



R. Thomas Flynn  
President

**To:** Our College Community  
**From:** Charlotte Downing and Millie Lewis  
2006 MCC United Way of Greater Rochester Co-Chairs  
**Date:** 4/12/2006  
**Re:** 2006 United Way Campaign

It is that time again! The United Way Campaign is underway.

The MCC campaign begins on April 12<sup>th</sup> and it ends on May 5<sup>th</sup>, 2006.

The new theme for the 2006 campaign is: **“the way to help.”** This year’s theme is a great way to show how the MCC family joins with others to help with the many challenges facing our community. We know as a community of learners that **“the way to help”** students succeed takes the support of everyone at the college. Here at MCC, let us continue as we have in the past to help make a difference for our families...our neighbors...our co-workers...our friends...by making a gift to our United Way.

United Way of Greater Rochester gives us a vehicle to take care of our own and to improve the quality of life for thousands of individuals and families in need. Programs funded by United Way have helped us and our neighbors with the most efficient way of providing charitable support. Now 100 percent of every dollar you donate helps people in need. None of your money is used for administrative purposes.

United Way of Greater Rochester is a local organization and supports more than 300 health and human service providers in our seven-county region. Your support of the United Way makes it possible. By giving to the United Way through payroll deduction, you make a year-round gift that truly changes lives. During the campaign, please pay close attention to the Contributor’s Guide and Service Provider & Program Directory. These materials show exactly how your gift improves the lives of others in our community and gives you a contact if you ever need services.

Our goal for 2006 is the same as last year \$100,000. United Way is keeping the same goal. Dennis Mullen, 2006 campaign chairman said, “With our stagnant economy, it made sense to keep the goal the same and to seek a broader donor base.” You have been generous in the past and we reached our goal. By making a gift to United Way MCC can reach the goal again this year, because you know **“the way to help.”**

Another reason for donating through United Way of Greater Rochester is their guarantee that we have access to high quality, diverse programs. Each United Way-funded program is carefully reviewed for fiscal responsibility and program effectiveness. They are looking out for every dollar of your contribution.

The United Way of Greater Rochester also selects programs and initiatives that deliver the results our community demands. Specifically, United Way funds programs that focus on six key Areas of Community Need: ensuring kids are ready for kindergarten, helping kids succeed in school, supporting families, empowering people with disabilities, fostering safe and vibrant neighborhoods, helping seniors stay independent. **The United Way proclaims that, “Simply put, your gift makes an incredible impact every day of the year.”**

The best choice for ensuring that a comprehensive range of programs are supported in each of these six Impact Areas is to choose United Way’s Community Fund. It gives United Way volunteers the flexibility to invest contributions where they can achieve the greatest impact.

On behalf of MCC, United Way, and those who will benefit from your generous support, thank you for your gift!