

Cornell United Way Campaign

Core Messages:

Caring Community

- Cornellians are a diverse community of people and ideas dedicated to serving the public good and fulfilling Cornell's land-grant mission.
- At Cornell, we are part of a diverse, caring community of students, faculty, and staff that takes its responsibility to look out for one another very seriously. Within Cornell's caring community, the struggle of one of us is a concern for all of us. Conversely, the success and growth of each of us enhances our community. As a caring community, we reach out to each other in times of need and work together to build a better place.
- Cornell is a caring community because of the efforts we all make — faculty, staff, and students — to seek help for ourselves and to offer support to others.
- Cornell's United Way campaign reflects a tradition of generosity.

Need

- Every year thousands of Cornellians rely upon United Way services, often without realizing the services are connected with the United Way.
- A fundamental aspect of humanity is to care for those in our local communities who are less fortunate. The need is critical.

Impact

- Your gift to the United Way helps people in Tompkins and surrounding counties meet their immediate, basic needs while empowering lasting change.
- Partners like Cornell provide critical support for the United Way. Cornell faculty, staff, students, and retirees are generous supporters, providing nearly 40% of United Way's funding in Tompkins County.
- Your participation enables members of our community to experience rich and vibrant lives. It's a rare opportunity to support a mission this critical to the community.
- When help is needed, United Way agencies are there. The United Way strengthens the three building blocks for a good life: education, income and health.

Call to Action

- Our goal is not met until families in our community — especially children — have their basic needs met.
- The Cornell community has a responsibility to demonstrate care for others through gifts in direct support of United Way agencies.

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#CornellGives

#LiveUnited

unitedway.cornell.edu



United Way
of Tompkins County