



HOTLINE

PRINCETON PLASMA PHYSICS LABORATORY

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United Way Fund Drive Underway



Volunteers for PPL's United Way fund drive were selected from all laboratory areas.

Giving more than ever before was the message delivered at last week's kickoff meeting for volunteers participating in the annual United Way fund drive at the laboratory.

"By helping the United Way, we're really helping ourselves," Administrative Operations Deputy Director James Clark told the assembled volunteers. "Our own families and neighbors use United Way services in time of need." He added that in the past, laboratory support of the fundraising campaign was "not indicative of our interest (in the community and in the United Way)," and asked that all em-

ployees make an increased effort to give this year.

Princeton University President William Bowen pointed out the United Way's "tremendous importance" in caring for "the humane needs of the community." The current fund drive provides an opportunity for staff members "to give as well as take." He urged employees to "give what you can, and even a little bit more."

This year's University-wide "giving goal" has been set at \$84,400, a 15% increase over last year's total.

PPL United Way givers will be eligible for one of six prizes

provided by the University Store and Toto's Market in cooperation with an anonymous donor. Contributors who return their pledge cards by December 14 may win a cordless telephone, a tape recorder/player, an FM-AM digital clock-radio, or one of three 10-pound turkeys. Prize winners will be announced in Murray-Dodge Hall at 12:30 p.m. December 18.

Volunteers from various PPL "neighborhoods" have distributed pledge cards to employees in their work areas. Anyone who needs additional pledge cards can contact Bobbie Cruser in Personnel at ext. 2101.

United Way Dollars

Before people contribute to any charity, they want to know that their donations are going to provide a direct service -- not be gobbled up by excessive administrative costs. The United Way has the lowest possible campaign and administrative costs, so the major share of the money raised goes to serve people who need help.

The reason for this cost moderation lies in the year-round involvement of volunteers. Volunteers, of course, work for free -- and that saves countless thousands of dollars annually. The result is that the United Way ranks among the most efficient of all charitable organizations.

There are several advantages to supporting the United Way:

1. It eliminates multiple fund-raising drives, reducing them to only one a year.
2. It saves people the trouble of determining what agencies are worthy of support, because each member agency must meet the high standards set by United Way volunteers.
3. It is the most effective means of satisfying local community needs, because the volunteers have determined what agencies warrant community support.
4. Any person who lives or works in the United Way service area can seek assistance from the agencies.
5. The United Way family of agencies changes as community needs change.

Member Agencies



Your contribution to the United Way-Princeton Area Communities will allow the following 28 member agencies to continue providing their invaluable aid:

Princeton Area Chapter of The American Red Cross
Mercer Chapter of the Association for Advancement of
Mental Health

Better Beginnings Child Development Center-
Big Brothers/Big Sisters of Mercer County
George Washington Council, Boy Scouts of America
Camp Fire/Lenni Lenape Council, Inc.
Catholic Welfare Bureau (Child Abuse Program)
Children's Home Society of New Jersey
Community Guidance Center of Mercer County

Crawford House

Deaf Contact

Delaware Raritan Girl Scout Council

Eden Institute

Family Counseling Service of Somerset County

Family Service Agency of Princeton

Florence Crittenton Home

Hightstown/East Windsor YMCA

Jewish Community Center of Delaware Valley, Inc.

Jewish Family Service of Delaware Valley, Inc.

Mercer County Women's Center of Womanspace

Mercer County Unit of the New Jersey Association for
Retarded Citizens

Princeton Area Council of Community Services

Princeton Community Homemaker -- Home Health Aide
Services

Princeton Nursery School

Princeton YMCA

Princeton YWCA

Rolling Hills Girl Scout Council

University N.O.W. Day Nursery

United Way Q&A

OBJECTION: WHY SHOULD I GIVE?

ANSWER: One reason involves our moral obligation to help others who need our aid. Giving is also a form of self-protection; we never know when we, or someone we love, may need the helping hand United Way agencies offer. Your "policy" of giving to the United Way serves as the "premium" that helps "insure" vital services will be available in times of need.

