UC Merced’s 2011-12
United Way Campaign

“Stronger Together”

Talking Points:

History of UC and United Way
Mandated by The Regent’s that each campus select a charity that reaches many in the campus community. UW was chosen because of its far-reaching support.

United Way
Volunteers review each organization’s request for funding and evaluate that request’s effectiveness. United Way funds programs - not organizations in general. Only those programs that meet the needs of the community and the standards of United Way are funded.

You can donate to the Community Fund, which allows UW to put the money where the immediate need is; you may wish to put your money to a specific critical need area; or you can donate to any organization thru United Way, including schools, churches, etc. Each of these choices are on your pledge card. *(If asked, UW administrative fees are 18%)*

Payroll deduction is available.
Consistent giving until changed by you. UW is flexible, as your financial situation changes; your contribution can change, too. Talk about how far your money goes.

Valentine’s Day Brownie Grams!
Surprise co-workers and support UW. Purchase $2 brownie-grams by February 3rd at noon. Send your personal message, along with the brownie-gram. They will be delivered on Tuesday, February 14th to employees in Merced, Modesto, and Fresno. *(Use the delivery of brownie-grams to remind people to turn in their pledge card)*

Campaign ends February 17.