



Dear Ball State Community,

Over the past several weeks, historic flooding has brought extraordinary hardship to families and communities across Muncie, Delaware County, and Central Indiana. Homes have been damaged, lives disrupted, and many of our neighbors are facing needs they could not have imagined just weeks ago.

This year, our United Way Campaign begins at a moment when those needs are especially great.

At Ball State, we often speak of **Beneficence**—of serving others, acting with generosity, and using our talents and resources to make a difference. It is more than a symbol of our university. It is a call to action.

That spirit is also at the heart of how I believe we should think about business, leadership, and education: as forces for good. The challenges facing our communities are too large for any one organization or sector to solve alone. Progress comes when businesses, nonprofits, government, universities, and citizens work together with imagination, courage, and care.

United Way embodies that kind of collaboration.

Today, our neighbors need us. And Ball State has an opportunity to demonstrate the values we share—**social responsibility and inclusiveness, innovation and courage, excellence and integrity, and gratitude**—through a simple act of generosity.

I hope you will consider participating in this year's United Way Campaign. Every contribution matters. Together, thousands of individual acts of caring can become something much larger: help for families rebuilding their lives, strength for organizations serving on the front lines, and hope for communities recovering from this disaster.

This year, the Ball Brothers Foundation will provide the generous amount of \$90,000 for the community-wide campaign. Increased gifts from the prior year will be matched dollar for dollar; new and unrestricted donations will be matched two for one.

Friday, September 11th will be our **Day of Action**, providing numerous ways for Ball State students and employees to join service activities both on and off campus throughout the day.

This is a moment to do what Ball State has always aspired to do: **turn Beneficence into impact.**

Thank you for all you do for our university and for the communities we call home.

Warmly,

Cathy L. Z. DuBois

Bryan Dean, Miller College of Business
Ball State University
2026 United Way Campaign Chair