



The United Way spends ten times more on bandages than on red tape.

These people are among the more than 640,000 in Greater Rochester who know firsthand that the United Way's bandages come in many forms.

As health care for the ill and disabled. Social services for people in trouble. Day care and neighborhood centers that offer youths a place to go. Relief for disaster victims. Medical research for all of us. And, lots more.

Put simply, the United Way is a body of concerned

volunteers—people like you—who provide the community's gifts to better than 150 community agencies.

Notably, of every dollar received, 91 cents goes to help people. Any effort serving local needs so effectively deserves support.

Our traditional corporate pledge this year for the United Way of Greater Rochester amounts to \$2.2 million.

Even more support comes from the 50,000-plus Kodak

people who are in some way touched by the United Way. They nearly triple the amount of the company gift. In addition, hundreds of them donate valuable time and talents to make a success of the United Way/Red Cross campaign. And, thousands more volunteer for their favorite agencies year round.

The United Way wants to make Greater Rochester a greater place. With our help and yours, it can.



Doing more than meets the eye.