

# THE MEMOREX PRESS

A newspaper for Memorex employees

Special Issue October 20, 1986

**\$372,000 Goal Set**

## Memorex Launches 1986 United Way Campaign

**TO: All Memorex Employees**  
**FROM: Dr. Philip S. Dauber, C.E.O.**  
**SUBJECT: United Way**

For the last four years of my association with Memorex, I have been particularly pleased by our support of the yearly United Way campaign.

By our increasingly significant commitment to our community—especially important in these difficult times in Santa Clara County and in the Silicon Valley—we have and continue to play a personal part in providing tangible support to the 89 agencies of the United Way. These agencies help solve the needs of your neighborhood through United Way.

In recent years, the individual employee contributions have ranked at the top of corporate support. I ask you all to continue this fine track record.

You should be aware that the role that the United Way plays in meeting these serious needs is very effective. Over 90 percent of the funds raised go directly to the agencies. By any comparable measure, that's running with low overhead. Not only are funds raised through volunteer giving, but the requests for grants are now thoroughly assessed and evaluated by a totally volunteer "assessment" board.

As your individual department or group sets their United Way meeting in the near future, I urge everyone to attend each meeting. Help make this another Memorex example of helping meet our community needs through your sharing and support.



This special issue of the MEMOREPRESS is entirely devoted to the 1986 United Way campaign which is scheduled to begin Monday, Oct. 20.

In it, you will find articles about United Way agencies, accomplishments of the 1985 campaign, goals for this year's campaign, and why United Way was formed in the first place.

The professionals who deal every day with human casualties of abuse, family strife, age, mental retardation, emotional trauma, homelessness, and poverty know that far more people in Santa Clara County need our help than we know. Federal and state funding can never stretch far enough to meet these rising needs.

Many Memorex employees are well aware of the human problems in our crowded urban and suburban areas that many of us would prefer not to think about. These employees give enthusiastically to the United Way.

Other Memorex employees realize that circling a contribution amount on a United Way card is sure a lot easier than dealing with hundreds of representatives from charitable organizations throughout the year. These employees give enthusiastically to the United Way.

Who says the Silicon Valley is cold hearted? The generosity of Memorex employees lifted our per capita annual contribution from \$77 in 1984 to \$92 in 1985. Among the major firms division of United Way, Memorex ranked tenth in annual per capita giving... right behind Measurex, AT&T, and GTE. A total of \$389,000 was raised because of the Memorex employees who understood the need.

Yet some employees find themselves annoyed with the whole matter. To this declining number of employees, the United Way campaign means being pulled away from work for a short "pitch" from United Way volunteers. To them, the campaign means being reminded of how a minor fraction of

### MAJOR FIRMS DIVISION Descending Per Capita 1985 EMPLOYEE GIVING

1985 Rank		Number Employees	1985 Emp. Gift	Per Capita
1	Electric Power Research Institute	717	101,251	141.21
2	IBM Corporation	13,000	1,516,157	116.63
3	BNR, Inc.	408	46,067	112.91
4	General Electric Company NEBO	2,861	305,928	106.93
5	San Jose Mercury News	1,400	149,137	106.53
6	Applied Materials, Inc.	945	98,702	104.45
7	GTE Government Systems Corporation	2,496	259,009	103.77
8	AT&T	1,650	162,148	98.27
9	Measurex Corporation	790	74,707	94.57
10	Memorex Corporation	4,233	390,228	92.19

# What's Your Reason For Not Giving?

## I can't afford to give to United Way.

Most of us do not have much money left after we are through with the monthly bills. Payroll deduction allows us to take out a small portion each pay period so that by the end of the year, we have made a significant contribution to our community.

## I feel like I'm being pressured to give to United Way.

I think we would all agree that no one should be forced to give. I don't want to be pressured to give and I'm not going to pressure you. I give because of the critical needs of the people in this community. I feel United Way is one of the best ways to help because they have 89 separate health and human service agencies that are meeting so many needs. I hope that you too will base your decision on facts; no one, especially United Way, wants you to feel pressured.

## United Way money is wasted because it goes to welfare chiselers who refuse to help themselves.

No one wants his/her money to go to people who don't deserve it, especially the United Way volunteers who decide where the money goes. Each year United Way agencies go through an allocations process in which they are reviewed by a panel of community volunteers who decide on the agencies to be funded and the amount that they will receive. These are people like you and me who volunteer their time to ensure that our contributions go to efficiently run and well monitored agencies that provide services to those who really need our help.

