



2009 UNITED WAY/RED CROSS CAMPAIGN

WHAT ARE THE GOALS FOR THIS YEAR'S CAMPAIGN?

- Anticipate a tough year – Goal is to raise \$1.3 million similar to last year
- Increase the support of the unrestricted Community Fund to address community priorities and families in crisis
- Leadership support - over 1600 potential UR leadership donors, 43 % participation last year
- Increase overall participation at any giving level - 29 % overall participation
- Increase Continuous pledges - 1535 continuous pledge donors total \$ 418,000 in pledges from last year
- Educate about United Way's new focus on Living United
- Implement a new electronic pledging system to reduce costs, improve efficiency and protect the environment
- Support volunteer participation in training at a community site (ABVI)

WHY IS IT IMPORTANT FOR UNIVERSITY EMPLOYEES TO GIVE?

- Supporting United Way helps our friends, coworkers and neighbors
- We all have an obligation to support our community; United Way is one of the best ways to do so
- Ensures our community remains strong in resources and services for those in need particularly if our families and those we know are in need of assistance
- United Way leverages our dollars to address community wide issues such as lead exposure and reducing violence
- As the largest employer our result directly correlates with overall resources available in the community
- Community looks to us for leadership

HOW DO THE DIFFICULT ECONOMIC TIMES IMPACT THE CAMPAIGN?

- Unprecedented increase in basic services for food, housing and shelter as well as from those seeking financial assistance
- Need across the community is ever greater
- 211- a program funded by UW has seen a 2 % growth in calls this year with more than 113,000 calls and nearly 30 % seeking assistance with rental or mortgage assistance, paying utilities and assistance related to job loss and other emergency services

WHERE IS THE NEED THE GREATEST THIS YEAR?

- Families in crisis needing emergency services
- More information is available on the Greater Rochester United way website

PLEASE EXPLAIN LIVE UNITED.

- New focus of National United Way and our United Way here in Rochester
- Belief that a community that comes together in 3 ways; by giving, advocating and volunteering will have the greatest impact on improving outcomes

ABOUT HOW MANY VOLUNTEERS ARE HELPING WITH THE CAMPAIGN AT THE UNIVERSITY, IN WHAT CAPACITY?

- There are more than 500 faculty and staff who volunteer to help with the campaign each year. Their role with electronic pledging is to educate about the on-line system, increase the visibility of the campaign, educate about the importance of supporting the United Way and how our community benefits, run department fundraisers where feasible, and track performance thorough electronically available reports for their respective areas of responsibility.

WHAT ARE THE BENEFITS OF THE SWITCH TO THE EPLEDGE SYSTEM?

- It is a simple, convenient, confidential and efficient system
- Reduces the costs of running the campaign significantly
- Protects the environment by reducing the amount of paper

WHAT IF PEOPLE RUN INTO PROBLEMS/HAVE QUESTIONS ABOUT THE EPLEDGE SYSTEM?

- Contact Department coordinator (Listed on www.rochester.edu/unitedway Contact Us page)
- Or the University's United Way office at 273-4756. For technical questions, contact the United Way directly at 242-6521

WHERE IS THE BEST PLACE FOR PEOPLE TO GO IF THEY HAVE GENERAL QUESTIONS OR NEED MORE INFORMATION? THE WEB SITE?

- Our website, Great Rochester United Way website and our United Way office.