OBJECTION: THERE'S NO NEED FOR ME TO CONTRIBUTE TO THE UNITED WAY; THE GOVERNMENT TAKES CARE OF EVERYBODY.

ANSWER: Since the job of helping is so massive, it takes the government's tax-supported programs coupled with the contribution-supported programs of the United Way to meet the total community need. We all realize that the government is cutting back on its role in providing human services, but that doesn't mean the need for services will disappear. It just means that services will have to be provided by other sources -- such as United Way agencies.

OBJECTION: THE UNITED WAY HAS ALL OF THE MONEY IT NEEDS -- BIG BUSINESS SUPPORTS IT.

ANSWER: Over 130 services are provided through United Way dollars. Raising the money needed to fund that wide range of human services would be a financial impossibility without individual contributions. In fact, in 1982 (the last year for which figures are available), one-half of all contributions to United Ways nationwide came from company employees. Total individual contributions totaled 63%; total business contributions came to 28%.

OBJECTION: I FEEL THAT I AM BEING PRESSURED TO GIVE TO THE UNITED WAY.

ANSWER: The United Way is completely opposed to any type of pressure in a campaign. It regards giving as a personal decision. Coercion defeats the very idea of voluntary giving.

OBJECTION: I DON'T LIVE IN THE AREA, SO I'M NOT GOING TO GIVE.

ANSWER: Since you work in the area serviced by the United Way-Princeton Area Communities, you and your family are eligible for services from all United Way member agencies.

If everyone contributes to the United Way where they work, all communities will be assured of the availability of necessary services. Giving where you work also allows you to use payroll deduction, which is a "painless" way of contributing.

OBJECTION: I'M NOT GOING TO CONTRIBUTE BECAUSE UNITED WAY AGENCIES CHARGE FOR THEIR SERVICES.

ANSWER: Of course they do, since the United Way cannot support all the financial needs and expenses of its member agencies. The fees charged by agencies are determined by an individual's income; United Way dollars ensure that no one will be refused services simply because they cannot afford to pay the full cost.

OBJECTION: WHY DIDN'T SOMEONE I KNOW RECEIVE HELP FROM A UNITED WAY AGENCY?

ANSWER: The United Way agencies never turn down anyone who needs help. So get all the facts -- names, dates, all the relevant information -- then call the United Way. It will thoroughly check out all complaints. In the past, United Way investigations have proved such complaints unfounded.

How Your Contributions Help

Giving to the United Way is one of the best investments you can make. Just look at how much a modest investment can buy:

\$5 will help pay for a telephone counseling session with a parent who fears he will batter his children.

\$6 will provide blood pressure monitoring for a year for a person 60 years old or older.

\$10 will subsidize a child in family day care for one week.

\$15 will pay part of the cost of training parents to deal with an autistic child.

\$17.50 will provide two meals a day for a senior citizen for an entire week.

\$20 will pay for one full day of day camp for a retarded or developmentally disabled child.

\$25 will allow a teenager to participate in a drug and alcohol program.

\$40 will supply medicine for battered women for about one month.

\$48 will provide two hours of counseling to a family struggling through a marital and child-care crisis.

In this year of federal budget cuts, your United Way dollars can purchase a lot of hope for those who need it. Somebody has to help; be that somebody by contributing to the United Way through the payroll deduction plan.

A Brilliant Deduction

Now all taxpayers -- itemizers and non-itemizers alike -- can take a tax deduction for their charitable contributions. Even if you use the 1040 short form, a 1981 law makes it possible to deduct 25% of your charitable contributions. By 1986, you will be able to deduct 100% of your charitable gifts.

For verification purposes, the United Way recommends keeping accurate records, receipts, canceled checks, and other proof of your charitable gifts or activities. For contributions other than money, such as clothing, furniture, or securities, indicate their original cost, their fair market value at the time of contribution, and the method of determining this value.

By giving to the United Way, you're using your tax advantage to everyone's advantage. You may call it a tax break; the United Way calls it a brilliant deduction.

