



# HOTLINE

PRINCETON PLASMA PHYSICS LABORATORY

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## UNITED WAY CAMPAIGN UNDERWAY



*Jim Gramlich, campaign chairman for the United Way-Princeton Area Communities, welcomes volunteers to the kickoff meeting which began PPPL's 1986 United Way fund drive.*

Growth in giving as an expression of the laboratory's community concern was the message delivered to volunteers attending Monday's kickoff meeting for the annual PPPL United Way fund drive.

Administrative Operations  
Deputy Director James Clark,

PPPL's United Way campaign chairman, welcomed volunteers to the October 27 meeting by pointing out that "This laboratory doesn't sponsor many community activities, but we very strongly support the United Way. We are indebted to our campaign leaders and volunteers for spear-

heading this community effort."

Clark added that "The laboratory is a service organization by the very nature of its effort to develop fusion power as a safe and practical energy source for the longer term. At the same time, I urge you not to forget the agencies involved in caring for human needs here and now by giving to the United Way."

To help attain the total campaign goal for the United Way-Princeton Area Communities of \$2.1 million, PPPL is striving for a goal of 50% participation, which means 190 new pledges. "That won't be easy," Clark admitted, "but we're especially interested in those who haven't given before. We do want to ensure that everyone has the opportunity to contribute. At the same time, we're striving to increase the pledges from those who are already United Way givers by 10%."

Laboratory Director Dr. Harold Furth reminded the volunteers that last year PPPL's United Way participation rate increased from 11% to 32%. The 21% rise earned the laboratory its first United Way Gold Award. "But beyond awards," the director continued, "I think there is something fundamentally wise

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about helping the community. I personally have the superstition that if we are willing to help the community, then something good will happen to us too. I propose we should keep pushing on this particular superstition, and be even more generous this year. When you add the idealistic factor and the coming change in the tax law, this is certainly a good year to give."

Jim Gramlich, Director of the American Cyanamid Corporation's Agricultural Research Division, is the campaign chairman for the United Way-Princeton Area Communities. He believes there's "a very strong correlation between the health of an organization, its morale, its strength, and the amount that organization gives to the United Way." With the need for

human services growing along with the growth of the Princeton area itself, the United Way has been hard-pressed to keep pace with that growth.

"The growth in this area has been explosive," Gramlich continued, "and the goals and objectives our agencies have set is part of a noble cause. I urge all of you to help us, and I can assure you that we sincerely appreciate your support."

Gilbert Phillips, Associate Executive Director of the United Way-Princeton Area Communities, urged employees who live outside the Princeton area to continue giving at the office because it benefits their home communities as well. Volunteers from various PPPL "neighborhoods" have

distributed pledge cards to employees in their work areas. Anyone who needs additional pledge cards can contact Rosemary Fuccello in Personnel, ext. 2041.

### Coverage Changes

Any PPPL employees making changes in their medical coverage can do so by seeing Eleanor Schmitt in Personnel from November 17 to 26.

Eleanor's office is Room 121 in Building I-O on A-Site. Appointments for coverage changes should be made between 9 and 11:30 a.m., or from 1:30 to 4:30 p.m.

### United Way Time Capsule

The idea of supporting several agencies by contributing to the United Way isn't a new one. The United Way-Princeton Area Communities has been serving people for 48 years, although it was originally known as the Community Chest.

The group's first fundraising campaign was held in 1938. Back then, 300 volunteers in Princeton Borough & Princeton Township raised nearly \$70,000 to support 11 agencies. Six of those original 11 agencies -- the Boy Scouts, the Girl Scouts, the New Jersey Children's Home Society, Princeton Nursery School, the Princeton YMCA, and the Princeton YWCA -- are still part of the United Way.

But times change, and so has the United Way. The organization grew in response to growing community needs. Today the United Way is funding 27 agencies, including its partner, the American Red Cross-Princeton Area Chapter. Last year, 1,500 volunteers helped the United Way raise \$1,943,079.

