

## UNIVERSITY OF ROCHESTER UNITED WAY/RED CROSS CAMPAIGN 2009

The University of Rochester, together with affiliated campaigns at Highland Hospital, the Highlands at Brighton and Pittsford, and Visiting Nurse Service raised over \$1.3 million in the 2009 United Way/Red Cross Campaign.

The United Way in Rochester is special. It does more than fund programs with proven results at critical local social service providers, although it does that and does it well. Our local United Way also regularly brings people together to focus strategically on finding solutions to identified community priorities: preventing violence and child abuse, fostering student success, sheltering the homeless, overcoming crisis, assisting those with disabilities, and helping seniors stay independent.

These difficult economic times have taken their greatest toll on the most vulnerable in our community – those who have recently lost their jobs and health insurance, as well as those who have been struggling desperately for years with health, language, literacy, or logistical issues that have compromised their ability to make a life for themselves or their families. Without the support systems that many of us enjoy, those at greatest risk are turning to United Way agencies and emergency services in unprecedented numbers for their basic needs – shelter, food, clothing, and help with paying utility bills. Gifts to the United Way ensure that these agencies are able to continue their vital work.

In 2009, the University implemented ePledge, an on-line pledge system, to facilitate employee giving to the annual campaign and to further and enhance University sustainability efforts. Over 72% of donors to the 2009 campaign chose ePledge as the easiest, most efficient and confidential way to make their donation.

The success of the annual campaign is sustained by over 500 University volunteers, and the support of Human Resources, University IT, University Communications, Payroll, and Mail Services.



