



Dear Friends and Colleagues:

The strength of a community is indicated in part by the selfless engagement and contributions of its residents.

Each of the counties that Heart of Indiana United Way serves—Delaware, Madison, Randolph, Henry, and Fayette—are designated “Health Professional Shortage Areas.” In addition, some of the communities in these counties are also designated “Medically Underserved Areas.” This means that residents in these counties may experience difficulty locating access to primary care, dental health, and mental health services, as defined by the federal Health Resources & Services Administration.

The Ball State College of Health works to fill those gaps in these counties by training future healthcare professionals and providing services here on campus, as well as taking student practitioners out to underserved communities. I am grateful to serve as Dean of the College of Health and Chair of our 2024 Ball State United Way Employee Campaign. Heart of Indiana United Way shares our goals of ensuring access to healthcare for all members of every community.

In addition to health disparities, our neighbors experience many needs stemming from generational poverty and other societal concerns, including homelessness, food scarcity, and life-defining educational setbacks. Programs funded in part by United Way help respond to these needs as well as other social programming including reading to enhance school success for our youth.

More than 35 years ago, I was a child welfare social worker. Thanks to United Way, we were able to enhance support for children and families experiencing disruptions stemming from poverty and other difficult circumstances. Agencies wisely use your donations that flow through United Way.

Please join me in considering the multiple ways you can strengthen our community through giving to United Way and by participating in the annual Day of Action.

An addition to Ball State’s United Way Campaign is a challenge for participation across colleges and units represented by vice presidents. Details are forthcoming, but we would like to increase our rate of participation from the 27% we achieved last year to at least 30% this year.

In the historical and enduring promise of our community recognized by the Ball Family, the Ball Brothers Foundation will match donations up to \$75,000 across Delaware County employee campaigns. The increased number of unrestricted gifts compared to last year will be matched \$1-for-\$1. New unrestricted, or previously designated but now unrestricted, gifts will be matched \$2-for-\$1.

I assure you that your gifts of time, talent, and dollars to United Way strengthen our community. Please give what you can and know that no gift is too small. You can donate outright or via payroll deduction. On behalf of the Heart of Indiana United Way that does so much for so many experiencing trying times, I thank you.

With gratitude,

Scott Rutledge, PhD, MSW

2024 Ball State Employee United Way Campaign Chair