Now it's your turn to make a little history. Help the United Way reach its goal of \$2.1 million by giving generously during PPPL's United Way campaign.

### Jack Joyce

Jack Joyce is one laboratory staff member who doesn't need to be convinced of the United Way's value. Jack, Head of the Engineering Department, is a longtime

contributor and member of the United Way's Board of Trustees.

Jack has worked for the organization in an unofficial capacity for more than 30 years. He joined the United Way's Board of Trustees last year when the group sought a representative from the PPPL area.

The Board, which meets once a month in general session, sets the framework for much of the organization's work. Trustees oversee the addition or withdrawal of agencies from the United Way. They serve as the nucleus for both the solicitation and allocation subcommittees.

The Board is petitioned to support a variety of projects, and dispenses supplemental

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United Way funds on a "one-shot" basis. They have been approached for money to repair a leaky roof for one agency, and to replace a broken swimming pool filter for another.

The trustees also participated in the recent search for a new United Way staff director. Although Jack was not directly involved in the process, he called it "an exhaustive effort," and likened it to having to fill a high-level vacancy here at the laboratory.

In the future, the trustees will be considering the effect of the recent tax reform bill on the organization. Jack pointed out that although many deductions for major charitable contributions have been eliminated, the United Way has traditionally derived the majority of its funds from small donations made by people who give on a true need basis rather than on a tax basis. For that reason, United Way funding may not be impacted as severely as other charities that rely on substantial individual gifts for a large portion of their funding.

Jack would like more PPPL employees to consider giving to the United Way. "I got involved with the United Way because its activities are so prominently featured in the workplace here at Princeton. (The laboratory) realizes that it benefits by its association with the United Way."

However, Jack feels there are more important reasons for contributing to the United Way. "The United Way is a

healthy and vigorous organization," Jack continued. "If you haven't received benefits from it, your family, your friend, or your neighbors probably have. We have to recognize what an integral part of the total picture the United Way is. If United Way support was denied to many of these agencies, there'd be a big void left behind. Just look at the contributions the United Way and its sister organization, the Red Cross, make during disasters. What if they weren't there?"



"Whether you're aware of it or not, at some point in your life you're probably going to avail yourself of the help of an agency that benefits from the United Way. I think people should look at supporting the United Way in that light. Step back and look at the services the United Way helps provide, then consider how much you feel they benefit the community, and make your contributions based on that decision."

## 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, Plainsboro, Princeton, Rocky Hill, West Windsor, and adjacent areas of Hopewell, Lawrence, and South Brunswick Townships. Its 27 member 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 27 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 United Way-Princeton Area Communities employs only five paid

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staff members, but receives additional help from 1500 volunteers.

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 27 member agencies to continue providing their invaluable aid:

American Red Cross -- Princeton Area Chapter  
Association for the Advancement of Mental Health  
Better Beginnings Child Development Center  
Big Brothers/Big Sisters of Mercer County  
Boy Scouts of America -- George Washington Council  
Camp Fire -- Lenni Lenape Council: Latchkey Program  
Catholic Welfare Bureau: Child Abuse/Family Violence Program  
Children's Home Society of New Jersey  
Community Guidance Center of Mercer County  
Crawford House  
Deaf Contact  
Delaware-Raritan Girl Scout Council  
Family Counseling Service of Somerset County  
Family Service Agency of Princeton  
Florence Crittenton Home  
Jewish Community Centers of the Delaware Valley  
Jewish Family Service of the Delaware Valley  
New Jersey Association for Retarded Citizens  
Princeton Area Council of Community Services  
Princeton Community Homemaker: Home Health Aide Service  
Princeton Nursery School  
Rolling Hills Girl Scout Council  
University-NOW Day Nursery

