Dear Friends and Colleagues,

I am honored to serve as the Chair of the 2021 United Way Steering Committee and Ball State Employee Campaign. United Way is near and dear to my heart and the newly formed “Heart of Indiana United Way” promises to expand its impact even further. This team has the same dedication to thriving communities that we knew from United Way of Delaware, Henry & Randolph Counties, but now with expanded reach, resources, and passion from their Madison and Fayette County partners. United Way funded programs are strategically selected to maximize the impact of our investments and put struggling families on a pathway to success.

While many aspects of life that once felt concrete fluctuate daily as we continue the battle with COVID-19, one thing remains steadfast; our obligation to uphold the Ball State University’s value of “beneficence.” Beneficence reminds us all to act for the benefit of others, and this value supports our university’s mission “to enhance the economic, environmental, and social vitality of our community, our state, and our world”. I would like to personally invite each of you to participate in this year’s campaign and help Heart of Indiana United Way in their commitment to improve the quality of life for all in our community and beyond.

Thanks to a generous grant from the Ball Brothers Foundation, any new donors or donors who previously designated their gift but remove that designation for 2021 will be matched 2-1 for unrestricted gifts. Any unrestricted donor gift that is increased over last year’s amount will be matched 1-1. I advise you to take advantage of the opportunity to optimize your donation, while the matching funds are still available.

This year, your dedicated United Way Steering Committee has set an ambitious goal to strive for a participation rate of 30% or more. As the largest employee base in Delaware County, we have the power to significantly influence the success of this important campaign. United Way has proven itself again and again to be the ideal steward of our time and resources as they fight for the health, education, and financial stability of every person in every community. So, I thank you for allowing them to guide us as we all work together to make Delaware County a better place to work and live.

Your generosity in past campaigns, passionate volunteerism through the United Way Day of Action, and continued support are essential to the life-changing work United Way does each and every day to make our community the best it can be. Thank you for consistently using your time and treasure to Give From The Heart!

Sincerely,

Melinda Messineo, Ph.D.
2021 Ball State Employee United Way Campaign Chair