

# United Way Revises Donor Option Program

United Way officials last week outlined details of plans for a major revision of the fundraising organization's three-year-old donor option program and the establishment of a new procedure that allows health and social service agencies to become funded.

The plans, which will go into effect before the 1985 campaign, were approved last week by United Way's executive committee and are "being tried for the first time by any United Way in the country," according to Natacha P. Dykman, chairman and chief executive officer of Greater Rochester United Way.

Dykman explained that in the past health and social service agencies wishing to become affiliated with United Way have been able to do so only if the services they provided matched United Way's funding priorities. However, Dykman said,

United Way now will actually invite agencies that meet other community needs to become United Way-supported if they have demonstrated strong, continuing donor appeal.

Ted L. Moore, United Way president, said invitations to join the United Way will be made to some area agencies in the near future. "It would be premature to speculate which agencies will be invited," Moore said. "There is a volunteer committee working to determine that" and its recommendations will go to the board.

The second proposal adopted sets new guidelines for United Way's donor option program that will allow many non-United Way agencies to be listed for the first time in 1985 donor option literature as being eligible to receive designations through the annual campaign.

Agencies will be listed if

they provide United Way with basic information about their programs, finances and system of governance. United Way will make this information available to the public upon request.

According to Moore, the plan "gives the public a simple way of getting necessary information about agencies that are asking for contributions. We have always been able to answer questions about United Way agencies but this is the first time we will be able to respond to inquiries about nonaffiliated agencies that accept gifts through our donor option program."

He said the listing will show contributors that organizations have met United Way's basic information requirements.

Moore said agencies that don't provide the requested information will still be able to obtain designated contributions through the annual campaign but won't be listed in distributed materials.

To receive contributions



United Way of Greater Rochester

through the donor option program, an agency must be recognized by the Internal Revenue Service as a public charity that provides health or social services within the six-county Rochester area. Agencies organized for political or primarily cultural, educational or religious purposes are not eligible to receive donor designations. Nor can designations be made if the contributor's gift is being restricted for use in an agency's capital campaign, specific program or special project, or the agency's primary purpose is to raise money for other organizations.

## Business in Diocese

Columbia Banking Federal Savings and Loan Association, headquartered in Rochester, has promoted several diocesan staff members to officers.

Doris S. Madison has been promoted to branch manager of the bank's Greece Office. The member of St. Vincent de Paul's Church in Churchville, has been assistant manager of the Mt. Hope Office since 1978.

John M. Robinson has been transferred to the Gates Office as branch manager. He and his wife Lynda and their two children are members of St. Joseph's Church in Penfield.

Thomas L. Woodhouse Jr. has been promoted to Consumer Lending Officer from assistant manager of the bank's Newark Office. He is a member of St. Mary's Church in Canandaigua.

Fr. Louis J. Hohman



The Open Window

## Self-Esteem And Marriage

Dear Reader: With the ever increasing rate of divorce in our country, it is no wonder that the state and meaning of marriage are a matter of great concern to the Church and to parents who hope so ardently that their children may have happy and permanent marriages. What is the state of marriage in the Church today and where is it going in the future? It is, of course, far beyond my competence to give any comprehensive or in-depth answer to this question. It is probably outside my competence to give any answer, but I would like to share with you some reflections on the problems of marriage and how some of them can at least be seen in a better light.

It seems to me the foremost problem in regard to marriage today is what constitutes marriage and what is the meaning of the love which supposedly is the basis for it. If one makes a habit of watching the soap operas, afternoon or evening, especially the likes of "Dallas," "Dynasty," or "Falcon Crest," one's ideas about love and marriage will probably be at least somewhat inflated and colored. The ideal of love which is presented on these programs is at such a low level that it can hardly be a basis for any kind of stability in marriage or within the love of the married in their lives.

Another problem which is seen in the television world is the lack of self-esteem. One of the greatest causes for the lack of self-esteem is a negativism on the part of parents toward their children as they are growing up or the inability to give children the proper amount of attention and affection. There is too the extensive competition and the worship of success in our society which can lead to a low level of self-esteem. You want to see the three lines which could easily create a crisis in the marriage relationship?

So many different meanings for so many different people and the English language has only the one word which covers a multitude of things. We can, for instance, say, "I love ice cream," or "I love a good movie," or "I love God," or "Let's make love." It is really no wonder that especially young people should be so confused about the meaning of love and therefore about the meaning of the basis for their future marriage relationship. It also seems to me that for some reason, more young people today have a simple lack of self-esteem which is the foundation for all ability to love. One simply cannot love another human being until one is able to love oneself. Innumerable marital problems are based upon the low level of self-esteem which one of the other partner has. Jealousies, over-devotion to work, need for romantic affairs, extravagance in spending can very often be traced to this particular fact. There are of course many causes for the lack of self-esteem. One of the greatest is a negativism on the part of parents toward their children as they are growing up or the inability to give children the proper amount of attention and affection. There is too the extensive competition and the worship of success in our society which can lead to a low level of self-esteem. You want to see the three lines which could easily create a crisis in the marriage relationship?