United Way Tips

Most Americans give two percent of their pretax income to charitable organizations. Individual giving is responsible for 83 percent of the \$64.93 billion raised by charities last year.

Yet the problem increasingly faced by the potential giver is coping with the rising tide of requests, sifting responsible and accountable groups from the fraudulent and mismanaged.

To help people through the maze, the United Way-Princeton Area Communities has developed the following list of questions people should ask before making a donation:

1. Does the organization publish an annual report, and provide it upon request? Does it contain a detailed annual budget certified by an independent public accounting firm?

2. Is there a clear statement of purpose, and do the organi-

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Leading this year's PPL-Princeton University United Way fundraising campaign are (left to right) PPL Personnel Director Steve Iverson, Bobbie Crusier of PPL Personnel, PPL Administrative Operations Deputy Director James Clark, Princeton University President William Bowen, United Way Director Joseph Horsley, and United Way Publicity Executive Gil Phillips.

zation's programs and services address that stated purpose? Does it have a reasonable program, management, and fund-raising expenses?

3. Who decides how your charitable donation is spent? For example, money given to a local United Way goes through a committee of volunteers who make funding decisions based on an assessment of community needs.

4. Are the charity's publicity and promotional materials ethical and accurate? What does it claim -- and does it deliver?

Givers can also check with several watchdog organizations before making a contribution. Those organizations include:

Local United Ways. Agencies receiving funds from a

local United Way have undergone a rigorous review of their budgets, programs, and services. This review is conducted by local volunteers, with support from United Way staff. You can contact the the United Way-Princeton Area Communities at 609-924-5882.

Internal Revenue Service (IRS). Check with the IRS to determine whether or not the organization you are considering contributing to has 501 (c) (3) tax exempt status. If it does not have this status, then your gift is not tax deductible.

Better Business Bureau (BBB). The BBB maintains an active monitoring program, and an aggressive philanthropic advisory service that promotes standards for charita-

ble groups. The BBB Philanthropic Advisory Council is located in Washington, D.C., and maintains files on 10,000 national charitable organizations. You can contact the BBB at 703-276-0133.

National Information Bureau (NIB). The NIB evaluates charitable groups against its own eight basic standards. The NIB advises contributors about individual agencies through its reports. NIB does not advise donors to contribute, but instead encourages donors to request detailed reports about the national charitable organizations in which they are interested.

Any individual can obtain the list of organizations meeting NIB's published standards, and as many as three free reports, by writing NIB, 419 Park Avenue South, New York, NY 10016.

United Way Editorial

It sometimes seems we're constantly being besieged by fund drives. Public broadcasting stations ask for our help in our living rooms, Girl Scouts bring their cookies to our doors, and our mailboxes are crammed with requests for aid from a myriad of groups.

We'd like to help, but how can we be sure these charities are reputable? Will our donations really go to the needy, or towards administrative costs? And how can we pick one or two organizations from the dozens who need our aid?

All these problems are easily solved when you contribute to

the United Way-Princeton Area Communities. The United Way isn't a charity; rather, it unites a large group of service agencies in the Princeton area into a cohesive unit. You'll find day care, family counseling, disaster relief, drug abuse treatment, help for the physically and mentally handicapped, and many other vital services under the United Way banner. Yet not every agency is accepted; stringent screening guidelines ensure that member groups are ethical, legitimate service organizations that will answer community needs or problems.

The United Way is also one of the most cost-effective

means of charitable contributions. Since the organization is run by volunteers, 87 cents of every dollar contributed is channeled into member agencies. Citizen review committees make funding decisions, keeping the United Way responsive to the changing requirements of its service area.

