



PRINCETON  
UNIVERSITY

UNITED  
WAY



# United Way Campaign 2014

*Live United*



### Consider using payroll deduction to increase the value of your contribution.

For each dollar contributed through payroll deduction\*, the University will contribute 15 cents per dollar.

For all other gifts, the University will contribute 10 cents per dollar.

\*ONLY CURRENT UNIVERSITY EMPLOYEES MAY MAKE A CONTRIBUTION VIA PAYROLL DEDUCTION. IF YOU DONATE BY PAYROLL DEDUCTION, YOUR JANUARY 2015 PAYCHECK STUB, WHICH DISPLAYS YOUR DONATION FOR THE YEAR, WILL BE YOUR RECEIPT. FOR SINGLE, ONE-TIME DONATIONS OF \$250 OR MORE, UNITED WAY WILL SEND A TAX RECEIPT. NO COMPENSATION, GOODS, OR SERVICES HAVE BEEN GIVEN TO THE DONOR IN RETURN FOR THIS CONTRIBUTION.

*Less than 15 percent of all donations cover standard indirect costs related to management and fundraising efforts. This amount is well within the normal range recommended and monitored by charity watchdog organizations.*

All organizations receiving funds from the **United Way of Greater Mercer County** are required to be in compliance with the USA Patriot Act. United Way of Greater Mercer County will retain funds designated to agencies failing to meet compliance requirements for use in funding human service needs in the community.

INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT WWW.STATE.NJ.US/LPS/CA/OC/CHARITIES. HTML REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. UNITED WAY ACKNOWLEDGES THAT NO TANGIBLE GOODS OR SERVICES HAVE BEEN GIVEN IN CONSIDERATION OF THIS CONTRIBUTION.

**October 29–November 21, 2014**

[www.princeton.edu/pr/uw](http://www.princeton.edu/pr/uw)

## GUIDE TO GIVING

**United Way of Greater Mercer County**

[www.uwgmcc.org](http://www.uwgmcc.org)

# 1 Distribution Options

There are several areas to choose from to distribute your campaign contribution to the United Way. You may choose **one** distribution option on the pledge envelope.

## United Way of Greater Mercer County Community Impact Fund

[www.uwgmc.org](http://www.uwgmc.org)

You may choose to give to all of the United Way of Greater Mercer County's supported initiatives, which make up the Community Impact Fund, or you may select a specific initiative from the list below to contribute to. The agencies listed are partnered with to solve these problem areas as designated by the UWGMC.

### Education

United Way's model focuses on supportive communities, effective schools and strong families—tackling the education challenge on a birth to 21 continuum.

- **United Early Childhood Education Initiative**

Keep our youth in school and out of gangs, so they graduate and become career-ready through experiential education and adventure-based learning.

Partner Agency: Better Beginnings

### Income

United Way works to help families who are walking a financial tightrope, unable to save for college, a home, or retirement.

- **United Financial Empowerment Initiative**

To address the obstacles that prevent hard-working families from getting ahead financially to meet their basic needs, while gaining the financial capability to plan for, and accomplish, their long-term financial goals.

Partner Agencies: Family Guidance Center and Mercer Alliance To End Homelessness

## United Way Partner or Nonprofit Agency of Your Choice

You may choose to designate your donation in any of the following ways:

- Distribute to the United Way of Greater Mercer County Community Impact Fund except for a specific, partner agency.
- Distribute to the United Way in my home community. A minimum donation of \$52 is required and a nine percent processing fee, not to exceed \$250, will be deducted.
- Distribute to a nonprofit agency of your choice. This agency must be a valid nonprofit with IRS 501(c)(3) tax status and in compliance with USA Patriot Act requirements to be eligible. A minimum donation of \$52 is required and a nine percent processing fee, not to exceed \$250, will be deducted.

### Health

United Way of Greater Mercer County is working to ensure everyone has the support they need to live a healthy life, regardless of their situation.

- **United We Age**

Provides services for seniors to remain independently in their own home, as opposed to a senior living facility.

Partner Agencies: American Red Cross, Click and Ride, GMTMA Ride Provide, Greenwood House, Interfaith Caregivers of Greater Trenton, Inc., Jewish Family and Children's Service, Meals on Wheels of Trenton/Ewing, Mom's Meals, Mount Carmel Guild of Trenton, Inc., and We Cares

- **United Prostate Initiative**

Educates men about the risks of prostate cancer and the importance of early detection. The services provided include free prostate cancer screenings and support.

Partner Agency: NJCEED

- **United Chronic Disease Self-Management Program**

An evidence-based program that educates and supports people of all ages to manage chronic health conditions through diet and exercise.

# 2 Payment Methods

You may donate any amount (*\$1 or more*) in one of two ways:

## Easy Payroll Deduction\*

Current employees may choose to deduct their total annual donation from their paycheck in equal amounts beginning January 2015. If you donate by payroll deduction, your January 2015 paycheck stub, which displays your donation for the year, will be your receipt. For each dollar contributed through payroll deduction, the University will contribute 15 cents in addition.

*\* Payroll deduction is only available for current employees of Princeton University.*

## One-Time Gift

For one-time donations of \$250 or more, United Way will send a tax receipt. For each dollar contributed, the University will contribute 10 cents in addition.

- **Cash**
- **Check**—Checks should be made payable to United Way of Greater Mercer County.
- **Credit Card**—Credit card transactions require a minimum donation of \$52. Credit cards accepted include MasterCard, American Express, Visa, and Discover.

You can find more information and track the progress of the University campaign at [www.princeton.edu/pr/uw](http://www.princeton.edu/pr/uw).

*For questions, contact Jaclyn Immordino, campaign coordinator, at (609) 258-9149 or [jaclyni@princeton.edu](mailto:jaclyni@princeton.edu).*