



## THE UNITED WAY: A GOOD INVESTMENT



*Jim Clark, Gil Phillips, and Rosemary Fuccello strongly support the United Way. They hope you will too. (Photo by Ed Farris)*

At the United Way campaign kickoff meeting on October 29, Laboratory Deputy Director for Administrative Operations and PPPL United Way Campaign chairman Jim Clark told volunteers participating in the annual fund drive that "even while stock markets are uncertain, the United Way remains a good investment. It makes our communities more livable: it's an investment in people, directly benefiting our fellow workers and our own families."

Clark announced that the major goal for this year's campaign is to achieve a Laboratory participation rate of 50%. He pointed out that this rate has been going up each of the last several years: 11% in 1984, 32% in 1985, and 43.6% last year. With the help of volunteers and everyone of us, he strongly believes "we can exceed 50% participation this year."

"To do this," he said, "we need to bring in about 70 people

who haven't contributed before. Participation is more important than how much is given. If someone can only afford a 25¢ bi-weekly payroll deduction or a 50¢ monthly deduction, that is fine. They are participating and that is what's really important." Also, he warned, "don't underestimate the worth of a small donation. It can really mount up over the whole Laboratory to the substantial sum of \$25,000 -- which is the goal we seek."

Director Harold Furth commended the Laboratory for the impressive gains in the participation rate in recent years and compared it to the gains made in the nuclear fusion yields. "In the dark ages," he said, "we were down at 11% participation and we've been coming up, up, up each year since. However, as with the nuclear fusion yields, it gets tougher to go higher, the higher you go. But progress inspires us to keep trying harder. We think this (the United Way) is a very fine cause, and we'll give it (the campaign) a very strong try."

Mark Robinson, Executive Director of the American Red Cross-Princeton Area Chapter, noted that the United Way and the Red Cross are "partners" this year in the

(continued on next page)



## United Way Special Issue

fund raising campaign. He spoke about the crucial margin of support for his and other agencies which comes from the United Way.

The "proof is in the pudding," he said, "that the United Way does its job well." He gave this example.

Recently, funds to print an informative booklet on AIDS, which is distributed free by the Red Cross, fell short. It looked as though this project might have to be scrapped. But, the United Way stepped in and allocated the funds necessary to publish the pamphlet. Consequently, our local schools, community organizations, and area businesses will continue to receive this valuable tool, used to educate the public about this deadly disease and, hopefully, helping to prevent its spread.

Gil Phillips, Associate Executive Director of the United Way-Princeton Area Communities, reminded everyone that "the only way agencies supported by the United Way can continue to provide their services is if everyone continues to support us with both their donations and their time."

Some think that corporations do most of the United Way giving, but, in fact, individual donations accounted for over 60% of the \$2.1 million raised last year. Volunteerism kept administrative costs low: Over 86¢ of each dollar contributed went towards providing human services.

Gil also explained that to help boost participation, the United Way has introduced two new ways to give. Contributors, if they care to, may

designate by writing on the pledge card the area (Bucks County, Mercer County, etc.) and/or the agency they want their contribution to go to. Now, those who have been hesitant to give at work because they wanted to contribute in their home communities can do so and PPPL will still get credit for their participation.

PPPL United Way volunteers have been distributing pledge cards to fellow employees in their work areas. Anyone who needs additional pledge cards or has questions about the United Way, can contact Rosemary Fuccello, PPPL's Administrative Coordinator for the United Way, ext. 2041.

Your participation is vital. Please give whatever you can.

by Carol Phillips



*PPPL's United Way volunteers. "Volunteers are the vital link between the employees and the campaign," said Jim Clark, PPPL's United Way fund-raising chairman. (Photo by Ed Farris)*

