

REMARKS BY GEORGIA TECH PRESIDENT G. WAYNE CLOUGH  
**Kick-off Luncheon, State Charitable Campaign, August 25, 2000**

Thank you, Assistant Commissioner Johnson. Governor Barnes, Commissioner Young, Mr. Hasselbroek, campaign coordinators, representatives of beneficiary agencies, ladies and gentlemen... It's an honor to serve as the chair of this year's State Charitable Contributions Campaign.

Back on our campus we are getting ready to cut the ribbon on a new manufacturing building on Monday. It will be named for J. Erskine Love Jr., Georgia Tech alumnus and founder of PrintPack, which manufactures most of the flexible packaging you see on the shelves of your grocery store. He was also one of Atlanta's leading community volunteers. And as I thought back over his life in preparation for the building dedication, I was reminded of his service to United Way of Metro Atlanta in many capacities during the 1970s and 80s, including president and general campaign chairman.

Erskine Love was devoted to fund-raising for community service agencies because, he said, "Every time we delegate to government a job that is now being handled by the private sector, we add another layer to the bureaucracy insulating us from concern for our neighbor and our neighbor's concern for us."

Erskine Love understood that there is a big difference between the tax dollar that is taken out of our paycheck before we ever see it and the dollar that we choose to give voluntarily out of our own pocket, because we care.

We might think that the worst thing we could do to our fellow citizens is to hate them, but in *The Devil's Disciple*, George Bernard Shaw wrote that the essence of inhumanity is not hate, but rather indifference. The cruelest thing we can do to our neighbors and fellow citizens is not to care, to be indifferent to their needs, to wave them aside as somebody else's responsibility.

The State Charitable Campaign offers each state employee an opportunity to make a difference in the lives of others who need their help, and the impact of our contributions over the past 19 years has been phenomenal. Georgia's state employees have given generously to help the injured and ill, to serve children and families, to support literacy programs, and to provide disaster assistance, food, clothing and housing.

At Georgia Tech we always kick off our Charitable Contributions campaign with a special event. And each year someone from our faculty or staff tells the story of how they or their family personally benefited from this program. They are usually not people you would think of as needing social services, and that serves as an important reminder that each one of us is vulnerable to unexpected crises when we will need help.

A few years ago, a member of our administrative staff touched everyone's heart with her personal story. Rosita is an intelligent, well-educated, articulate professional, working in

management at a good salary – not the stereotype at all of someone who would need help from a community service agency. But she told us how her mother was diagnosed with terminal cancer, and as her health declined, the family was introduced to the Visiting Nurses Association and the American Cancer Society – two organizations that are supported by United Way.

The visiting nurse not only provided in-home care for Rosita's mother, but patiently taught the family how to make her comfortable, explained what was happening as her illness progressed, and compassionately prepared the family for her death. The American Cancer Society helped the family arrange to purchase food supplements when their mother was too ill to eat solid food.

When I told Rosita that I was chairing this year's state campaign, she said, "I am committed to always give freely and with thanksgiving to United Way so that these and other agencies will be around to help other families."

None of us knows which one of us, which one of our families, will be next to face a crisis in which we need help from one of the many service organizations that are supported through this campaign. This is our chance to make sure that help will be there for our families, our friends, and our neighbors in times of need.

It is clear from experience that the campaign is most successful at agencies where the leaders get behind it and give it their enthusiastic support. So I encourage each one of you, who is a chief executive of your agency or university system institution, to lead from the top... to be outspoken in emphasizing the importance of the State Charitable Campaign and encouraging your employees to participate.

To further encourage participation, we will again be awarding Governor's Cups to the organizations with the highest contribution per employee, adjusted for the average salary of each agency or organization. For the past four years, two Governor's Cups have been awarded – one for state agencies and one for the University System. This year, we are making a change and will be awarding five Governor's Cups.

State entities have been divided into five groups based on size. The groups are: 1 to 100 employees; 101 to 500 employees; 501 to 1,000 employees; 1,001 to 9,000 employees; and more than 9,000 employees. A Governor's Cup will be awarded in each of these five categories.

We will also give Governor's Awards as usual to three state agencies and three University System units, recognizing the largest increase in contributions, the highest percentage of employee participation, and the largest increase in percentage of participation. The Commissioner's Awards, Good Neighbor Awards, and Leadership Awards will continue as well.

But even as we use these incentives to spur our employees on to higher levels of giving, the most important thing to remember and emphasize is that our contributions, large and small, will go a long way toward making the state of Georgia a better place.

I am honored to be your chair, and I look forward to working with you to create a successful campaign.