



BALL STATE
UNIVERSITY



Dear Friends and Colleagues:

Since arriving at Ball State, I've been moved by the spirit of Beneficence that motivates faculty, staff, and students of our university to reach beyond campus to better the communities around us. That's why I'm grateful and humbled to serve as chair of this year's United Way Employee Campaign.

Heart of Indiana United Way has served the communities of East Central Indiana for the past century. And in those 100 years, they have "unite[d] people and organizations to create lasting change." Let's make it our goal this year to help solidify that legacy while setting the Heart of Indiana United Way up to continue improving the lives of our communities for the next 100 years.

I agreed to serve as chair this year because I know firsthand the impact of the Heart of Indiana United Way. For the past three years, students in the Honors College (where I serve as Dean) and from across Ball State University have volunteered as part of the Read and Achieve program by helping students in K through third grade gain valuable literacy skills. As a first-generation college student myself who came from a poor, rural community, I know firsthand the impact that these programs can have in our schools, in our communities, and in our homes. By providing support for families to encourage reading in the household and for making reading fun for kids, we set up the children of our communities for success.

Of course, Heart of Indiana United Way does far more than help children read. Last year, chair Scott Rutledge reminded us of the important work that the organization does to improve the health outcomes of individuals throughout the region. Collectively, Heart of Indiana United Way "improves lives by mobilizing the caring power of our community while creating a culture of giving, advocating, and volunteering."

That's why I'm asking you to consider joining me in supporting this incredible organization through your time, treasure, and talents. Please consider making a tax-deductible donation to support and uplift our partners. You can even make your donation via a simple payroll deduction.

When the Ball Brothers unveiled the statue of "Benny" on the Ball State campus in 1937, they established a foundation for the spirit of Beneficence that animates us today. The Ball Brothers Foundation builds upon that foundation by pledging up to \$80,000 in matching funds for this year's campaign. The increased number of unrestricted gifts compared to last year will be matched \$1 to \$1. New unrestricted, or previously designated but now unrestricted, gifts will be matched \$2 to \$1.

I thank you in advance for your donation and participation in this worthwhile initiative.

With sincerest gratitude,

Jim Buss, PhD

2025 Ball State Employee United Way Campaign Chair