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THE BARUCH COLLEGE FUND

TO: Baruch College faculty and staff  
FROM: Hillary Cohen and Katie Sullivan  
DATE: November 10, 2009  
RE: 2009 United Way/CUNY Campaign

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I am writing to kick off the 2009 United Way/CUNY Campaign, led this year by Vice Chancellor Pamela Silverblatt. The City University of New York established this workplace giving program as an opportunity for our faculty and staff community to give to charities of their choice almost 30 years ago. Today, it is an impressive expression of the whole university's philanthropic spirit.

We (Hillary Cohen and Katie Sullivan from the Office of College Advancement) are the co-coordinators for Baruch College. We are asking you, Baruch's dedicated faculty and staff, to help us spread the word. Please review the United Way brochure, consider making a donation, and encourage your coworkers to do the same.

Contributions can be made by completing the pledge form, either through recurring payroll deductions or as a one-time gift. We can process them via email, interoffice mail (box A1603), or in person on the 16th floor of 17Lex through February 27.

CUNY welcomes contributors of \$20 per pay period or more into its Leadership Giving Circle and contributors of \$40 per pay period or more into its Chancellor's Circle. Contributors pledging before December 4 are entered into an early bird raffle and all contributors are entered into a campaign-end raffle.

Should you wish to designate your gift to Baruch College itself, use code #1352. Donations of \$1,000 or more to the Baruch College Fund will be recognized as members of the 17 Lex Society, as well.

Baruch is one of the top five largest employers in the CUNY system, with the potential to be a shining example of senior college participation in this partnership with United Way. We are frequently impressed with the generosity of our Baruch colleagues and are certain we can increase campus involvement this year.

Feel free to contact us with any questions about workplace giving through the United Way/CUNY Campaign. We want to make it as positive an experience as possible and are very open to the feedback and concerns of our participants.

All best wishes,  
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