Dear Colleagues:

Year after year, faculty and staff have generously supported UCLA’s partnership with United Way of Greater Los Angeles. Since 1968, our contributions have helped improve the quality of life for individuals throughout our community, unifying us through a commitment to a better Los Angeles.

Today marks the launch of our 2013 UCLA/United Way campaign. Please visit the [2013 UCLA/United Way website](http://2013.uclaunitedway.org) to make your donation through continuing payroll deduction or a one-time gift with check or credit card, or to make changes to your existing payroll deduction. To request a hard-copy pledge form, please email unitedway@support.ucla.edu or call x46880.

Programs supported by United Way address the most prominent causes of poverty, and aim to end homelessness, improve educational achievement and build financial stability. United Way also has a veteran’s initiative, aimed at implementing a community-based strategy to reduce unemployment, poverty and homelessness among Los Angeles County veterans. One of its very valuable programs is Helping Our Heroes, which provides job-readiness training to help veterans transition from military to civilian careers in an effort to cut veteran unemployment in half by 2017.

The United Way’s veterans initiatives are squarely in line with UCLA’s. The UCLA Anderson School of Management’s Entrepreneurship Bootcamp, for example, provides training in small business management to disabled veterans.

In supporting Helping Our Heroes and many other invaluable programs, UCLA and United Way together make a vital difference in our community. I hope you will join me in supporting this year’s campaign.

Sincerely,

Gene D. Block
Chancellor