

## **Dr. Peterson**

### **Charitable Campaign Ambassador Training**

2 p.m. Thursday, Aug. 28, 2014, Manufacturing Research Center (MARC)

- 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 your first rodeo. How many of you have volunteered with the Georgia Tech Charitable Campaign before? Thank you. We appreciate your ongoing commitment.
- You've all done a tremendous job. Because of your good work, for the 2013-2014 statewide charitable campaign, we received the Governor's Cup for the highest per employee contribution among organizations with 1,001 to 9,000 employees. Georgia Tech averaged nearly \$50 per employee, or \$285 per donor. We raised almost \$12,000 more than we did the previous year.
- Giving to the community through both our resources and service is a long-standing tradition at Georgia Tech. Although we're very focused here on our academic and research missions, we don't operate in a vacuum. Our success is intertwined with the city, state and nation in which we reside. 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 Georgia Tech 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 for the seventh consecutive year and the 12th time overall 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 emblematic 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 make the world a better place.

- Your effort is part of a larger campaign, and I thought you might be interested in hearing a bit more about that. The State Charitable Contributions Plan was established in 1982 by the Georgia General Assembly. In the past 17 years, hard-working, committed ambassadors like you have raised more than \$43 million to help support local and nationwide charities. More than 100 independent charities and federations participate in the SCCP, and more than 114,000 state employees are eligible to participate. Last fall, more than \$1.39 million was pledged across the state. Georgia Tech's contributions have played a significant role in the SCCP's overall success.
- Our economy is challenging. We're recovering slowly but surely from several years of high joblessness and slow growth. 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. I challenge you to encourage members of your teams to participate at any level. There's a lot of fertile ground still to be plowed. Although our overall numbers were impressive, less than 20 percent of employees contributed last year, so that tells us we have a real chance to improve upon our performance. 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 leadership in this worthwhile cause. Now let's go for that Governor's Cup for the eighth year in a row!