



GUIDE TO GIVING

United Way Campaign

2019

Live United

November 1–30

community.princeton.edu/uw

UNITED WAY CAMPAIGN 2019

Dear members of the Princeton University community,

Princeton University's Annual United Way Campaign will run from November 1-30, 2019. We invite members of the University community to participate in this year's campaign, Live United. Your generosity is greatly appreciated and helps the United Way of Greater Mercer County make an impact on the lives of people in need.

To maximize efforts, the University will contribute 15 cents per dollar on top of current employee donations made through payroll deduction and 10 cents per dollar on top of all other gifts.

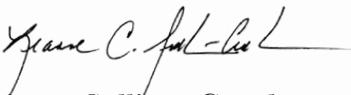
Donations of all amounts (\$1 minimum) will be distributed among initiatives supported by the United Way of Greater Mercer County. The United Way of Greater Mercer County focuses on the pillars of education, income and health to empower individuals and families to be self-sufficient. Your gifts translate, for example, in to reading kits for elementary school students, chronic disease prevention efforts, stamping out hunger throughout the region and help for families in becoming financially secure.

We're also pleased to share that, in response to feedback from members of the University community, the United Way is offering those who donate a minimum contribution of \$52 the opportunity to direct those funds to a United Way agency in their home community or to any eligible charitable nonprofit agency of their choice. Please refer to the enclosed materials for more information on eligibility and to help you decide how best to direct your donation.

The United Way allocates an average of 14 percent of its budget to overhead costs, allowing the remaining portion of contributions to be distributed directly to supported charities. For more information, please visit www.uwgmc.org.

Please join us, through your financial support, in demonstrating Princeton's commitment to service and support of the people and programs where we live and work.

Sincerely,



Lianne Sullivan-Crowley
United Way Campaign Chair

HOW TO GIVE • Distribution Options

Employees can elect to distribute their donation to United Way of Greater Mercer County's Community Impact Fund, directly to a United Way program, or to a United Way Partner or Nonprofit Agency of their choice. Find more information about the distribution options and payment methods on the following pages.

COMMUNITY IMPACT FUND

UWGMC works every day to advance the common good by focusing on children, families, seniors, and individuals. One gift to United Way's Community Impact Fund combines with those of thousands of other people to fund evidence-based programs that make a difference. No other single contribution supports as many critical human service, health, and education programs that have a lasting impact throughout the community.

Find more information about the United Way of Greater Mercer County at www.uwgmc.org.

Distribute your donation to the Community Impact Fund or one focus area:

- **Education,**
- **Health,**
- **Financial Stability, or**
- **Food Insecurity**

HOW TO GIVE • Distribution Options

EDUCATION

UWGMC promotes early reading readiness, and supports the development of critical life skills through its education initiatives and programming to increase children's self-esteem and self-awareness. Exposure to books, reading and enrichment opportunities



nurtures success. They strive to provide tools for families to build a literacy-rich home environment. Education initiatives include College Readiness Seminars, Teen Enrichment partnerships, Free Application for Federal Student Aid (FAFSA) guidance, and Bridging the Digital Divide.

Distribute your donation to Education or one of these United Way programs:

\$75

provides 3 educational kits containing a book and interactive activities to elementary school students.

\$1,000

provides 3 Social Emotional Learning classes teaching youth skills to develop tolerance and self-esteem.

HEALTH

Good health is both a community responsibility and a community benefit. By partnering with community based organizations throughout Mercer County, UWGMC is working to create a more resilient community through the following initiatives: Community Benefits Enrollment, Summer Hunger Initiatives, Mental Health Workshops, FamilyWise prescription partnership, and the Emergency Food and Shelter Program.

HOW TO GIVE • Distribution Options

FINANCIAL STABILITY

UWGMC addresses the obstacles that prevent working families from getting ahead financially. They help families meet their basic needs, while gaining the financial capability to plan for, and accomplish, their long-term financial goals. For families walking a financial tightrope, unable to save for college, a home, or retirement, they are here to help through the following initiatives: Volunteer Income Tax Assistance, FAFSA (Free Application for Federal Student Aid) Completion Assistance, and Financial Education Workshops.

Distribute your donation to Income or these United Way programs:

\$150 provides 15 students with FAFSA, essay writing and college admission navigation.

