

Yale Launches \$1.2 Million United Way Drive

The annual Yale United Way Campaign began in earnest in October with an unprecedented goal of \$1.2 million dollars. The campaign, Yale's only general fundraising effort to its community members sponsored by the University, raises money for the United Way of Greater New Haven to support local social service needs. As the largest campaign in New Haven, Yale's generosity is critical to the success of the overall campaign and demonstrates again our institutional and individual commitments to the success of our shared community.

"Last year, Yale raised over \$1 million for our neighbors in Greater New Haven," says Janet Lindner, associate vice president for administration and chair of the University's United Way Campaign. "Our committed volunteers—students, faculty, and staff alike—are eager to prove that we can top that amount, demonstrating the spirit of generosity and culture of giving here at Yale."

The United Way of Greater New Haven is the region's largest United Way. While the bulk of the contributions it receives still go to charities designated by donors, some \$1.5 million annually goes priorities its volunteers have determined will have the most community impact. The priority areas this year are "successful children and youth," "economically vibrant communities" and "healthy and connected communities."

As noted in the New Haven Register, "The United Way has become more than a pass-through organization for its member agencies. It has become a clearinghouse and shaper of ideas about ways to improve the lot of the disadvantaged while promoting civic engagement." Priority areas were identified through the "Community Compass," a collaborative effort of over thirty local organizations to identify our region's greatest challenges and best opportunities for change. This process included both data analysis and interviews with citizens, community leaders and civic groups.

In 2007, the United Way of Greater New Haven sponsored grants to 60 local nonprofit programs whose work support priority goals. For example, grants were given for training the homeless for jobs, supporting after-school recreation for youth, identifying and subsidizing affordable housing, investing in preschool education and promoting access to health care.

To aid in reaching this year's goal, Yale's President Levin and the Officers of the University have offered \$100,000 in matching funds for any new donations or new dollars raised in the campaign. Suggesting means by which Yale community members can support Yale's United Way campaign, Lindner says, "If you are a student, a faculty member, or an employee of the University, you may visit our website to learn more about the United Way and make a pledge. Give for the first time, or increase your gift from last year, and the University will double your contribution. What a terrific incentive!"

Stressing that "it's participation that counts!" former Yale United Way Campaign chair and current co-chair of this year's Champions' committee, Judith Dozier Hackman notes

“No donation or increase is too small to be appreciated. Whether you pledge \$24 a year or \$24 a day, you will make a difference to children and communities in the New Haven area.” A donation—whether through the United Way to a favorite charity or to meet the needs of top community priority areas—is an effective way to spend your charitable dollar. It is an investment in the region’s continuing social and economic health.

Students are joining the fundraising efforts, too. In addition to the “Trick or Treat for United Way” effort at Halloween, a benefit concert is scheduled at Battell Chapel featuring the Yale Whiffenpoofs and Whim ‘n Rhythm on Sunday, November 4, at 3pm. Tickets will be available at the door—suggested donation is \$10.00 for adults and \$5.00 for students and children. The concert is open to the public, and all donations go directly to the United Way.

For all donors to the campaign, there will be a celebration in Commons on Monday, November 19, from 12:30 – 2:30 p.m. Raffle prizes will be awarded to attendees, and various prizes will be given to departments in the University who have contributed to the campaign. Everyone who donates is encouraged to attend.

More information about this year's United Way campaign is available at www.yale.edu/unitedway .