

UA Cares Kicks Off Tuesday

University Communications
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The University of Arizona's annual charitable campaign gives employees an opportunity each year to prove true that old axiom that to give is to receive.

Employees participating in the UA Cares campaign can donate to any nonprofit organization or UA program of their choice. "There is sometimes confusion, and people think we have an exclusive list of approved agencies, but that is not true," said Holly Altman, director of outreach and community partnerships for the UA Office of Community Relations. "Employees can give to any nonprofit â€" as long as it is a recognized 501(c)(3) with the IRS â€" and to any UA program area."

Last year, employee generosity amounted to \$440,000 in gifts, large and small, to a broad spectrum of UA programs and nonprofit agencies.

UA Cares partners are the United Way of Tucson and Southern Arizona and the UA Foundation. Gifts to nonprofit agencies, or â€œImpact Areas,â€ go through the United Way, and gifts to UA programs go through the UA Foundation.

UA Cares provides an easy, convenient way for people to get involved, and support issue areas they see as being the most important. Joel Valdez, UA senior vice president for business affairs, is the honorary chairman for this year's campaign. His long history of community involvement through workplace giving goes back to his early career days, when he worked for the Pima County Juvenile Court.

"I know the importance of giving to those less fortunate. I see it as part of being a good community member. I'm a finance guy, and I know how one might think a small gift doesn't make a difference, but if you add all the small gifts together, you end up with a big pot, and that goes far to help."

Starting on Tuesday, department coordinators, the ground-level driving force of the campaign, will distribute information about UA Cares, and organize special events for their units. Employees may donate by way of their paper pledge sheet, or online through [Employee Link](#) ^[1]. Employees may give periodically through payroll deduction, or can give a one-time gift. Online giving (payroll deduction gifts only) is encouraged because it limits manual data entry. All online donors will be entered in a raffle to win a framed Diana Madaras print.

UA Cares is directed by the UA Office of Community Relations. For more information, please visit the [UA Cares](#) ^[2] Web site or contact Holly Altman at 626-4671.

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Links

[1] <https://emplink.arizona.edu> [2] <http://www.uacares.arizona.edu>