



October 31, 2011

To the Staff of Eugene School District 4J,

The Eugene School District United Way Campaign begins today! Social psychologist Urie Bronfenbrenner concluded that “No society can long sustain itself unless its members have learned the sensitivities, motivations and skills involved in assisting and caring for other human beings.” The United Way is one of the best ways we can demonstrate our caring for others in need.

As superintendent, I am thrilled with the past commitment of the district to helping those in need, especially children. Over the years, United Way has evolved from a fundraising organization to an organization focused on community impact. Last year the district campaign raised funds to support efforts in United Way’s three action areas: Education, Income and Health. Many of our own students are directly or indirectly helped through these programs, the goals of which are: to ensure that every child can maximize their education; to increase financial literacy in low-wage households; and to provide timely and affordable healthcare to 15,000 of the uninsured.

Last year district employees contributed \$56,996 to the campaign. I believe we can continue this longstanding legacy and do even better. Our contributions preserve the vital safety net that supports our community and its children. I encourage each of you to take a personal interest in supporting and contributing to the United Way. The employee campaign will run from October 31, 2011 through December 9, 2011. Please consider the impact that your donation and support will have upon those in need in our community and give generously.

I ask that you consider using the payroll deduction plan. The payroll deduction process has been made as simple as possible. Your payroll deduction amount will continue year to year, unless changed by you, but we do hope that you will increase your pledge. This payroll deduction plan is the easiest way to help United Way “move the needle” as they do more than just fund agencies, but rather fundamentally change how we address community problems. Remember to submit your payroll deduction slip, check or cash to your campaign chairperson before December 9, 2011.

On behalf of our community, I encourage you to support the campaign. I am committed to the United Way and I hope you will be as well.

Sincerely,

Sheldon H. Berman,  
Superintendent, Eugene School District 4J