## PPPL United Way Volunteers: They Bring Out the Best in You

<u>Name</u>	<u>Extension</u>	<u>Distribution Area</u>
Virginia Baunach	3161	Experimental Projects
Natalia Bayes	243-2445	Compact Ignition Tokamak
Dolores Bergmann	2200	TFTR Project Administration
Olga Bernett	2651	Administrative Department Office
Joyce Bitzer	2714	Materiel Control
Mary Ann Brown	3045	Engineering Department Office
Skip Clayton	3166	Emergency Services Unit
Barry Cohen	2037	Personnel
Sally Connell	2689	Computer Division
Kathie Davis	2539	TFTR Diagnostics
Hank Dymowski	243-3583	Electronic and Electrical Engineering
Grace Emma	2201	QA/QC
Rich Frankenfield	243-3791	Electronic and Electrical Engineering
Elmer Fredd	243-2120	Electronic and Electrical Engineering
Rosemarie Fuchs	3334	S-1
Mel Gensamer	243-3042	Electronic and Electrical Engineering
Carol Gill	243-3355	Engineering Analysis
Ed Gilsenan	2887	Plant Maintenance
Kelly Glasson	2212	Budget and PMS
Janet Hergenhan	2675	TFTR Diagnostics
Sue Hill	2526	Occupational Safety
Ray Jeanes	2532	Occupational Safety
Mark Kijek	3417	Plant Maintenance
Don Knutson	243-3007	Mechanical Engineering
Elaine Kozinsky	3735	TFTR D-T Systems
Dinah Larsen	2489	Graduate Affairs
Gail Lubnick	3200	Occupational Medicine
Marilyn McBride	2779	Project Planning and Safety Office
Tom McGeachen	2948	Plant Maintenance
Bob Mika	3732	Computer Division
Madge Mitas	3100	PBX
Michaela Mole	3699	Computer Division
Joann Nagy	2998	Procurement
Gregg Nielsen	2264	IRM
Ann Palladino	3224	Controller's Office
Gloria Pollitt	2653	Administration Department Office
Ron Pullem	3630	TFTR Heating Systems
Eileen Rabiger	2808	Technical Operations Office
Chris Ritter	3347	TFTR Physics Program
Barbara Sarfaty	2440	Theoretical Division
Claire Siflinger	2435	Accounting
Barbara Sobel	2602	Research Department Office
Pat Stephens	2750	Information Services
Gale Stevens	3300	TFTR Tokamak Operations
Connie Stout	3377	Plant Maintenance
Jerry Williams	3595	Plant Maintenance
Letty Wohar	3048	Director's Office
Sallie Young	243-3379	Applied Physics

## **Editorial**

**by Carol Phillips**

We're all familiar with the side of the United Way that helps people in crisis. But did you know there's another side to the United Way -- the invisible side. The side that's not as obvious until you think about it.

Take a moment to think.

Do you have children or grandchildren? Chances are they've participated in either the Boy Scouts or Girl Scouts. Both these organizations receive support from the United Way, as does the Camp Fire Self-Reliance Program for kids.

My son participated in both of these programs, and I'm glad he did. He's also taken swimming lessons sponsored by the American Red Cross and attended YWCA summer camps. These groups receive support from the United Way.

Then there's the time I needed information about senior citizen care facilities. Who did I call? You're right, the United Way!

Get the point?

The United Way is for everyone, not just people in crisis. It's the "helping hand" that touches us all -- you, me, our families and friends, our communities.

So, contribute. Start now, if you don't already give. Dig a little deeper if you already do. Everyone benefits, but mostly you.

## **United Way Member Agencies**

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



American Red Cross, Princeton Area Chapter  
Association for Advancement of Mental Health  
Better Beginnings Child Development Center  
Big Brothers/Big Sisters Association of Mercer County  
Boy Scouts of America, George Washington Council  
Camp Fire: Girls and Boys Self-Reliance Programs  
Catholic Welfare Bureau: Child Abuse/Family Violence Program  
Child Care Connection, Inc.  
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  
Mercer Unit, Association for Retarded Citizens, New Jersey  
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  
Womanspace, Inc.  
YMCA of Hightstown/East Windsor  
YMCA of Princeton  
YWCA of Princeton

**United Way**





## The Symbol Says It All

You have 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.

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.

The United Way. It brings out the best in all of us.

## United Way Q&A

The following are some concerns, questions, and issues that people sometimes raise when asked to contribute. If you need additional information or have questions not answered here, please contact Rosemary Fuccello at ext. 2041.

**Concern:** I feel 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 matter and decision. Giving should be based on the desire to help others.

**Concern:** Why should I give when most of your agencies charge fees for their services?

**Answer:** The United Way cannot support all the financial needs of the agencies. To make up the difference, the agencies must charge fees. Our support, however, ensures that no one is denied help because they cannot afford the cost.

**Concern:** I give all of my contributions to my church/temple.

**Answer:** A gift to your church/temple is important, but we should remember that it shouldn't serve as a substitute since both work to help people in different ways.

**Concern:** I know someone who didn't get help when he needed it, so I'm not going to give.

**Answer:** The United Way is anxious to check out specific cases of refusals of service. Please give us the facts: names, dates, etc. Usually,

when people say they did not get help, it turns out that there was no United Way agency involved, or the agency does not offer the specific service someone needs. In most cases, the agency will try to refer the person to the appropriate service. The agencies are here to help people, and they are doing the best they can. If we don't give, then we can be sure there will be plenty who can't get served.

