



**Ball State University**

**2023 United Way Employee Campaign**

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2023 Faculty Campaign Chair

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Project Co-Sponsor

Bianca Sulanke  
Community Engagement  
Campaign Coordinator

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Dear Friends and Colleagues,

Heart of Indiana United Way's mission is "to improve the quality of life in our community by engaging people and organizations to advance education, income, and health outcomes for all." As an educator in K-12 schools and higher education for over 25 years, I, like the Ball State community, maintain a commitment to advancing education and the well-being of students, families, and communities. That is one reason why I humbly agreed to serve as the chair of this year's employee campaign.

Because United Way serves more than 1,100 communities in over 37 countries and territories, many of us have likely heard of the people-centered work the organization supports. I have fond memories of participating in an ad campaign for the United Way of Dane County in Madison, Wisconsin. In retrospect, it is evident that the ad told the story of United Way's commitment to diversity – diverse people, diverse initiatives, and diverse ways of measuring the impact of its service. That ad campaign was many years ago when I was a Brownie in Girl Scouts. Now, just a decade later...okay, over four decades later, it is my honor to serve as your campaign chair in the great state of Indiana. Across cities, states, and time, the United Way shines through its commitment to community, education, and well-being.

I invite you to participate in this year's campaign through your tax-deductible donation. By giving to Heart of Indiana United Way, you will support initiatives and people in our region. Your dollars will make a difference locally. All dollars raised in this region support regional efforts.

Our goal is 30% employee participation, a 5% increase from last year. As the Associate Dean for Equity and Engagement in Teachers College, I have the privilege of meeting people across the university who embody the Beneficence Pledge. We value the intrinsic worth of every member of the community. We model our enduring values of inclusiveness and social responsibility that align with the mission and purpose of Heart of Indiana United Way, in support of a strong campus-community connection. I have every confidence we can meet our participation goal.

As a reflection of our community's belief in "Better Together," the Ball Brothers Foundation will match donations up to \$75,000 across Delaware County employee campaigns. The increased amount 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 thank you in advance for your donation and participation. No dollar amount is too small. You can make your donation outright or via payroll deduction. I look forward to celebrating our collective generosity in support of the important mission and community-based outcomes of Heart of Indiana United Way.

With gratitude,



Kendra Lowery, PhD  
2023 Ball State Employee United Way Campaign Chair