## I work for a living. I pay my own way. I'm not going to use these services. Why should I support them?

I think it's fortunate that you are able to say that and I hope that someday everyone will be in your situation. What a lot of people don't realize, however, is that United Way agencies don't only help the poor. So many of their agencies help people like you and me who maybe have a handicapped child, a relative who is dying, or kids who belong to Boy Scouts, Campfire Girls, or the YMCA. United Way does benefit all of us and it helps to improve the community as a whole by helping people in need.

continued on page 4

# Memorex Campaign Goals

Organization	1985 Goals (\$)	1985 Results (\$)	1986 Goals (\$)
Memorex Computer Supplies	69.9	58.1	50.4
RMCD	34.6	32.6	26.2
PO Staff Operations & Supplies	17.6	20.7	31.3
Santa Clara Refurb Operations	9.0	12.0	13.3
Component Engineering & Quality	5.8	4.3	3.5
Plan & Program Management	8.0	5.6	3.0
Communications Group	44.8	41.5	37.3
POG Staff	6.0	4.3	6.4
Development & Technology	35.2	48.7	48.8
Large Disc Drive Division	66.5	74.8	52.5
Memorex International	3.0	2.6	2.4
North American Customer Operations	19.2	17.6	18.8
North American Ops Sales Operations	20.3	16.2	14.1
North American Ops Finance	4.6	4.2	7.4
No. American Ops Group Staff & Mktg	5.4	10.6	10.0
Corporate Human Resources	4.2	5.7	5.2
Corporate Finance & Business Dev.	13.4	11.0	11.2
Corporate Information Systems	12.8	15.5	19.4
Corporate Legal & Security	3.7	2.3	2.7
Storage Equipment Operations			4.8
Small Disc Procured Products			2.0
Other	1.0	1.2	1.3
	385.0	389.5	372.0

**Note:** Organization goals are based on a formula which factors 1985 headcount, 1986 headcount as of 9/8/86, 1985 campaign results, and the 1986 corporate goal of \$372,000.

# Local Volunteers Decide Where Contributions End Up

When determining your contribution to United Way this year, consider this: it is volunteers from various local businesses and organizations in Santa Clara who determine where your gift goes and how much is allocated to each United Way agency.

Ernie Tydell, Memorex Community and Employee Programs manager, is one such volunteer.

Allocation volunteers study community needs and evaluate the programs and finances of agencies receiving United Way support. Their role is to help the individual donor overcome the problems of choosing between many worthwhile organizations, and their efforts help reduce duplication of services.

With more than 89 organizations now supported by United Way contributions, and with many more requesting funding, the process of evaluations must be both fair and thorough. With limited funds, the allocation volunteers must carefully review all requests from both large and well-known

organizations, and from the many smaller and not as well known but deserving organizations that may be meeting very real community needs.

Working on the allocations process calls for long hours, weeks and often months of wide-ranging research and analysis to come to their eventual recommendations for continuing funding or adding a new alternate program to the annual budget. This concept of detailed volunteer analysis of need and accountability has become a cornerstone of the success of the Santa Clara County United Fund effort.

To balance the diverse nature and sources of the many requests is a difficult but necessary fundamental step in the program. Consider the possible areas of very real, but competing requests; the Red Cross, YMCA and YWCA, Youth Centers, Senior-Citizen-oriented, medical, marital, social service, legal service, boy and girl scouts, and ethnic-oriented activities. These are just

continued on page 3

**United Fund-raising Began In 1922**

## Good Ideas Pay Off For Local Agencies

**"Everytime I turn around, another group is asking me for a donation. Why can't they get together and combine their efforts?"**

That's a good idea, and it's one of the main reasons the United Way exists today. In fact, it's an idea that has been around Santa Clara County since 1922 when the Community Chest of Santa Clara County was established. Recognizing a consolidated effort would be more effective and efficient than separate fund drives, a number of local groups got together that year and, through their combined efforts, raised just under \$145,000.

The success of that first Community Chest effort continued right up to World War II, when donations and fund raising became more important than ever. To meet the new challenge, the Community Chest of Santa Clara County combined with other county fund drives to form the Community and War Chest of Santa Clara County. Together the new group raised over \$261,000—more than double the total amount raised in previous years.

By 1955, a record 21 human service agencies were being funded by dollars raised in Santa Clara County fund drives and, four years later, it was time to consolidate efforts again. This time the Santa Clara County United Fund was created to combine separate local fund drives into one annual effort. The very next year a single fund raising drive collected over \$1,200,000 to help support the work of local service agencies.

In the years that followed, the idea of an annual fund raising campaign to support many community social service organizations became popular across the nation. In 1975, the Board of Trustees for the Santa Clara County United Fund voted to join a growing number of organizations around the country which were changing their names to the United Way to take advantage of the national publicity offered by United Way of America. In their first year as the United Way of Santa Clara County the idea paid off, raising over \$5,123,000 for local agencies.

Today, the United Way conducts a ten-week campaign every fall. Last year the United Way of Santa Clara County raised nearly/over \$20 million for 90 local health and human care agencies.

**"There are so many worthy causes, I wish I could afford to donate to all, but I can't. So I want to make sure my money**

**goes to help people in my community and not to help run some big national fund raising campaign."**

That's another good idea, and another excellent reason for giving to the United Way. First of all, the United Way of Santa Clara County is a **local** organization. Policy for the United Way of Santa Clara County is determined by local volunteers, **not** by the United Way of America. In addition, to retain local identity, input and autonomy, the United Way of Santa Clara County is divided into community chapters.

