

## CUNY Campaign 2013 Kicks Off with “The Power of 1”

Vice Chancellor Gloriana Waters, Chair of the 2013 CUNY Campaign for Voluntary Giving, launched this year’s effort with a reception on September 27, 2013 for the campus coordinators, dubbed CUNY’s “Charitable Champions.”

Noting that this is the CUNY Campaign’s 30th year, Vice Chancellor Waters celebrated the fact that over three decades, University employees have contributed millions of dollars to help their college communities and the New York community. “With our gifts, we have funded vital programs that support our students and colleagues, and promote a stronger community, more resilient families, healthier lives, promising futures, and an improved world.”

“Goal Buster Awards” were given to those campuses who exceeded their goals during the 2012 campaign: Baruch College, CUNY Central Office, Hostos College, York College and Guttman Community College were cited. “Highest Achiever Awards,” given to a senior and community college with the highest total gift in the 2012 campaign, went to Hostos Community College and CUNY Central Office. The “Chairperson’s Award” for highest increase in percentage participation was awarded to Hostos Community College. Last year Hostos raised \$51,553, well above its goal of \$39,000, and increased its participation from 16% in 2011 to 28% in 2012.

Vice Chancellor Waters announced the Campaign’s goal to raise \$500,000 in 2013, and introduced the theme of this year’s campaign. “*The Power of One* reflects the impact that each one of us can have by taking a single action,” she said. “Did you know that the CUNY workforce numbers nearly forty thousand people? If each one of us gave only one dollar per week, it would amount to four times that amount. Through one gift to The CUNY Campaign, each of us can change a life. To that one person who really needs a helping hand, one gift can make all the difference. There is no more compelling reason to participate than that.”

More information on the 2013 CUNY Campaign for Charitable Giving can be found at <http://www.cuny.edu/site/campaign.html>.



Winner of the 2012 Highest Achiever and Chairperson’s Awards: Hostos Community College. From left: Diana Kiselyuk, Dolly Martinez and Nydia Edgecombe.

