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## **2020 Partners in Giving “Stronger, Together” Campaign Unites State and UW Employees during Pandemic**

*State, UW and UW Health Employees’ Combined Campaign of Dane County Kicks off Virtual Campaign to Raise Money for 520 Charities*

**MADISON, WI** – Even a global pandemic can’t shut down the long-running state and UW employees’ charitable fundraising campaign in Dane County.

The 2020 [Partners in Giving](#) “Stronger, Together” campaign kicks off this week online, reaching out to thousands of state, UW and UW Health employees through their computers instead of workplace chili cook-offs and ice cream socials.

Each fall, the volunteer-run Partners in Giving raises millions for hundreds of local, national and international charities. This year, the campaign hopes to do the same through virtual special events and pledges collected online from people like UW employee Darren Martin.

“I try to diversify who I donate to... because the need is so great,” said Martin, Student Services Coordinator in the Division of Continuing Studies.

“I want to be able to know that I was able to do a small part to support everyday organizations putting in the work on behalf of all of us,” he said.

In 2019, Martin was one of 6,400 current and retired state, UW and UW Health employees in Dane County who collectively donated over \$2.4 million to 520 local, national and international [charities of their choice](#).

This year, Covid-19 restrictions have prompted the Partners in Giving “Stronger, Together” campaign to cancel in-person special events and replace them with virtual ones, like Halloween costume contests or bingo games where employees participate online. Donors are also being urged to pledge online at [giving.wi.gov](#) instead of by paper, which can create additional savings for cash-strapped charities.

Some charities have reported skyrocketing client demand for services and plummeting revenue. Some noted their need for funding is greater than ever. In 2020, Partners in Giving hopes to help meet that need by teaming up and being “Stronger, Together.”

For more information or [high resolution logos](#), please visit the Partners in Giving website at [www.giving.wi.gov](http://www.giving.wi.gov).