

UC SANTA BARBARA

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UC Santa Barbara Employees Raise over \$111,000 for United Way of Santa Barbara County

In a massive show of effort and good will, UC Santa Barbara employees raised over \$111,000 for the local community, as part of the campus's 2013 United Way campaign. The funds for United Way of Santa Barbara County will go toward various local programs, with donors having the ability to designate their contributions toward certain projects or locations.

Taking advantage of the opportunity to contribute to their community, hundreds of UCSB's volunteers and donors gave money; made presentations that convinced others to join or make donations; and raised funds with candy grams and special events. UCSB's campaign is one of the largest in Santa Barbara County.

"I strongly believe in supporting the United Way of Santa Barbara because I feel that each of us has a responsibility to support the services offered by the various agencies they support," said Carol Saucedo, campaign chair and the university's senior sexual harassment and diversity education analyst. "I've seen how these agencies make a difference in the lives of the future, in providing literacy programs for children and providing for the present by aiding low income and seniors in various programs."

It wasn't all work. Among the highlights of the campaign was a tricycle race in which teams from seven different departments raced the three-wheeled vehicles to raise awareness of the campaign on campus. Competitors from Administrative Services, Admissions, Health & Wellness, Housing & Residential Services, Institutional Advancement, Student Affairs, and the Library took to the pavement in sporty handlebar-less trikes to see who could pedal faster and farther. The winners? The Library's "Dewey Decimators."

Funds from the campaign will go toward the three 10-year goals that the organization has established for the community in the areas of health, education, and financial stability.

"Through our Power of Partnership initiative we were able to speak with over 6,000 individuals and 300 organizations in the community, including UCSB," said Narit Gessler, United Way Santa Barbara campaign executive. "Every year, United Way programs touch one in three people in Santa Barbara County through our impact areas of health, financial stability, and education. These programs would not be possible without the generosity and enthusiasm provided by our community. I believe the old idiom still rings true, 'We all benefit when we make it better for others.'"

[\[RETURN TO TOP\]](#)

† Middle image: The Dewey Decimators, winners of the campaign-awareness raising Tricycle Race are, from left to right: Mark Hartell, Jane Faulkner, Elizabeth Rodriguez, and Mayra Segovia.

Courtesy United Way of Santa Barbara County

†† Bottom image: United Way Campaign Chair Carol Saucedo, right, with Diana Mina, who has been her department's representative for over 20 years.

Courtesy United Way of Santa Barbara County

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About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.