



Wednesday, November 7, 2001

All-University Fund Drive begins Nov. 14

By *Jennifer Charney*, OU Staff Writer

Starting Nov. 14, faculty and staff will have the opportunity to make a personal contribution to OU or a designated department of their choosing when the 2001-2002 All-University Fund Drive (AUFD) gets under way.

Contributions to the AUFD are used to support the area of greatest need on campus and help faculty members fund important projects.

"The true purpose of the AUFD, appropriately titled 'Caring Through Sharing,' is for employees to show they care about OU, its students and programs through financial support," said Julie Vulaj, the new director of annual giving, University Relations. "A contribution of any size is appreciated. Combined with other gifts, even the smallest ones can and do make a difference."

Employee donations to the fund drive will go even further because OU President Gary Russi is matching gifts again this year. For each new dollar pledged by the end of the drive — December 20, 2001 — Russi will contribute 50 cents.

"This is a wonderful way for employee contributions to result in even greater benefits to Oakland University's students and programs," Vulaj said.

This year's goal for the 'Caring Through Sharing' fund drive is to raise \$163,279 — a modest 10 percent increase over last year's total of \$148,425.

"This goal is definitely attainable, given the past generosity of our staff and full, part-time and retired faculty," Vulaj said.

On Wednesday, Nov. 14, each OU employee will receive a fund packet through on-campus mail. The packet will include a personal appeal from Ann Nicholson, chair of the OU Board of Trustees and 2001-2002 AUFD honorary chair; a pledge form; and a listing of the various university departments employees can designate their gift.

"I am excited and honored to be the AUFD chair for the second year in a row," Nicholson said. "Last year's program was very successful, and I am confident this year's will be equally successful. OU faculty and staff are supportive of the institution, its mission and goals."

Employees will have four ways to fulfill their pledge. They can:

- Make a one-time gift by check;
- Pay with VISA or MasterCard;
- Take advantage of payroll deduction.

Employees should use the envelope provided in their packet to return their pledge form and contribution if paying by check.

This year's AUFD includes some exciting changes:

- OU, United Way and Black United Fund will conduct separate employee contribution programs. "This gives all three organizations the opportunity to spotlight their unique successes without competing with one another," Vulaj said. Donations to the AUFD support causes on campus that are not supported by the general fund, including student research, scholarships, lecture series and individual academic department gift funds. The United Way raises funds for local nonprofit health and human service providers. The Black United Fund provides funding for nonprofit agencies and projects focusing on community enrichment, self-help and education.
- A fund drive celebration, hosted by President Russi, will be held in January. All employees donating to the fund drive will be invited to attend.
- Employees who donate will automatically be entered in a drawing to win one of several prizes. The drawing will be held at the celebration in January.

"Of course employees are welcome to make a personal contribution to OU at any time during the year. We just think the AUFD is the ideal time, almost serving as a reminder for everyone who is so busy before the holidays. Certainly the president's match

during AUFD adds an incentive to give now too," Nicholson said.

Employee gifts to the AUFD are tax deductible on state and federal income tax returns. Employees should consult their tax adviser for specific details.

SUMMARY

Starting Nov. 14, Oakland faculty and staff will have the chance to donate funds to the OU unit or department they feel is most deserving of their support when the 2001-2002 All-University Fund Drive (AUFD) gets under way.

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