UC SANTA BARBARA

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Andrea Estrada

United for Education

UC Santa Barbara's annual United Way campaign kicked off today with the theme "United for Education" and the goal of raising $125,000 for the United Way of Santa Barbara County (UWSBC).

UCSB and UWSBC have a long history of partnership; in fact, UCSB is the oldest United Way campaign in Santa Barbara County.

The United Way and its partners are working to achieve community-driven goals that 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 seeks 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 within the UCSB community through the Isla Vista connection that supports the UCSB Children's Center and Isla Vista Youth Projects.

"UCSB believes that we have a responsibility to the community where we live and work," Marc Fisher, vice chancellor for administrative services and the 2017 UCSB United Way senior campaign manager, said in a message to the campus. "The university has had a long-standing partnership with United Way going on more than four decades to promote our shared missions of educating our youth. United Way's programs are an extension of our own service mission of providing opportunities for K-12 students so they can be UC eligible.

“The partnership is the underpinning of UC’s mission to provide opportunity and access for the next generation,” he continued.

The United Way of Santa Barbara focuses on three impact areas: early childhood literacy, positive youth development and financial stability. “No other single organization has the scope, expertise and influences to bring together hundreds of human service agencies, government, businesses, private foundations and dedicated volunteers around a common vision of creating long-lasting results in our community,” Fisher said.

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 4 p.m. Wednesday, Feb. 1, for delivery on Valentine’s Day. Candy Grams can be ordered online at www.ia.ucsb.edu/uw/candy.aspx.

Many UCSB staff and faculty members over the years have served as UWSBC board members and supporters of UWSBC programs. The campus has hosted students from United Way’s “Fun in the Sun” summer enrichment program for children from low-income communities, giving them valuable exposure to opportunities for higher education. And UCSB students started a tax-preparation club whose members participate in United Way’s Volunteer Income Tax Assistance program, providing free tax preparation to low-income households throughout Santa Barbara County.

More information about the 2017 United Way campaign can be found at 2016 UCSB United Way campaign can be found at www.ia.ucsb.edu/uw.

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.