\$500 allows 3 families to bridge the digital divide by providing internet access.

FOOD INSECURITY

United Way has developed a multi-prong approach to address the issue of Food Insecurity, the state of being without reliable access to a sufficient quantity of affordable, nutritious food. Initiatives include Strike Out Hunger Food Packing Event, Summer Meal Awareness, Community Hunger Relief Grants, and Emergency Food and Shelter Program.



Distribute your donation to Food Insecurity or this United Way program:

\$25 provides 100 meals through Strike Out Hunger.

HOW TO GIVE • Distribution Options

UNITED WAY PARTNER OR NONPROFIT AGENCY

In response to demand from donors, the United Way offers you the opportunity to designate your contribution in the following ways:

- Distribute to the United Way in your home community. A 9 percent processing fee, not to exceed \$250, will be deducted.
- Distribute to a nonprofit agency of your choice. This agency must be a valid nonprofit with IRS 501(c)(3) tax status and in compliance with USA Patriot Act requirements to be eligible. A 9 percent processing fee, not to exceed \$250, will be deducted.

HOLIDAY BAKE-OFF & SALE

Join us for the third annual Holiday Bake-Off on Wednesday, December 11 in Frist Campus Center.

Enter the contest to show off your baking skills or stop by to purchase goodies after our campus celebrity judges award prizes for creativity, taste, and presentation. The bake sale runs from 12 p.m. to 2 p.m. All proceeds benefit the United Way of Greater Mercer County.



Visit our website for more information and the
bake-off entry form:

community.princeton.edu/uw

HOW TO GIVE • Payment Methods

You may donate any amount (*\$1 or more*) in one of two ways:

Easy Payroll Deduction*

Current employees may choose to deduct their total annual donation from their paycheck in equal amounts beginning January 2020. If you donate by payroll deduction, your January 2020 paycheck stub, which displays your donation for the year, will be your receipt. For each dollar contributed through payroll deduction, the University will contribute 15 cents in addition.

Go Paperless — Fill out the Easy Payroll Deduction pledge form online at community.princeton.edu/UW

One-Time Gift

For each dollar contributed, the University will contribute 10 cents in addition.

Cash—Fill out the attached pledge form and include cash donation in envelope.

Check—Fill out the attached pledge form and include check in envelope. Checks should be made payable to the United Way of Greater Mercer County.

Credit Card—Make a one-time gift of any amount directly to the United Way of Greater Mercer County on their website www.uwgmcc.org/princetonuniversity

Find more information and track the progress of the campaign at community.princeton.edu/uw

Questions? Contact Jessica Malone, campaign coordinator, at 609-258-5980 or jmalone@princeton.edu.

PPPL employees, contact Ricardo Marquez at 609-243-2221 or rmarquez@pppl.gov.

*ONLY CURRENT UNIVERSITY EMPLOYEES MAY MAKE A CONTRIBUTION VIA PAYROLL DEDUCTION. IF YOU DONATE BY PAYROLL DEDUCTION, YOUR JANUARY 2020 PAYCHECK STUB, WHICH DISPLAYS YOUR DONATION FOR THE YEAR, WILL BE YOUR RECEIPT. FOR SINGLE, ONE-TIME DONATIONS OF \$250 OR MORE, UNITED WAY WILL SEND A TAX RECEIPT. NO COMPENSATION, GOODS, OR SERVICES HAVE BEEN GIVEN TO THE DONOR IN RETURN FOR THIS CONTRIBUTION.

Less than 15 percent of all donations cover standard indirect costs related to management and fundraising efforts. This amount is well within the normal range recommended and monitored by charity watchdog organizations.

All organizations receiving funds from the **United Way of Greater Mercer County** are required to be in compliance with the USA Patriot Act. United Way of Greater Mercer County will retain funds designated to agencies failing to meet compliance requirements for use in funding human service needs in the community.

INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT WWW.STATE.NJ.US/LPS/CA/OC/CHARITIES.HTM. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. UNITED WAY ACKNOWLEDGES THAT NO TANGIBLE GOODS OR SERVICES HAVE BEEN GIVEN IN CONSIDERATION OF THIS CONTRIBUTION.