## Make a Little History

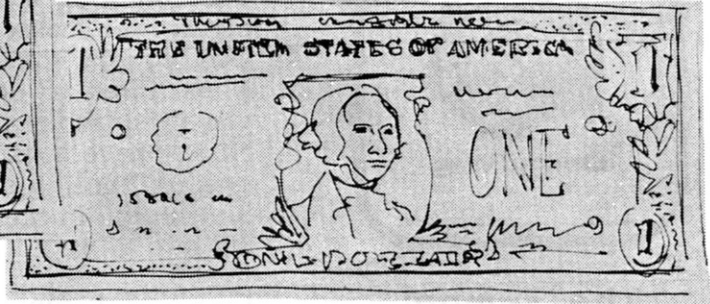
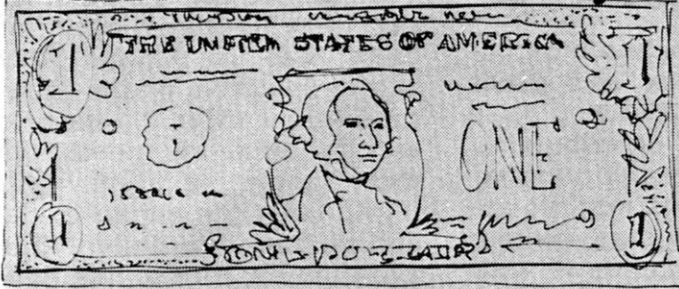
The idea of supporting several agencies by contributing to the United Way isn't a new one. The United Way-Princeton Area Communities has been serving people for 50 years, although it was originally known as the Community Chest.

The group's first fund-raising campaign was held in 1938, when 300 volunteers in the Borough of Princeton and Princeton Township raised nearly \$70,000 to support 11 agencies. The Boy Scouts, Girl Scouts, New Jersey Children's Home Society, Princeton Nursery School, and the Princeton YMCA and 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 28 agencies, including its partner, the American Red Cross-Princeton Area Chapter. Last year, the United Way raised \$2,100,000.

Now it's your turn to make a little history. Help the United Way reach its goal of \$2,250,000 by giving generously during PPPL's United Way campaign.

## What Your Dollar Buys



### **\$2.50 a Week buys:**

- Transportation to a senior citizens center for three people one day a week.
- 67 pints of blood provided to local hospitals.
- Distribution of surplus food to 150 families.

### **\$5.00 a week buys:**

- One evening a week, for a year, of social and recreational activities for a mentally handicapped adult.
- Day care for a blind and disabled senior citizen for eight weeks.
- One week of summer camp for a disadvantaged child or teenager.

### **\$7.00 a week buys:**

- 175 hot meals for mentally ill patients.
- One week of summer day camp for seven disabled children.
- Support services for three months for a female ex-offender in a structured rehabilitation program.

### **\$10.00 a week buys:**

- Drug, alcohol, and employment counseling for 20 young people.
- A CPR course for 35 people.
- Participation in a 12-week rape survivor's support group for one victim.

### **\$15.00 a week buys:**

- Family therapy, one hour a week for a year, to help solve the problem of teenage suicide.
- One year of program activities for three children in a big sister/big brother program.
- A four-month rental of an electric hospital bed for a terminally ill patient in a hospice program.

### **\$20.00 a week buys:**

- Seven weeks of speech therapy for a child from a low-income family.
- Counseling for one month for a single parent with a child in day care.
- Two-and-a-half hours a week of at-home care, such as food shopping, cooking, light housekeeping, laundry, and personal care for an ill or elderly person.

## A Helping Hand . . . . .

The United Way story is about ordinary people who are facing a time in their lives when they need the caring and concern of others. All of us need a helping hand at some time.



Chuck

"Being deaf, I know that sign language won't always bridge the gap between hearing impaired people and the hearing world. I would hate having to impose on a hearing person to make telephone calls for me. A special phone service links me to the hearing world. It gives me the freedom to hold 'key-board conversations' with anyone. I can't imagine my life without Deaf Contact."



Kimberly

"When I became pregnant, it was very hard for my family to accept. They said I would have to go to Florence Crittenton Home. I'm glad I did. The first time that my baby moved, it frightened me. With every change my body went through, there were counselors on hand to explain my worries and fears. Those eight months there helped me, my baby and my family."



Dan

"My Big Brother and I went out for the first time together and had pizza. It was just the two of us. We spent our time together talking. I like to fish, play baseball and go water skiing -- and so does he. I haven't made a lot of friends yet at school. It's just my Big Brother and me. I like having a Big Brother. He's nice and fun to be around."



Lauren

"My problems with drugs and alcohol started when I was nine. Crawford House helped me to see a way through my feelings of depression, despair and suicide. Thanks to the staff's love, support and persistence, I now see myself as a worthwhile, caring person. The service gave me the tools to lead a sober life. For me, Crawford House was a precious gift."

