

Dr. Peterson
Charitable Campaign Launch
Friday, Sept. 30, 2011
Wardlaw, Gordy Room, 7:30-8:30 a.m.

- 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. For a number of you, this is your first time. Thank you for stepping up. I would like to take this opportunity to especially thank Tom Horton for heading up the campaign for two years, and to his assistant Judy Parks, because when he volunteered for leadership, she was "volunteered" as well. And to Hope Wilson, who is in her second year serving as Tom's co-chair. Hope, we thank you in advance for carrying the ball for us for the next two years, and we thank Elizabeth Campbell for coordinating communications.
- You've all done a tremendous job. Who would have thought that we would raise a record breaking \$313,000 last year. The fact that we exceeded last year's State Charitable Campaign contribution by more than \$12,000 in these challenging economic times is a real testament to the people of Georgia Tech, and in particular to our State Charitable Campaign leadership. 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 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 9 out of the past 11 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 significantly increase the number of employees participating. 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 leadership in this worthwhile cause.