(Greater Kansas City)-----There are nearly two million people living in the Greater Kansas City area and in many respects, no matter where we live, no matter what our jobs or ethnic background, we are more alike than we are different. What does that mean? It means when we see someone struggling or going through tough times, our initial reaction is asking “What can I do to help?”. One easy way people can help this year is by becoming a Day of Caring volunteer. The 16<sup>th</sup> annual community-wide volunteer effort, co-sponsored by United Way and the Combined Federal Campaign (CFC), will be on Saturday, June 5<sup>th</sup> this year.

Day of Caring organizers have set a goal of recruiting more than 3,300 volunteers from Kansas City area companies, federal agencies, community groups and faith-based organizations. United Way and the CFC are recruiting volunteer teams to help local nonprofits stretch their limited budgets by cleaning, painting and fixing things that the agencies simply can't afford to do during these tough economic times. They are also looking for volunteers willing to spend three or four hours hosting carnivals, picnics, or special outings for children and disabled clients, to brighten their day.

Over the years, Day of Caring volunteers have provided more than \$5.2 million worth of volunteer labor making vital improvements at nonprofit agencies or transforming another routine Saturday into a special day for underprivileged or disabled children and adults. It is something the agencies and their clients look forward to every year.

What's in it for you? The Day of Caring is a fun team-building experience that will leave you feeling good about yourself and make our community a better place to live. In many ways all of us in the Greater Kansas City area are part of one big extended family and by extending a hand to one, we improve the condition of our entire community.

In fact, this year's Day of Caring is embracing that concept with a “We are Family” theme. Every volunteer will receive a free shirt, identifying them as members of the 2010 United Way/CFC Day of Caring family. Together, they will provide a real-life demonstration of what “family members” can accomplish when they combine their talents and energies with a goal of helping others.

In line with the “We are Family” message, this year's volunteers are being encouraged to bring along their spouses, children and friends to help. In addition to providing extra hands to get the job done, it will provide a teachable moment on the impact and value of volunteering.

Groups interested in volunteering or agencies that want to submit projects for this year's Day of Caring are encouraged to contact United Way's Volunteer Center by calling (816) 559-4667, or by sending an e-mail to [shellystrickland@uwgkc.org](mailto:shellystrickland@uwgkc.org). To learn more about this year's Day of Caring, go to [www.unitedwaygkc.org](http://www.unitedwaygkc.org) and click on the “Volunteer” tab at the top of the page.



For additional information, contact:

Ron Howard  
United Way  
(816) 559-4644