You can extend 'your helping hand' to thousands of people just like Kimberly, Dan, Lauren and Chuck. Your contributions will show that you care about helping people.

### Helpful Brochures from the United Way

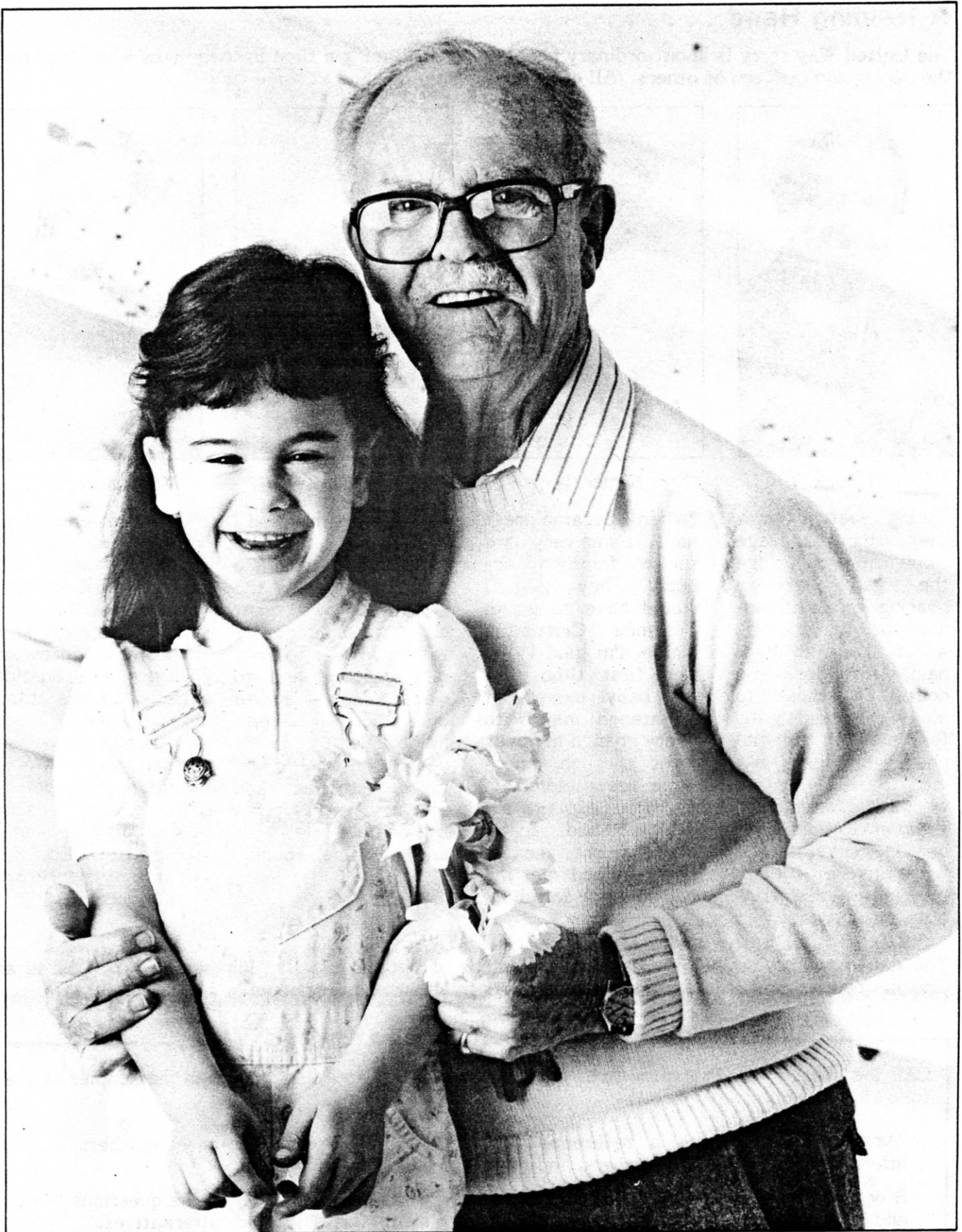
Call the United Way-Princeton Area Communities at 609-799-6639 to obtain free copies of the following brochures:

"At Your Fingertips," a reference booklet of toll-free, human-care numbers, information and referral numbers, and other emergency information.

Brochures on preschool and school-age child care that look at some of the questions and issues parents should be thinking about when examining child-care alternatives.

A listing of child-care facilities in the greater Princeton area.





*Americans have always embraced the commitment of neighbor helping neighbor. One hundred years ago, this compassion reached a milestone with the birth of the United Way.*