



**UNITED WAY**  
Greater Rochester  
and the Finger Lakes



To Our Incredible University of Rochester Campaign Team,

**Hello, Changemakers! It's your time to lead, to inspire, to make a difference.**

**In our region, 1 in 3 of our neighbors is struggling to make ends meet. We are looking to break the cycle of financial hardship. Your support changes struggle into opportunities, unreliable housing into a safe and welcoming place to call home, and empty stomachs into warm meals on the table.**

**Thank you for your support in volunteering as a Campaign Coordinator for United Way.** Your courage inspires others to take a step towards change through the University of Rochester's United Way campaign! As a Campaign Coordinator, you are the link to inspire and help raise critical dollars to provide immediate relief to individuals and families in crisis situations and make long-term solutions possible.

Many of us know someone whose life has been touched by United Way or one of its partner agencies, or you personally may have been impacted in a positive way by one of United Way's programs or services. Here's a chance for us to join together and give back to our community.

Your United Way is committed to being part of the solution, to gather and mobilize the great talent, expertise, and generosity of our community to address our region's greatest challenges. We strive for a future where everyone's basic needs are met, no one lives in poverty, all kids learn and succeed, and every person, family, and child flourishes.

When you invest in United Way, your dollars combine with those of your neighbors and their neighbors to make a greater impact. All money raised by United Way goes back into the community, supporting the critical work of thousands of nonprofit partners through meaningful funding opportunities and resources.

Gifts to United Way also fund innovation grants, including synergy grants and the Equity Fund, plus crisis funding and United Way services, such as [Leadership Development Programs](#), [board matching](#), and [volunteer engagement](#).

In this packet, you'll find all the materials needed to create an impactful campaign in your department. Please contact the University's United Way office with any questions at [uwco@hr.rochester.edu](mailto:uwco@hr.rochester.edu).

Thank you again for your leadership as a Campaign Coordinator for the University of Rochester United Way Campaign.  
**Each of us can make a change—for ourselves, our neighbors and our community. Are you ready?**

With gratitude,

**Michael S. Leonard, MD, MS**

2025 Campaign Co-Chair  
Chief Healthcare Safety Officer  
Associate Chief Medical Officer and  
Associate Vice President for Healthcare Safety

University of Rochester Medical Center

**Sarah Elizabeth Peyre, EdD**

2025 Campaign Co-Chair  
Vice Dean for Education | School of Medicine and Dentistry  
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2025 Campaign Co-Chair  
Vice President for Community Partnerships  
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