



GUIDE TO GIVING

United Way Campaign

2017

Live United

November 1–30, 2017

community.princeton.edu/uw

UNITED WAY CAMPAIGN 2017

Dear members of the Princeton University community,

Princeton University's Annual United Way Campaign will run from November 1-30, 2017. We invite members of the 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 throughout our community.

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.

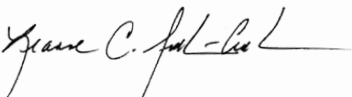
Donations of all amounts (\$1 minimum) will be distributed among initiatives supported by the United Way of Greater Mercer County. The United Way of Greater Mercer County focuses on the pillars of education, income and health to empower individuals and families to be self-sufficient. Your gifts translate, 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,
- Income, or
- Food Insecurity

EDUCATION

UWGMC focuses on Child Literacy and closing the achievement gap for elementary age children, keeping them engaged throughout high school and beyond. Education initiatives



include Reading Oasis, Social Emotional Learning Classes, Teen Enrichment, College Readiness Seminars, 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.

HOW TO GIVE • Distribution Options

HEALTH

UWGMC believes that everyone in the community should have access to a healthier life and they support this vision through prevention and self-management education. Initiatives include Prostate and Cervical Cancer Outreach and Education, and Chronic Disease Self-Management.

INCOME – FINANCIAL STABILITY

UWGMC focuses on financial stability so that hard working families meet their basic needs, while gaining the financial capability to plan for, and accomplish, their long-term financial goals. Initiatives include Volunteer Income Tax Assistance, FAFSA [Free Application for Federal Student Aid] Completion Assistance, and Financial Education Workshops.

Distribute your donation to Income or one of 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 multiprong 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

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 minimum donation of \$52 is required and 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 minimum donation of \$52 is required and a 9 percent processing fee, not to exceed \$250, will be deducted.

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 2018. If you donate by payroll deduction, your January 2018 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.

One-Time Gift

For one-time donations of \$250 or more, United Way will send a tax receipt. For each dollar contributed, the University will contribute 10cents in addition.

- **Cash**
- **Check**—Checks should be made payable to the United Way of Greater Mercer County.
- **Credit Card**—Credit card transactions require a minimum donation of \$52. Credit cards accepted include MasterCard, American Express, Visa, and Discover.

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

Questions?

Contact Jessica Talarick, campaign coordinator, at
609-258-5980 or jtalaric@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 2018 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 CONSIDER-