



THE CUNY CAMPAIGN for Voluntary Charitable Giving

DATE: October 24, 2016

TO: All Employees

SUBJECT: CUNY CAMPAIGN FOR VOLUNTARY CHARITABLE GIVING

At a time when the social challenges we face sometimes seem overwhelming, your donation to *The CUNY Campaign for Voluntary Charitable Giving* counts more than ever. Homeless families, abused children, elderly shut-ins, and teens at risk of dropping out of school -- these are just a few of the many people helped each year by the support received from *The CUNY Campaign for Voluntary Charitable Giving*.

But people with serious problems are not the only ones who benefit from the campaign. If you've used your local recreation association, if your parents participate in activities at the neighborhood senior citizens center, or if your child attends a daycare center or after-school program, chances are your life is a little better thanks to *The CUNY Campaign*.

There is one essential ingredient that enables *The CUNY Campaign* to support the many valuable human and community development programs serving your area, the nation and the world: your contribution.

The Hunter College Foundation is among the many organizations that you may wish to contribute to. The Hunter College Foundation supports students here at the College by providing scholarships, grants and other important resources.

Last year, Hunter College successfully raised \$25,377 for the CUNY Campaign and some of that money was allocated to our own foundation with the help of your generous donations. This year we want to make every effort to meet our new campaign goal.

Like previous year, campaign donors are encouraged to use the online pledge system at https://www.giveattheoffice.org/_cuny/ to make payroll and debit/credit card deduction donations. One-time check donations can also be made online or with a paper pledge.

When your co-worker, who is volunteering as a CAPTAIN, comes by to talk with you about your contribution, ask as many questions as necessary. In the end, please consider giving back to the community. What you contribute is up to you. But remember that signing up for payroll deduction via e-pledge makes giving easier. By using this plan, your gift will be taken out of your paycheck in small deductions over the year. Those small donations add up to great benefits for many people.

I am convinced that our contributions, yours and mine, can make a difference once again this year as we strive to meet and exceed this year's goal of **\$30,000**. Together, we can help promote positive, lasting change in people's lives, in neighborhoods, and in communities throughout our area.