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## 5 Reasons Why Ole Miss Should Support the United Way

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## 5 Reasons Why Ole Miss Should Support the United Way

Campus goal is \$150,000 by Nov. 30

OCTOBER 15, 2014 BY EDWIN SMITH



**1. Because it's a long-standing tradition.** Ever since United Way of Oxford-Lafayette County was founded 44 years ago, University of Mississippi leadership, faculty, staff and students have annually brought in more dollars than any other workplace campaign in the community. Just as importantly, UWOLC works closely with individuals and departments from across campus on critical issues affecting the community, from early childhood education to affordable housing to healthy aging. Following UWOLC's official kickoff program Sept. 24 (at which UM Chancellor Dan Jones' wife, Lydia, delivered the keynote address), UM administrators, faculty, staff and students have begun supporting with fundraising events, activities and promotions. The community-wide goal is \$540,000, of which \$150,000 is to come from campus efforts by the campaign's end Nov. 30.

**2. Because of the work United Way does.** "The mission of United Way of Oxford and Lafayette County is to improve lives and meet community needs by uniting people and resources," said Alice Ricks, UWOLC director. "We fund programs, convene issue-driven coalitions and serve as a resource for individuals and organizations. Ninety-nine percent of the money raised for United Way stays local and 87 cents of every dollar we spend funds local programs."

**3. Because there are so many opportunities to do so.** All UM employees will receive pledge cards, allowing them to pay gifts in full or in installments through payroll deduction.

"Whether \$10 or more than \$1,000, employees may contribute to United Way through payroll deductions each work period," said Kate Kellum, associate director of institutional research and assessment and faculty-staff committee chair. "Employees may also participate in Fair Share, Associate or Leadership giving plans. Fair Share givers contribute one hour's wages each month to the United Way. Associate givers donate \$250 to \$499. Leadership givers contribute at least \$500."

Other fundraising efforts scheduled include intradepartmental competitions.

**4. Because United Way really needs the money.** Again, the goal set by faculty and staff members of the Ole Miss United Way Steering Committee is \$150,000. "Donations of any and all sizes are welcome and extremely appreciated in this critical economic climate," said Thelma Curry, University Police Department officer and campus committee co-chair.

**5. Because, together, we can do it.** With more students enrolled on campus than ever before, more than a thousand employees and hundreds frequently visiting campus week after week, officials are very optimistic all financial goals will be reached.

"The committee members and I believe that with better promotion of the campaign and more fundraising events, we can more than reach this year's goal," said Lucile McCook, director of health professions advising office and campus committee co-chair. "People are depending on us, so we must not fail."

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