

UC SANTA BARBARA

# THE *Current*

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UC Santa Barbara Staff

## **UCSB United Way Campaign 2014**

UC Santa Barbara's annual United Way campaign kicked off this month and continues through Feb. 28. With the goal of increasing participation by 500 donors and raising \$120,000 for the United Way of Santa Barbara County, this year's theme is "Make a Wave of Difference."

The United Way and its partners are working to achieve community-driven 10-year goals with a focus on education, financial stability, and health. Through outreach, volunteer work and the financial participation of dozens of local public and private organizations, the United Way is able to provide lasting solutions to community problems. All donations made by UCSB employees remain in Santa Barbara County unless designated outside the area. A significant amount of the dollars raised stay in the UCSB community through the Isla Vista connection that supports the UCSB Child Care Center and Isla Vista Youth Projects.

"Every year, one in three residents of Santa Barbara County seeks assistance from United Way for help with a variety of social issues," said UCSB Chancellor Henry T. Yang. "It is very possible that you know of someone in our community who has been helped by their services, and it is reassuring to know that if you or I need help tomorrow, United Way would be there to provide it."

Candy Grams, which give UCSB faculty and staff an opportunity to send personal greetings to friends and co-workers on campus while supporting the United Way of Santa Barbara County, are on sale through Tuesday, Jan. 28. Orders must be received by 5 p.m., and Candy Grams will be delivered on Valentine's Day. Details

about Candy Grams and about the 2014 UCSB United Way campaign can be found at [www.ia.ucsb.edu/uw](http://www.ia.ucsb.edu/uw).

“I am proud of UC Santa Barbara’s involvement in our local communities,” Yang continued. “Our annual United Way campaign is a special way for us to demonstrate our commitment and our compassion. Whether you choose to contribute financially or by donating time, together we can ‘Make a Wave of Difference’ in the lives of those who need our support.”

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## **About UC Santa Barbara**

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.