Robbins to Serve as UA Cares Honorary Chair

University Communications
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UA President Robert C. Robbins will serve as the 2017 honorary chair for UA Cares [1], the University's annual workplace charitable campaign.

"Fostering a culture of philanthropy is so important, now more than ever, and the UA Cares campaign is a vital part of the University of Arizona's commitment to serving every member of our community," Robbins said.

Since the campaign began in 2002 as a partnership involving United Way of Tucson and Southern Arizona and the University of Arizona Foundation, UA employees have contributed nearly $4.7 million to support nonprofit organizations and University programs.

"UA Cares has always been about choice," said Sheila McGinnis, director of outreach and community partnerships in the Office of Government and Community Relations.

When the campaign officially begins next month, employees who participate can choose to give to any federally recognized nonprofit via contributions to United Way, or they can give to UA programs through the UA Foundation.

Over the years, employees have helped animal rescue efforts, the arts, environmental organizations and agencies that serve children, older adults and people living with mental illness. They also have supported UA scholarships, programs and research projects.

"The choices for giving are innumerable, but participation is what truly makes the difference in the community," McGinnis said.

This year, through the generosity of an anonymous donor, contributions to the Arizona Assurance Program [2] will be matched up to $30,000. Arizona Assurance was created to increase the number of low-income, Arizona residents attending and graduating from the University of Arizona.

Volunteerism is another key ingredient of UA Cares, McGinnis said.

In 2016, employees were invited to participate in 12 volunteer events organized through Community Relations. The response was incredible, McGinnis said. Compared with 2015, the number of volunteers and hours volunteered doubled, with a total of 1,047 volunteers giving a total of 2,067 hours.

Employees who are interested in helping with the campaign, or who would like more information, can contact McGinnis at 520-626-4671.

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