Fr. Albert Shamon



Word for Sunday

## Wheat And Weeds

Sunday's Readings: (R3) Mt. 13: 24-43. (R1) Wis. 12/13. 16-19. (R2) Rom. 8/26-27.

Did you ever hear anyone divide the world into "we" and "they"? Of course they meant the "we" are the wheat and the "they" are the weeds. The fact is the "we" realistically are both. As the saying goes: "There is so much bad in the best of us and so much good in the worst of us that it ill behooves the best of us to speak ill of the worst of us."

This applies even to the Church. The humbling fact is that no church is "all wheat." Vatican Council II said: "The Church, embracing sinners in her bosom, is at the same time holy and always in need of being purified." (Constitution on the Church, #8) *Semper reformanda*—always to be reformed, because the Church has two elements: the human with its sins and imperfections, and the divine with its truth and sacraments.

A convert of mine was on the point of leaving the Church, because, as she complained, there are so many sinners in it. "So?" I simply smiled and said, "Who ever said the Church is a church of saints? The Church is a church of sinners striving to become saints." Does not the liturgy repeatedly refer to our sinfulness— "Lord, have mercy," "Lord, I am not worthy," and so on? We are a holy people, because we are called to holiness. Still we are sinners. It is the sick who need a physician, a Church. And saints are only sinners who keep trying.

And so the beautiful lessons of Sunday's readings.

The first reading tells us God can be merciful, because He is strong.

because "you are master of might you are lenient to all." God's victory is not in the destruction of the sinner, but in his or her conversion.

The gospel consists of three parables, an editorial comment, and an allegorical explanation of the first parable. All three parables are of the Kingdom. They follow upon the apparent failure of and opposition to Jesus' mission. The parables reassure the disappointed disciples that the Kingdom, though tiny in the beginning, will grow, will succeed in the end!

The parables caution us not to magnify evil unduly, as though God's might is insufficient. Such a wrong evaluation would drive us to rely on our own resources: "Do you want us to go and weed it out? To destroy it?" God, however, leads us by another path, the way of patience and kindness. "Lord, you are merciful and gracious, slow to anger and abounding in kindness and fidelity" (Response). Invisible, like yeast, God's goodness will permeate and penetrate society—and in the end shall prevail. Or, like the tiny mustard seed that slowly and imperceptibly, but inevitably, becomes a tree, so His Kingdom will expand to the ends of the earth in time.

How patient God is! Yet, in the face of loss and suffering, evil and injustice, how often our impatience contrasts with His! How vengeful, sometimes is our language! Wounded by increased crime, we demand capital punishment. The cold war between East and West is torrid. Social and political confusion reigns, but God's victory lies, not in the destruction of sinners, but in their reconciliation and conversion. "Let them grow together," for God's patience works unto repentance.



## Dr. Beston To Deliver Foley Lecture

Dr. Rose Marie Beston, who became the seventh president of Nazareth College earlier this month, will deliver the 1984 Alice L. Foley Lecture at 10 a./m., Wednesday, July 18 (today) in the Forum of the Otto A. Shults Center at Nazareth. She will discuss "The Use of Education," examining the importance of teaching as an integrating force for the three uses of education: competency based, liberal arts and career and professional education.

## Bump Named Publication Director

Lawrence H. Bump has been named director of publications at Nazareth College. He has been serving as news editor of Wolfe Publications; and during the past winter and spring, Bump also served a Nazareth's sports information officer.

During the 70s, Bump was a sports writer, columnist and copy editor with the Rochester Democrat & Chronicle.

Joining him will be Roger B. Smith, who has been promoted to assistant director of publications.

Smith has been a member of the college's public-relations department since 1980.

## Let The Spectacle Begin with The Olympic Challenge 1984



- ENJOY this action-packed, 375-page hardback collector's keepsake, featuring everything you've wanted to know about the Olympic games, past, present, and future. Includes spectacular full-color photos by world-class sports photographer Tony Duffy.
- This is the only Olympic book written from an insider's viewpoint by Hall of Fame Decathlon Gold Medalist Bill Toomey and Decathlon and Pentathlon Olympian Barry King.
- Whether you're a spectator at the events or a T.V. viewer, **THE OLYMPIC CHALLENGE 1984** is the only book you'll need to fully understand and enjoy the '84 games.

**SPECIAL OLYMPIC PRICE ONLY \$19.84 ORDER TODAY WHILE SUPPLIES LAST!**

SATISFACTON GUARANTEED!

ORDER FORM: Send me \_\_\_\_\_ copy/ copies of THE OLYMPIC CHALLENGE 1984, at \$19.84 each, plus \$2.50 shipping and handling (Calif. residents please include 6% sales tax) Enclosed is my check or money order

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Make checks payable to: Olympic Challenge '84 and mail to 9411-C Bolsa Ave., P.O. Box 23, Westminster, CA 92683.

5532-4011 CMNA

COURIER-JOURNAL