



This year, the United Way needs all the help it can get.

Rochester has a long and proud tradition of community service—a tradition upheld for 65 years by citizens volunteering time and money to the United Way and its funded agencies.

This year, due to rising costs, the United Way needs all the help it can get.

For 1982, Kodak's corporate pledge amounts to \$2.35 million. Add to that the personal funds employees pledge—more than double the corporate gift—and that totals over \$7 million.

Even with added financial support, the United Way will be depending more than ever on volunteers to maintain its programs.

What can people do?

Take stock of their talents, then see which agencies might need them most. Some require transportation for disabled individuals, delivery of hot meals to the homebound, or leaders for Scout troops and neighborhood centers.

These are just some of the uses the United Way and its agencies love to make of a person's time—something thousands of Kodak employees find out about year after year by volunteering.

Join us in making sure the services the United Way provides are adequately supported in 1982.

Now, more than ever, the good feeling that comes from helping others feel good is an experience none of us should miss.



Doing more than meets the eye.