Community/Public Service Worksheet

Service Category: Quality of Life Enrichment Programs

Title: United Way

Primary UA Contact(s):

Carol Agomo (name)

Community Affairs (Office)

(name)

(Office)

Community Partner(s) (If any):

United Way of West Alabama (name)

501(c)(3) tax exempt charitable organizations (Organization)

UWWA 27 Partner Agencies (name)

Program Description: United Way

UA has been the number one employee campaign in total dollars pledged to the United Way of West Alabama since 2001. The University is also first in participation among Southeastern Conference colleges that give to the United Way. Each department has designated coordinators to encourage full participation of all employees. United Way of West Alabama has 27 partner service agencies and covers Bibb, Fayette, Greene, Hale, Lamar, Marengo, Pickens, Sumter and Tuscaloosa counties.

Objectives/Outcomes: The program seeks to improve the quality of life for area residents by funding effective programs and services throughout the West Alabama community. United Way is helping children and youth achieve their potential through education, helping families become financially stable and independent, improving people’s health, and responding to emergency and disaster needs. At UA we seek to increase the number of faculty donors and contributions to the UA United Way Campaign.

Assessment Measures: We track the number of faculty, staff, and student donors within each college. We also track changes in giving from host colleges each year following their year of leadership in the campaign.

Results: We continue to see an increase in the number of faculty, staff and student contributions to the campaign during the year of hosting the campus campaign and the years following.

Conclusions: The rotation of host colleges and appointment of co-chair provides an opportunity to increase awareness of the role of the United Way campaign both on campus and in the community while increasing the number of donors and contributions to the campaign.

Improvement Actions: We will continue to rotate the role of the host college or division and support the process from the Office of Community Affairs.