

## 1990/91 United Way Campaign — Times They Are a Changin' —

It's back, but look close, you might not recognize it.

This year's Laboratory-supported United Way campaign, headed up by Dori Barnes, has had a face-lift and make-over and is ready to roll. The November 5 kick-off for General Council members will be a trial run of the November 27 & 28 campaign that promises to be an upbeat event featuring refreshments, door prizes, a brief presentation, and a question and answer session.

This year's campaign will take on the following format: The entire Laboratory will be divided into nine sections, each of which will be assigned a time to meet in the auditorium. Upon entering, employees will be given an envelope which they'll be asked to return at the end of the hour-long meeting. As the phrase implies, a voluntary donation will be asked for, so if you intend to make a one-time gift, be sure and bring your checkbook, or you may sign-up for a payroll deduction. If you choose not to give this year, it is still important that you return the envelope. **You are under no obligation or pressure to give.**

By consolidating the campaign into two days, the committee hopes to continue to raise the same amount of money, but do it in the spirit of generosity rather than obligation. "We're behind United Way because being part of a community is reciprocal — we give to neighbors, and when we need their support, we ask them to give to us. It's that simple. It's good for our area and for our business," said Dori Barnes, who is chairing the campaign for the first time this year.

The goals for this year's campaign are the same as last year's — \$25,000 and 75% participation.

— Ellen Webster

## United Way Answers the Question . . .

*HOTLINE recently interviewed Carol Holzer, the 1990/91 United Way Volunteer Campaign Chair, regarding questions employees may have on this charitable organization. If you have other specific questions you'd like answered in either the HOTLINE or during the November 27 & 28 campaign, please send them to HOTLINE by November 12.*

**With the reality of a recession at hand, how can someone justify giving right now?**

**CH:** We are painfully aware of the downturn in the economy. I think that we are all focusing on the fact that those who have jobs are only one step ahead of those who do not, but there are many people who have much less than we do. It reminds me of a story one of the founder's of Outward Bound tells. He said, "What we try to teach people when they're undergoing a lot of stress — say they're trying to go up a mountain and are having a lot of difficulty — is to go to the end of the line — go to the person who needs the help most of all — and by doing so, you'll forget, or at least minimize, your own difficulty." I think that's something to think about.

**How is confidentiality handled?**

**CH:** Confidentiality is left up to each business.

[Here at the Lab, only one person ever sees who and how much is given. The only thing that is known by others is whether the envelope has been turned in. Whether it is returned empty or full is never disclosed.]

**What about pressure to give?**

**CH:** Some people get the feeling that there is no choice in the matter [of giving], but there is an ultimate choice. The United Way wants everyone to know that there should be no coercion whatsoever. Each one of us knows what we can do and if it happens to be nothing, then it happens to be nothing. We appreciate the need of those people not to give, and we want that message to be very clear.

**What towns make up the Greater Princeton chapter?**

**CH:** There are 13 communities with Princeton as the major hub. They are: Cranbury, East Windsor, Griggstown, Hightstown, Hopewell, Kingston, Lawrence, Montgomery, Plainsboro, Princeton, Rocky Hill, South Brunswick, and West Windsor.

**How does the United Way view itself — as a community organization or a charitable one?**

**CH:** We're both charitable and community — which translates to human need — from recreation and child care to geriatric and health-related. What we're trying to do is compensate for the needs which cannot be met by fees alone. For instance, there's a greater demand for drug counseling and rehabilitation than there are funds to satisfy that

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therefore we provide support to keep those efforts going.

I sometimes feel that people think these services are very frivolous, especially if they don't participate or don't use them. But we all have crises in our lives — you just don't know when they'll come along. What the United Way really does is provide a safety net for the community.

[The following examples about community and charity pertain mostly to the Princeton YWCA, an agency Ms. Holzer has had a long-time association with.]

In the Princeton area there is no community center. No tax money comes toward bringing people together in a nonreligious fashion. So while the YWCA and the YMCA are membership organizations, they cannot operate without outside funding because lots of programs are run for anyone who comes to them. Where would we be as an area if the Y's weren't able to teach Red Cross lifesaving, swimming, and if the Y's were not able to give people instructions in CPR? At the YWCA alone, there are 5,000 people who come to the swimming pool on a yearly basis just to learn how to swim. What other agency could handle this?

And of course there is child care. The YWCA has nine locations for after-school programs. Are single parents able to afford child care completely without subsidy? Recently there was a prime example of this where a woman locked her child in the trunk because she couldn't afford good child care. For many of these programs, what people pay is not what it costs.

**Who decides where the local money goes and how much is given to each agency?**

CH: Local needs are established by a citizen review committee, the findings of which are reviewed by an allocations committee, and all members of these groups are volunteers. All told, this United Way has nearly 1,500

volunteers who raise money and determine the needs of each agency.

