



HOTLINE

PRINCETON PLASMA PHYSICS LABORATORY

Vol. 7, No. 4

November 8, 1985

"I GAVE AT THE OFFICE"

We're all familiar with that old cliché. Making it a reality for more lab employees is the goal of this year's United Way fundraising campaign at PPL.

At the campaign kickoff meeting October 23, laboratory Director Dr. Harold P. Furth told volunteers participating in the annual fund drive that PPL was to have been a United Way Pacesetter this year. Pacesetter corporations run their campaigns in the early fall. Pacesetters achieve high rates of employee giving, providing a benchmark for the companies staging their campaigns in October and November.

Results of past campaigns show about half the employees in major Route 1 corporations contribute to the United Way. Main Campus giving reached the 20 to 25% mark last year, while only 11% of PPL employees contributed to the United Way in 1985.

Based on these figures, Dr. Furth deemed PPL's possible role as a United Way Pacesetter to be "a high-pressure situation that we didn't really need. We should try instead to improve our record by not neglecting (the United Way campaign) as we have in the past."

The results Dr. Furth expects this year? "Something more than we've done in the past. We don't want to force people to contribute beyond their means, but we think it would be good for the laboratory to have a little more sign of interest, at least in the numbers of people participating. We think if attention is drawn to

the United Way, it will make laboratory employees feel good to have made a contribution, and to be a part of an organization that cares a little more than it has in the past."

"We have set the objective of reaching the 50% participation level," he continued. "I
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Administrative Operations Deputy Director James Clark, PPL's United Way campaign chairman, welcomes volunteers to the kickoff meeting which began this year's fund drive.

think we should do at least as well as Main Campus, or perhaps a little better."

Leslie Vivian, Director of Community and Regional Affairs for Princeton University, congratulated the lab on "reaching out to the community. You're telling them you know they're there through PPL's Community Outreach Program, that you care about them. (Giving to the United Way) is an American form of outreach to the community around us, to the needs that should be met not by government, but by all of us as American citizens."

Measured against the United Way's per capita giving figures, "examining what the Plasma Physics Lab people who do participate contribute is impressive," Vivian pointed out. "It's very generous. It exceeds the per capita rates of several organizations that have employee groups of comparable size to the laboratory."

Gilbert Phillips, Associate Executive Director of the United Way-Princeton Area Communities, warned volunteers that "you will run into people who don't live in the communities we serve, and who would rather help out in their own towns. We emphasize two factors to those people: one, that they can use the services not only of the United Way in their home town, but also of this United Way. As employees of Princeton Plasma Physics, they can use the services of the agencies that the Princeton United Way funds. We have found over the years that thousands of people preferred to avail themselves of

our agencies rather than those their hometown offers. Our agencies may be more convenient to them, provide more confidentiality, or reduce their embarrassment in getting help. But many people do take these opportunities to use the agencies outside of the home community."

"There's another, more fundamental reason for giving to the United Way at the office," Phillips maintains. "The United Ways do not deal with door-to-door solicitation, nor do most United Ways do any type of residential mailing. So people who don't take advantage of using the payroll deduction plan, or giving a check through the office, lose the opportunity to help others when they need that helping hand."

"Giving where you work is the most rational way of doing the most good," he concluded. "It allow us to do the most good with your hard-earned contributors' dollars."

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, ext. 2101.

United Way: A Sound Investment

The United Way-Princeton Area Communities serves over 38,000 people who live or work in Cranbury, East Windsor, Griggstown, Hightstown, Kingston, Montgomery Township, Plainsboro, Princeton, Rocky Hill, West Windsor, and adjacent areas of Hopewell, Lawrence, and South Brunswick Townships. Its 28 mem-

ber agencies provide more than 130 services ranging from day care and family counseling to disaster relief, drug abuse treatment, and help for the physically and mentally handicapped. There's something for everyone under the United Way umbrella.

Two major factors set the United Way-Princeton Area Communities apart from many other worthy charities:

1. Anyone who lives or works in the United Way service area is eligible for services. No one is denied service because of an inability to pay, and the variety of services available through the 28 member United Way agencies are services that most people will need at one time or another.
2. To operate the local United Way takes only about 11 cents out of every contributed dollar. Administrative costs can be kept low thanks to extensive volunteer involvement in all phases of the United Way, including the campaign itself, budgeting, planning, and agency allocations. The organization employs only five paid staff members.

And the savings don't stop there. United Way member agencies conserve public funds by lessening dependence on costly public programs, and by providing services that help reduce welfare and medical costs.

Vital services provided with minimal administrative costs -- doesn't that sound like a great investment?