## Case Histories

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

- Liz, 23, is retarded. While living with her family, she had never been employed. Through a service of the Association for the Advancement of Mental Health (AAMH), she received a job with a local corporation. AAMH located an appropriate position, trained her at the job site, and monitored her progress both directly and through her supervisor. Liz has now been successfully employed for six years. Because of her job and her continuous contact with AAMH, Liz is able to lead a semi-independent life in the community.
- Donna, a single 20-year-old who had been a victim of her stepfather's sexual abuse while a youngster, has been drinking since age 12. She had a sporadic work history. Donna's mother recently left her husband, trying to establish an independent life on her own. With no other place to go, Donna went to stay at Crawford House, where she is learning to live alcohol-free. With support from Crawford House, she is making plans to get a job and lead an independent life.
- Jim, 80, and his nephew Tom, 60, lived together. Jim was blind, a diabetic with severe circulatory problems of the feet, and crippling arthritis. Although his nephew was a

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deaf mute, he was able to minimally assist him. Then Tom suffered a stroke which left him paralyzed on one side. While he was in the hospital, there was no one to take care of his uncle since Medicare services to him had been exhausted. With United Way monies, Princeton Community Homemaker's Home Health Aide Service was able to offer homemaker and home health aide services to this blind, crippled man.

As these stories illustrate, your contributions can transform a bleak today into a hopeful tomorrow when you give to the United Way.

## United Way Q & A

**Question:** 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.

**Question:** Doesn't Big Business give the United Way all the money it needs?

**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.

**Question:** The United Way doesn't need my money; doesn't the government take 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. Actually, 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.

**Question:** Is the United Way in my community the same as in all the others?

**Answer:** United Ways are similar, but each operates autonomously. Each is controlled by a board of directors consisting entirely of volunteers from the community. These citizens serve year-round, without pay, to set policies and to guide the proper and effective operation of the United Way organization. However, all United Ways share the mission of "increasing the organized capacity of people to care for one another."

**Question:** If I don't live in this area, why should I contribute to the Princeton United Way?

**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.

**Question:** How are funds distributed to agencies in the community?

**Answer:** The central feature of funds allocation is a process called "citizen review," which is unique to the United Way. Volunteers serve on United Way Planning and Allocations Committees. They assess changes in community needs, anticipate future needs for services, evaluate present services and programs of agencies, consider proposals for new agencies or for new programs, study the agencies' annual budgets and audits, determine the United Way funds required, and recommend the amount of United Way financial support for each agency. This citizen review process helps make the United Way and the agencies it supports accountable to the general community. All allocations decisions are made public. United Way is prepared to explain exactly how contribu-

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tions are invested in the community's health and welfare. Such accountability is the foundation of United Way's credibility.

**Question:** Don't the 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 could 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 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.

**Question:** 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.



## 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

This year's slogan for the United Way fund drive is "With your help, there is a way." Especially this year, your contributions may be the only way to maintain the wide range of services currently available through the United Way-Princeton Area Communities.

The rapid development occurring throughout the Princeton area is attracting more people to its surrounding communities. The population increase places a heavier demand on United Way agencies striving to meet the needs of all area residents.

At the same time, federal budget cuts in human service programs continue to financially strap agencies deliv-

ering vital human services. The push of an increasing need for services coupled with the pull of reduced federal funding is literally ripping some agencies apart.

That's where the United Way comes in. The United Way can mend those rips, "insuring" that services will be available when we need them. The United Way isn't a charity; rather, it unites a large group of service agencies into a cohesive unit. You'll find day care, family counseling, disaster relief, substance abuse treatment, job training and guidance, help for the handicapped, assistance for the elderly, and many other services under the United Way banner. Many of us never expect to have to

turn to the United Way for assistance, but it's comforting to know these professional services are available.

But caring for others costs money. By increasing your United Way contribution by only 10%, you'll be paying your part of the "premium" to keep those essential services coming. That's not much to ensure that the United Way remains an integral part of the Princeton area, especially if use the payroll deduction plan.

You can say, "my contribution isn't going to matter." What if everyone said that? So please give generously when your PPPL United Way volunteer contacts you.