If you would like to volunteer to be part of a needs assessment board or a participant in the allocations process, call the United Way at 734-9302.

**What is the Tri-State agreement and why was it established? How is the pot divided?**

CH: The Tri-State is a consortium of 35 United Ways from portions of New York State, Connecticut and New Jersey, including New York City. The agreement attempts to answer the question, "How do we fairly distribute funds when we have people living in one location and working in another?" What they do is pool the money and then give it back to the partner United Ways. In the case of last year's United Way/American Red Cross Princeton Area Campaign, we raised about \$2.8 million, \$2.2 million of which was returned to us and the difference was distributed throughout the Tri-State area. The Tri-State gives the United Way a means of distributing funds where they're most needed, but ultimately most of the funds do revert to the home communities.

**What happens to my donation if it is:**

(a) not specifically designated to any agency or organization?

CH: It goes into a pool which is divided into funding for the United Way's agencies. Because of the high level of scrutiny we provide before funding an organization, we are in effect, guaranteeing that that agency is sound, deserving, and that the need is really there.

(b) designated for a specific agency within this region?

CH: The dollars designated to an agency are accumulated and become the "First Dollars" of an agency allocation. Added to this amount are the undesignated funds that are distributed through the Citizens Review Process.

(c) designated for a United Way agency outside of this specific area but within Tri-State?

CH: The money would go to the specified United Way and they would administer it. In order to do this, however, the donor must supply the

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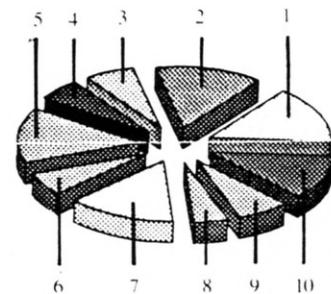
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## How Your Gift Helps Others

*When you give to United Way, your gift helps provide a wide range of health and human care services. Your contribution ensures that help is available where and when it is needed for your family, friends, and other community members.*

### Where your dollars go

1 Child Care	15.0%
2 Health & Handicapped	14.0%
3 Information & Referral/ Community Planning	6.5%
4 Elderly	6.0%
5 Administration: Campaign Allocations/Communications	15.0%
6 Unpaid Pledges	6.0%
7 Character Development of Youth	14.0%
8 Crisis Intervention	4.5%
9 Substance Abuse	7.0%
10 Family & Individual Counseling	12.0%



name and address of the agency they want to support.

**(d) designated for an agency outside the Tri-State region (e.g., Bucks County)?**

**CH:** Many, many people are in this situation. If they decide they want their money to go to Bucks county [or any other area that falls outside the United Way-Greater Princeton Communities] we would be happy to arrange that. We're not in competition with other United Ways. The donation would be made through PPPL and then turned over to the United Way of your choice.

**(e) designated for an organization not supported by United Way?**

**CH:** We can also take care of those requests. If you designate that a donation go to an agency which is not supported by the United Way we do charge an 11% administration fee. So if you give \$100 to the Humane Society during the PPPL United Way campaign, we use \$11 to process the donation and send \$89 to the organization. If you make such a request, please be very clear on the name and address of the agency.

**What is the relationship between the United Way and the American Red Cross?**

**CH:** In most communities the American Red Cross is an agency of the United Way. In other words, the United Way raises the money and the Red Cross receives an allocation. Princeton is one of the few communities where the American Red Cross is actually a partner and takes a percentage of the funds raised, but they, too, go before a review panel and explain their program objectives and financial needs.



**Dori Barnes (lower left) heads this year's United Way Campaign. Lending their support are: standing, left to right, Rush Holt, Steve Iverson, and Harry Howard; seated Ellen Webster (center) and Mary Ann Brown (right).** Photo: JOHN PEOPLES

**Does the United Way give general support to agencies or does it specify which of the agency's programs will receive funding?**

**CH:** Increasingly, we will support specific programs. Instead of saying we're going to support the Princeton YWCA carte blanche, we support individual programs such as breast cancer resource center.

**Are there any organizations that receive one-time donations, and are funds given to individuals?**

**CH:** There is a fund for ventures and also a fund for capital repairs, but this United Way does not make gifts to individuals. The United Way-Princeton Area Communities does, however, make extraordinary donations from the interest on its investments.

For example, money has been given for affordable housing in Princeton in memory of Barbara Sigmund, but this donation came strictly from the interest and not from donations themselves.

**What stand does the United Way take on abortion?**

**CH:** United Way does not take a stand on abortion.

**How much of each dollar goes to administration of the funds?**

**CH:** The United Way is considered to be one of the most efficient charities in the country [according to a study done by the National Charities Information Bureau in New York City]. In this United Way, 15% of the funds collected are used for administration.

— Ellen Webster

***United Way — It Works for Everyone***

***When is the Day?  
November 27 & 28***



***United Way***