UC SANTA BARBARA
THE Current

January 18, 2018
Andrea Estrada

United for Education

“Join the Cause. United for Education.”

That’s the theme of UC Santa Barbara’s annual United Way campaign, which continues through Feb. 23. Organizers hope to raise $105,000 for the United Way of Santa Barbara County (UWSBC).

UCSB and UWSBC have a long history together; in fact, UCSB is the oldest United Way campaign in Santa Barbara County. For over 60 years, UCSB has partnered with United Way to provide resources and mobilize volunteers to serve those most at risk. Last year, UCSB raised $102,000 and saw a 12 percent increase in donor participation over the previous year.

All donations made by UCSB employees remain in Santa Barbara County unless designated outside the area. A significant number 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.

“We ask that you again join us for our annual United Way campaign,” UCSB Chancellor Henry T. Yang wrote in a message to the campus. “Your contributions will support education, enrichment programs, scholarships for students and parents, free children’s books and much more.”

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. 30. Orders must be

received by 5 p.m., and Candy Grams will be delivered on Tuesday, Feb. 13. Details about Candy Grams and about the 2018 UCSB United Way campaign can be found at www.ia.ucsb.edu/uw.

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.

"Through giving and volunteering, we can build a better future for our local community," Yang said.

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.