## What Your Dollar Buys

\$5 a week buys:

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

\$10 a week buys:

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

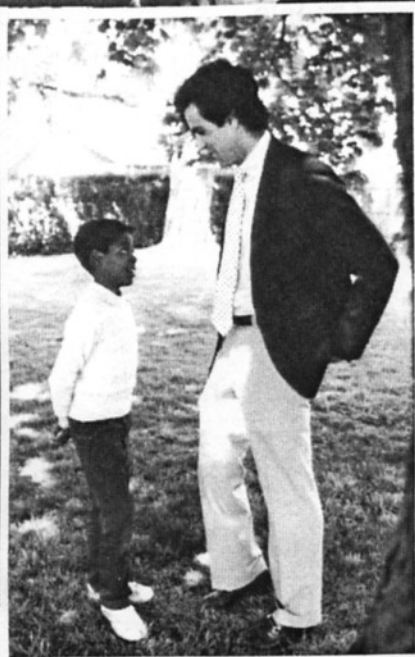
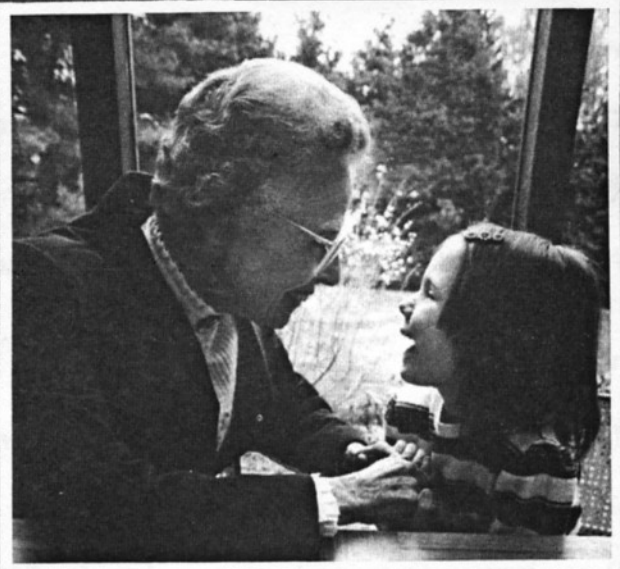
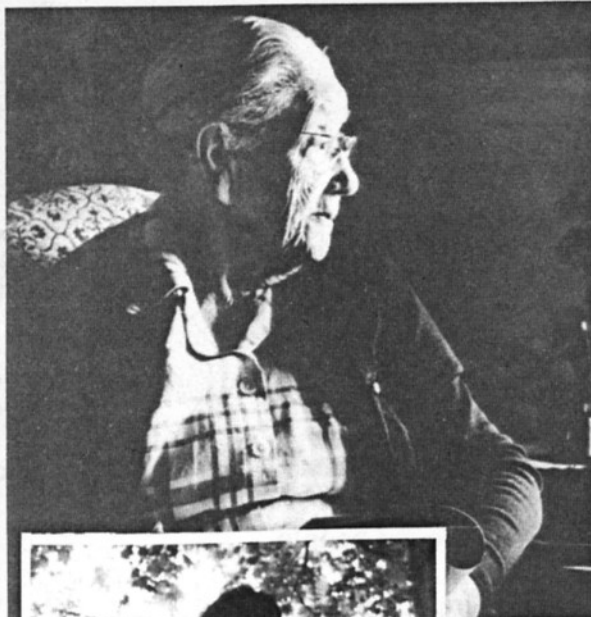
\$20 a week buys:

- A place in a five week self-reliance course for one child
- A one-hour parenting class for a pregnant girl
- A full day of day camp for a retarded or developmentally disabled child

\$30 a week buys:

- The literature (books and forms) needed for the leader in a new Cub Scout Pack or Boy Scout Troop
- Psychiatric evaluation or one hour of counseling for several unmarried mothers
- Counseling for two newly divorced families





**The  
United  
Way  
Picture**