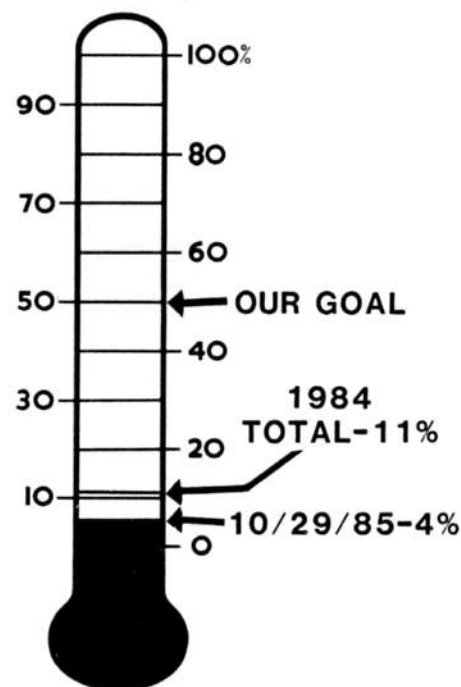
Member Agencies

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 the 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, Latch Key Program
 Catholic Welfare Bureau (Child Abuse Program)
 Children's Home Society of New Jersey
 Community Guidance Center of Mercer County
 Contact for the Deaf
 Crawford House
 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 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 NOW Day Nursery
 Womanspace, Inc./Mercer County Women's Center



United Way



Campaign Update

If the early results of this year's United Way campaign are any indication, laboratory employees are extending a helping hand in record numbers. In the first four days of the drive, PPL achieved a 4% United Way participation rate. However, if contributions continue to come in at this pace, the laboratory's 50% participation goal will not be achieved when the campaign ends November 30.

Although we're off to a good start, everyone's help is needed if we are to reach our goal. Be sure and return your pledge card in the self-addressed envelope provided. If you've misplaced your pledge card, you can get another from Bobbie Cruser in Personnel.

What Your Dollar Buys

\$1 per week buys:

- Housing for one week for an elderly, indigent person
- Four aquatherapy sessions for an arthritic client
- Three resting mats for children in a day nursery

\$2.50 per week buys:

- Two weeks of day care for one child
- Five home visits by physical or speech therapists for a stroke victim
- Clothing and shoes for an individual who has lost possessions in a disaster

\$5 a week buys:

- Safe shelter for a battered woman for four weeks
- Counseling sessions for six alcoholics and their families
- Nine hours of training for a blind person learning braille

\$7 a week buys:

- Preparation and delivery of a hot meal to a homebound senior citizen for 50 weeks
- Supplies for seven months for a retarded adult in a vocational training center
- Ten weeks of sheltered employment for a handicapped person

\$10 per week buys:

- Residence and support to a recovering alcoholic woman at a halfway house for three weeks
- A year of telephone reassurance service for two homebound people
- Participation in a sign language class for 20 hearing impaired adults.



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

ANSWER: In some countries, that's true. But here in America, voluntary support, including your gifts, has traditionally played a very large role in helping people help themselves. Ac-

tually, most of us complain about our taxes now, but if the government were forced to provide all our services, we could really expect our taxes to soar.

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 the United Way agencies.

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, because the United Way cannot support all the financial needs and expenses

of its member agencies. The agencies need far more money than what the United Way can possibly raise, and to get this additional money, they charge fees to people who can afford them, which is only fair and logical. The fees charged by agencies are determined by an individual's income; thus, the lower the income, the lower the fee. 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.

Case Histories

If you've ever wondered what impact your United Way contributions have, consider these case histories:

- Billy, 11, lives with his mother, a professional woman who works full time. His father lives in San Francisco and sees Billy only twice a year. Billy has become a problem in school by daydreaming, talking during class, and not completing his assignments. He does not get along with children in school or in his neighborhood.

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About two months after his mother brought him to the Big Brothers/Big Sisters Association of Mercer County, Billy was matched with a Big Brother named Steve. Steve has spent time helping Billy deal with people better by engaging in various activities. Steve intends to stick with Billy and help him adjust to life.

- Since both Carol's parents must work full-time, she comes home to an empty house after school every day. Worried that Carol might face an emergency while at home alone, her parents enrolled her in Camp Fire's "I Can Do It" self-reliance course.

This program gave Carol instructions on walking home alone, being at home alone, using the telephone in emergencies, and basic first aid. The course also reassured Carol by teaching her to deal with the fears of being alone.

Carol still comes home to an empty house, but now she is much better prepared to face some of its potential problems.

- John came to Family Counseling Service of Somerset County hoping to make contact with his wife and child, who had been hidden from him in a battered women's shelter. He accepted counseling, admitting to alcoholism and occasional wife beating. Although she was determined to get a divorce and avoid further contact with him, John's wife allowed a counselor to arrange visits between her husband and their child.

