



Then this year Associate Provost, Marcelle Haddix, joined. And so that was like almost a no-brainer. Everybody wants an opportunity to work with Marcelle. So yeah, my involvement is simply trying to help with the campaign again this year in a way that draws awareness, and interest, and gets folks really excited about it.

John Boccacino:

Well, I know that you're celebrating a personal anniversary for work here at Syracuse University. The United Way of Central New York is also celebrating a milestone anniversary this year. It's the 100th anniversary of the United Way of Central New York and their great work to make a difference for our residents here in town through all these essential services and projects that we are going to get to. When it comes to this United Way Employee Giving Campaign, what are this year's goals?

Mike Frasciello:

Well, the fundraising goal this year, like last year, is \$100,000. Again, we set that goal working with United Way and some internal sort of conversations and discussions. The pandemic has really disrupted it over the last couple years, our campaign, and lots of other things going on. The economy, gas prices, things like that, just the basic cost of things.

So I think we set an achievable goal for the university at \$100,000 just for the campaign, and we think that we'll certainly meet that and hopefully exceed it. But it does feel like an achievable goal this year. So it's \$100,000, and again, as you mentioned, the campaign proper started October 14th but staffers are able to give well into the spring of next year even after the campaign. And that all counts toward the annual campaign total.

John Boccacino:

How can you explain to our audience the difference that their gifts make? What will the proceeds that we raise from the United Way Employee Giving, how will that make a difference for residents in Central New York?

Mike Frasciello:

Yeah, it's a great question. There are nearly 70 specially funded programs and projects that are embedded within the 28 local health and human service agencies and non-profit agencies that United Way partners with every year. So every dollar goes toward supporting those programs and agencies. I can share two of those that are really impactful that we've seen benefit significantly from our participation. One of those is the Thriving Families program. So this is a United Way collaboration of local organizations that serve families that are at risk of housing instability.

The program takes this two-generational approach where case managers connect parents and children to supportive services like job training, and food assistance, mental and physical health services, and it's sort of a whole family approach. That's one really significant program that's directly impacted and supported by every dollar that we raise. Another that I think resonates a lot with us here at the College of Professional Studies, certainly with a lot of our colleagues and peers across the university, is the third grade readiness program.

That program is designed to address disparities in developmental outcomes that emerge in infancy and then widen in childhood. So the dollars that we commit to the campaign that fund the third grade readiness program, those funds go directly to early learning and parental involvement during children's first five years, and

grade accurate reading level by the time they reach third grade. So those are two programs that we've seen benefit directly from the campaign, and

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John Boccacino:

You mentioned that this is your second year serving as co-chair for this campaign. I gather your passion is quite strong for this project. What has your involvement been? What does a co-chair do to drum up



When you give, again, when we give even the smallest of gifts, we're participating in this sort of collective commitment to providing access to things like healthy food, and safe and affordable housing, physical and mental healthcare for everyone in the community. That's something I would just ... You know, the smallest of gift does all of that. It's pretty impactful.

John Boccacino:

I think I saw a quote from you somewhere that you never know when you're going to need the services, so why not do the right thing and help when you can, because who knows what'll happen down the road and you might need to be on the receiving end of one of the many non-profit partners that the United Way of Central New York teams up with it. It's a great campaign. Show off your generosity and show off your charitable nature by giving back. You can do a one-time donation. You can go through MySlice and make a recurring payment. It's really as easy as can be.

The campaign will run through December 16th. There will be