

# NEWS RELEASE



For Immediate Release

## **KIDS IMPACT COMMUNITY MARKS MLK DAY THROUGH VOLUNTEER AND ACTIVISM SERIES DESIGNED TO EMPOWER YOUTH**

***More than 200 children of all ages volunteer; learn about racial inequity and importance of giving back to their communities***

**MILWAUKEE, WIS. January 10, 2025** --- Kids Impact Community (KIC) is excited to announce its 2025 volunteer and activism series in honor of Martin Luther King Jr. Day. This annual series of free events celebrates the legacy of Dr. King by engaging families and children in meaningful service projects and educational activities that promote kindness, equality and community involvement. Events will kick off on MLK Day, Monday, January 20th and continue throughout the month.

The MLK National Day of Service shines a spotlight on how service is a powerful force that brings communities together uniting people regardless of race, religion, or zip code. It encourages all Americans, including and especially children, to volunteer and become dynamic and change-making citizens within their community. Events include youth-led service opportunities, at-home projects and food service among others. Although events are free, pre-registration is required.

Registration and additional information can be found online at <https://kicmke.org/mlk-day-2025/>.

### **MLK Day Activities**

- **National Day of Service Program**  
**Monday, January 20, 10:00 to 11:30 a.m.,**  
**Congregation Shalom - 7630 N. Santa Monica Blvd. Fox Point**

KIC will host an all-ages, family-friendly morning of learning and service at Congregation Shalom in Fox Point. The event will feature a special guest speaker for story time, music, movement, and various on-site service projects, including packing winter hygiene kits for neighbors struggling with housing insecurity and decorating journals for cancer care kits.

- **Leadership Opportunity for Kids Ages 9-12**  
**Sunday, January 19, 3:30 - 5:30 p.m. and Monday, January 20, 9:30 a.m. - 12 p.m.**  
**Congregation Shalom - 7630 N. Santa Monica Blvd. Fox Point**

Junior leaders ages 9-12 are invited to help with set-up and assist attendees at various project stations. This is a great opportunity for children to take on extra responsibility and make a positive impact in their community.

- **Sort Books for Bernie's Book Bank**  
**Monday, January 20, 4:30 to 6:00 p.m.,**  
**The Ivy House - 906 S. Barclay St. Milwaukee**

Families will sort, sticker, and pack children's books for distribution to schools throughout the Greater Milwaukee area. This activity will take place at The Ivy House in the Fifth Ward.

## Additional Projects Throughout January

- **Social Justice Story Time at North Shore Library**  
**Tuesday, January 21, 10:30 to 11:30 a.m.**  
**North Shore Library**

KIC will host a Social Justice Story Time with educator Rona Wolfe. This event is designed for children ages 2-6 and will introduce Martin Luther King Jr. and lead discussions about race, racial justice, and how kids can take big actions in small ways

- **Social Justice Story Time at Shorewood Library**  
**Tuesday, January 21, 4:00 to 5:00 p.m.**  
**Shorewood Library**

KIC will host a Social Justice Story Time with educator Rona Wolfe. This event is designed for children ages 2-6 and will introduce Martin Luther King Jr. and lead discussions about race, racial justice, and how kids can take big actions in small ways

- **Serve Pantry Guests at Kinship Community Food Center**  
**Tuesday, January 21, 3:30 to 6:00 p.m.,**  
**Kinship Community Food Center**

Families will assist shoppers at Kinship Community Food Center in selecting groceries, carrying bags, stocking shelves, and cleaning up

- **Unfolding Generosity Clothing Sort at Hope Center**  
**Wednesday, January 22, 4:00 to 6:00 p.m.**  
**Hope Center of Waukesha**

Families will help sort clothing donations and arrange them in the clothing shop at Hope Center in Waukesha.

## Celebrating a Decade of Impact

KIC also recently celebrated its tenth anniversary, showcasing its ongoing commitment to empowering young minds through meaningful community engagement and service. KIC was founded in 2014 with a goal of demonstrating to children of all ages that they are responsible for and capable of being dynamic and change-making citizens within their community through partnerships and service experiences.

Inspired by the lack of options available, KIC was born with a vision to create a space where families could engage in service projects together, fostering a sense of community and instilling the values of kindness and respect in the next generation. KIC now works with more than 37 partner organizations including Milwaukee Diaper Mission, Our Next Generation, Kinship Community Food Center, Milwaukee Women's Center, Just One More Ministry, and many more. In 2023, the organization connected more than 3,000 child and family volunteers to more than 100 service projects.

KIC remains steadfast in its dedication to create opportunities for children and their caregivers to engage in enriching experiences that promote personal and social development while benefiting the larger Milwaukee community. For more about KIC and how to get involved, please visit: <https://kicmke.org>.

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[Kids Impact Community, LLC](#) is a Milwaukee-based 501(c)3 nonprofit that provides volunteer experiences in partnership with diverse and effective local nonprofits, specifically structured for children of all ages and their caregivers. KIC works to educate, empower and engage area youth by exposing them to age-appropriate community service activities, supporting these critical nonprofits today while growing the next generation of volunteers for the needs of tomorrow. Learn more about KIC by visiting [www.kicmke.org](http://www.kicmke.org), [Instagram](#) or [Facebook](#).

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