

## **Dr. Peterson**

### **Charitable Campaign Launch**

8-9 a.m. Friday, October 12, 2012, Wardlaw, Gordy Room

- Good morning. It's good to be here with you today as you begin a very worthy project.
- For some of you, this isn't the beginning. How many of you have volunteered with the Georgia Tech Charitable Campaign before? Thank you. We appreciate your ongoing commitment. A change you will notice this year is that you are now being called "ambassadors" instead of "coordinators" since you are truly ambassadors for the Charitable Campaign.
- You've all done a tremendous job. Because of your good work, for the 2011-2012 statewide charitable campaign, we received the Governor's cup for the highest per employee contribution in an organization with 1,001 to 9,000 employees. Georgia Tech averaged nearly \$50 per employee, or \$276 per donor. Giving back to the community through both our resources and service is a long-standing tradition at Georgia Tech. We are very grateful to the faculty, staff, retirees, and students, as well as the Georgia Tech Foundation who all participated. Thank you for your generosity and your commitment.
- This fall we have another opportunity to give back through the annual Statewide Charitable Campaign, and you will play an important role in the campaign as you lead the efforts within your respective groups.
- Val and I are committed to giving back to the community, and one way that we can all have an immediate impact is through participation in the state charitable campaign, helping more than 1,200 non-profit local, statewide and international organizations.
- We're proud that Georgia Tech has been awarded the Governor's Cup 10 out of the past 12 years for the highest contribution per employee. The real prize, however, is not the amount of individual contributions but in the difference we can make by joining together. That trophy is symbolic of the special spirit of the

people of Georgia Tech who are involved in numerous charitable and civic activities in their communities, and have a commitment to give back.

- I know we haven't had merit raises the past few years and that our economy is challenging. The belt tightening has impacted everyone, and it is in the tough economic times that people really turn to community organizations to help.
- I would like for us to continue to increase the number of employees participating. Our goal is 1,800 employees and a total of \$325,000. I challenge you to encourage members of your teams to participate at any level. The Charitable Contributions program includes hundreds of very worthy causes, and, together, we can make a real difference in the lives of people in our state. Thank you for your ongoing leadership in this worthwhile cause.