



THE UNIVERSITY OF ROCHESTER SUPPORTS THE UNITED WAY OF GREATER ROCHESTER

WE CARE

- University faculty/staff work and live in the Greater Rochester area and we care about Rochester's success. We care about the other people who live and work in Greater Rochester and want to help them to be healthy and successful. Supporting the United Way is symbolic of our commitment to the Rochester community.

WE ARE LEADERS

- As the area's largest employer, the community looks to the University for leadership and depends upon us to use our talents and resources both individually and collectively to positively impact the overall health and well-being of the Greater Rochester area.

OUR MISSIONS COINCIDE

- The United Way focuses resources on priorities identified through a massive community priority setting process that includes preventing violence and child abuse, fostering student success, providing shelter to the homeless, overcoming family crisis, helping those with disabilities and keeping seniors independent; areas that directly contribute to the overall health and well-being of the Greater Rochester area.

IT IS EFFECTIVE

- By supporting the United Way, we are joining with others across the community in an effective way to have the greatest impact on resolving our community's toughest problems.
- The United Way campaign funds 99 different programs, serving over 500,000 people through its Community Investment Fund and 543 different agencies serving more people through Donor Designation contributions.
- Costs and outcomes are routinely audited and evaluated by the United Way Volunteer Board, ensuring the effective use of our community dollars.

IT IS EFFICIENT

- Community dollars are strategically leveraged by the United Way Volunteer Board through analysis and problem-solving, often promoting joint efforts by community agencies, e.g. eradicating lead paint poisoning and increasing the resources of low-income households via the federal earned income tax credit.
- United Way's heavy reliance on volunteers means that money contributed is spent on programs. Currently, 100% of dollars pledged to the Community Fund are spent on program support with a modest administrative fee for dollars designated to other area agencies.



**United Way
of Greater Rochester**