Cornell United Way Campaign
Key Talking Points

➤ One hundred percent of individual gifts to the United Way of Tompkins County go directly to support services and programs meeting critical community needs. This is possible because local businesses and institutions, including Cornell, underwrite the United Way's operating expenses.

➤ The needs are great. For example, in 2009 the Tompkins County Emergency Feeding program received 143,681 requests for food, a six percent increase over the previous year.

➤ The United Way supports targeted impact areas of care such as the Urgent Rx Prescription program and Hunger & Food Security programs in addition to over three dozen community service agencies throughout the county. Visit United Way’s web site at www.uwtc.org to learn more.

➤ A gift to the Community Care Fund is combined with other contributions making a positive difference in the lives of Tompkins County residents. This pool of money is then allocated by community Fund Distribution volunteers to United Way of Tompkins County's Partner Organizations based on careful review, fiscal responsibility, and funding priorities for types of services provided. All Community Care Fund donations benefit health and human service programs in Tompkins County.

➤ A gift can be designated for a specific United Way program or agency or for a United Way in a different county.

➤ All United Way agencies and programs are reviewed and outcomes assessed annually by community volunteers to ensure your gift is used effectively to support priority needs. Refer to case statements at http://uwtc.org/Download_Supporting_Documents.php

➤ Any gift, regardless of the dollar value, is important to the campaign. Refer to examples at http://unitedway.cornell.edu/dollar.html