But in order to keep those services coming, the United Way needs our help. The annual fund drive is in progress; PPL United Way volunteers are distributing information and donation envelopes. Payroll deduction plans are available to keep your giving going all year 'round, or you

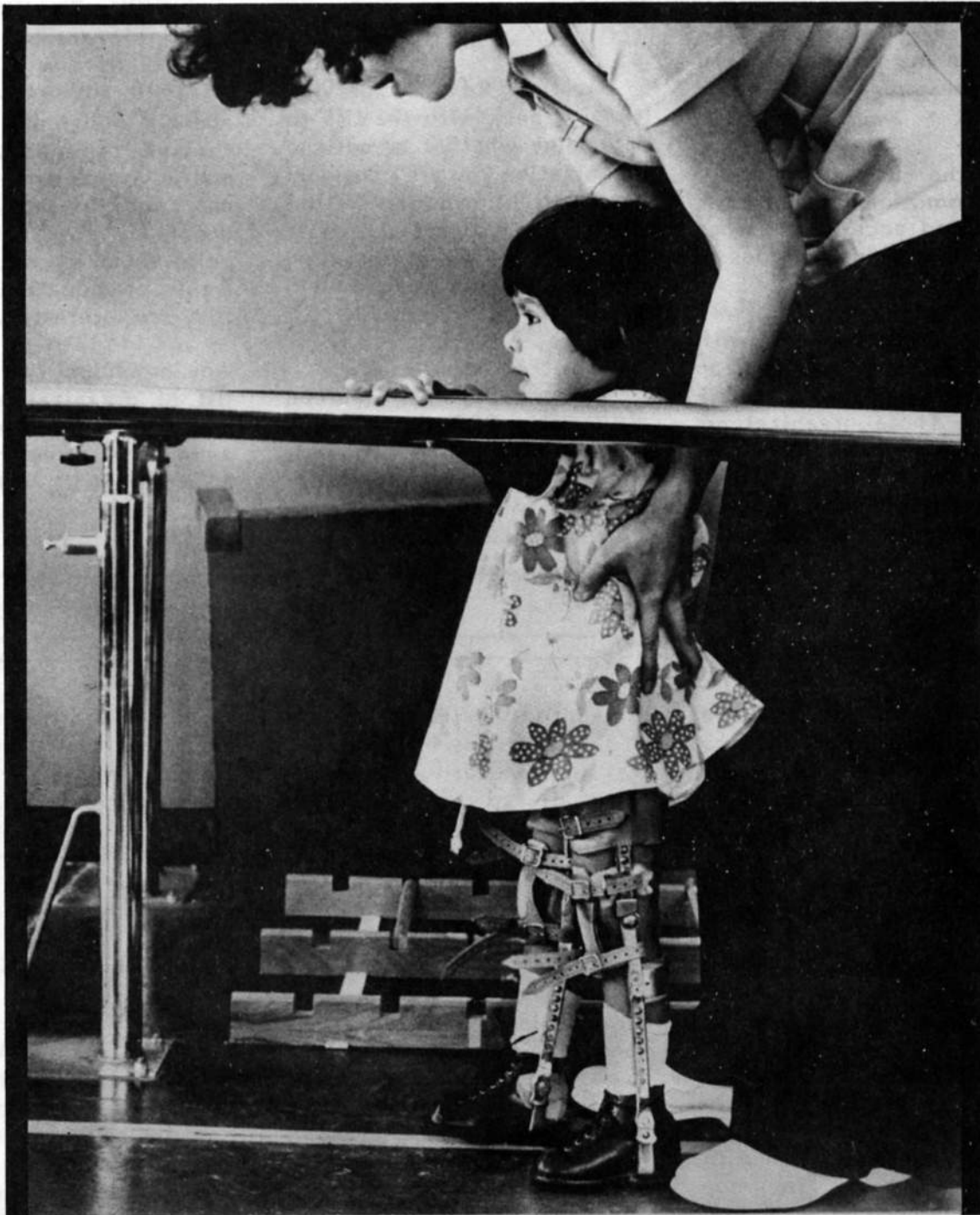
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can return your donation to your area volunteer in the envelope provided.

In light of federal budget cuts

in human services programs, contributions from the United Way may be the only way beleaguered social agencies can continue to offer vital ser-

vices. Please take advantage of the opportunity to make a distinct difference in someone's life when your United Way volunteer contacts you.



This year, it may be the only way