The Family Services counselor worked closely with the outreach worker at the agency sheltering John's wife. His wife was persuaded to join John in counseling sessions, and they eventually reconciled. John is now an active member of Alcoholics Anonymous. His family has been reunited for a year without a recurrence of violence.

- Martha's world seemed about to collapse. After 26 years of marriage, her husband had announced that he wanted a divorce and was moving into an apartment. At age 46, Martha found it difficult to pick up the pieces of her broken life.

Through its "On Your Own" program, as well as its "Women's Services Institute" programs and workshops, the Princeton YWCA helped Martha express and deal with the feelings her divorce caused. The "Y" also assisted her in locating resources and developing job skills. Today Martha is active in her community and holds a full-time job.

Volunteer Review and Allocations Committee

The volunteer Review and Allocation Committee is the United Way's best kept secret. Yet it's the group that underlines the organization's financial accountability in spending contributor dollars.

Ninety men and women volunteer annually to help decide

how the United Way should spend its campaign contributions. Their input ensures that local citizens will determine the amount of funding member agencies in the greater Princeton area receive.

The process begins in April, when volunteers are divided into panels. Each panel makes on-site visits to selected agencies, discussing the issues and problems facing each agency with its staff and volunteers. Panel members examine the agencies' requests for funding, management and financial accountability, other sources of funds, and service quality and delivery. Panel members can then make informed choices on how United Way dollars can best be spent on human services.

Each panel sets tentative allocations for the agencies they visit. The United Way's full Budget Committee votes on the recommendations and establishes suggested funding allocations. In June, the Budget Committee's suggestions are presented to the United Way's volunteer Board of Trustees for a final vote.

Two major benefits the Volunteer Review and Allocations Committee provides for the United Way are the flexibility to adapt to changing social and economic conditions affecting human services, and the ability to shift funds as community needs change.

United Way allocations depend on fund-raising results. Although contributions have been climbing annually, funding does not automatically

increase, nor is the same increase granted to all agencies. Funding increases to United Way agencies vary, and some agencies do not receive increases in certain years.

The review period involves a lot of evening work, painful choices, and hard decision-making. It is also a secret the United Way doesn't mind telling -- or sharing. If you'd like to be a part of next year's Review and Allocations Committee, call the United Way for more details.



People Helping People

This United Way symbol, three people with joined hands, carries a simple message: people helping people.

It's true that more detailed reasons for giving to the United Way can be found. Yet at its most basic level, the United Way stands for a simple human response: people reaching out to one another in times of need. People helping people.

So reach out, and give to the United Way!

UNITED WAY EDITORIAL

So far, 1985 seems to be the year for celebrating the family of man. Nothing has highlighted our common connection more strongly than the plight of those enduring the Ethiopian famine. Rather than turning a deaf ear to people so far away, an outpouring of help for the suffering came from a variety of sources, most notably the Live Aid concert.

Live Aid proved that huge contributions by vast organizations or governments aren't always what's needed to make a real difference in the world. The concert and its attendant fundraising spot-

lighted the impact caring individuals can have. A flood of small contributions from a lot of people helped Live Aid raise millions for famine relief. And all that help began with one man's conviction that he could make a difference.

Think of the difference your United Way dollars can make in the lives of so many who live and work here in the Princeton area. Some of the more than 130 services provided by United Way agencies do make headline news -- food and emergency shelter programs for the homeless, or aid

to flood victims. But many more services remain behind the scenes -- adoption or foster care, job training and guidance, counseling to overcome drug or alcohol abuse, meals and centers for the elderly. Your contribution can help transform a bleak today into a hopeful tomorrow when you give to the United Way.

It doesn't take much to make a change for the better, especially if you take advantage of the payroll deduction plan. Tomorrow is in your hands -- give today to the United Way.

The PPL HOTLINE is issued by the Princeton University Plasma Physics Laboratory, a research facility supported by the United States Department of Energy. Correspondence should be directed to PPL Information Services, Module 2, C-Site, James Forrestal Campus, ext. 2754.

The Symbol Says It All.



You've seen this symbol around—at health agencies, day care facilities, neighborhood centers and, of course, on all United Way posters and publications.

But did you know the symbol's very simple, yet universal, message?



At the bottom is a helping hand. The hand symbolizes the services and programs supported by the United Way that in turn support the people in our community.



The image in the center, based on the universal symbol of mankind, is cradled by the helping hand. It shows that all people are supported and uplifted by United Way efforts.



And a rainbow springs from the helping hand, representing the hope of a better life possible through the United Way.

In these simple figures is the sum total of the United Way philosophy—to promote voluntarism and to support voluntary organizations in their efforts to provide a better life for us all.