County makes sure costs are kept to a minimum.

Although the United Way of Santa Clara County benefits from the national publicity of the United Way of America, it does not suffer from excessive administration or promotional costs often associated with national campaigns. More often than not, in independent fund drives, 20 to 50 percent or more of every dollar donated is spent on administration and campaign promotion costs. Compare these figures to last year's United Way campaign:

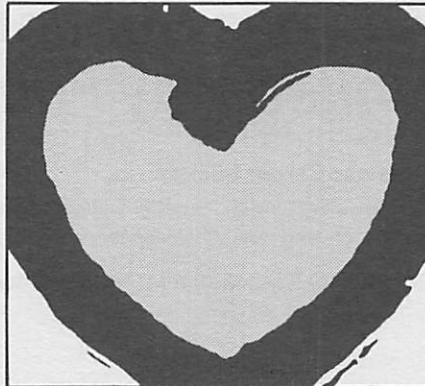
- Campaign Promotion Costs ..... 4.3%
- Year-round Administration Costs ... 4.7%
- Planning and Allocation Costs ..... 1.5%
- Allocated to Local Health and Human Care Agencies ..... 89.5%

The ability to raise the maximum number of dollars each year has enabled the United Way of Santa Clara County to keep pace with the expanding needs of its existing agencies and to begin funding new agencies. As the valley's population and industry continue to grow, so does its need for local health and human care services. This year is no exception.

For years, the United Way of Santa Clara County has upheld a tradition of efficiently raising funds during the annual fall drive. For just as many years, the United Way has effectively put our dollars to work where they will do the most good locally. This year is no exception.

This year, when you're asked to give, do it "Straight From The Heart."

## MEMOREX



## Straight From The Heart

### United Way

These local chapters ensure that viewpoints from all geographic areas of the county are represented. They are also responsible for fund raising efforts in their areas, and they review the decisions of regional allocations committees.

Speaking of allocations committees, accountability has always been an integral part of the United Way philosophy. In 1959, it was determined that funds raised by community volunteers would be distributed by community volunteers on the basis of community need, and that agency budgets would be reviewed by community volunteers. Costs associated with the allocations process have to be brought about in part by the growing need for long-range planning and the role of the government in social service funding. Even so, the United Way of Santa Clara

## Allocations

**continued from page 2**

a few areas that generate dozens of similar requests throughout the year.

In order to be as objective as possible, the volunteer process identifies and compares performance against 45 standards that make up the criteria overview.

With this careful approval of what can be very sensitive and complex choices, the volunteers ensure that a balance is achieved in meeting the needs and requests from a diverse number of agencies. By doing their job well, these volunteers not only succeed in equitable allocation of contributed funds, but also succeed in meeting the community's highest priority needs ... and yet lesser known but also vital programs get a fair chance at receiving support.

# Campaign Launched

continued from page 1

their paychecks could be donated to the United Way.

A lot of space in this special issue has been earmarked for these Memorex employees who don't contribute to the United Way for a variety of objections. Throughout these four pages, many of the common gripes employees have about contributing to the United Way are considered and answered.

Look for your objections. Read the rebuttal. Then think about the 450,000 children, runaways, homeless, and aged each year who would not get the help they need from United Way agencies if it weren't for contributions from the private sector.

Keep in mind that your gift, this year and every year, is "straight from the heart."

## Objections

continued from page 2

### Why should I give to the United Way campaign when I live in another county?

It's important to be able to give to the community you live in because you or your family may someday receive services from your local agencies. United Way has a designation form that you can use to have your contribution sent directly to the United Way in your county.

### I know a friend who didn't get help when he/she needed it, so I'm not going to give.

Usually when people cannot get help from an agency, it's because either limited funds necessitate long waiting lists or because the agency doesn't offer the specific services someone needs. In those cases, the agency will try to refer the person to the appropriate service source. United Way has special numbers, (408) 248-INFO or (415) 325-INFO, to help people find the right agency the first time. If you give me the facts about your friend, I will call campaign headquarters to find out what happened. United Way investigates any specific cases like this.



Visiting social workers and counselors relax in front of the Bill Wilson Center, a United Way agency located in Santa Clara. The Bill Wilson Center has chosen Memorex for a federally-funded family services program to provide some free family counseling projects. For more information, call Ernie Tydell, manager of Memorex Community and Employee Programs or the Bill Wilson Center at (408) 984-5955.

## A Cross Section Of Major United Way Funded Agencies

### American Cancer Society

Counseling for cancer patients and their families, equipment loaned, short-term financial assistance, and rehabilitative services among other services.

### Community Association for the Retarded

- Programs for developmentally disabled children and adults through a variety of programs.

### Community Companions

One-to-one emotional support for mentally disturbed people.

### Goodwill Industries

Vocational evaluation and job placement services for physically, emotionally, mentally, and socially disabled persons. Skills training, rehabilitation, counseling, and interpreting for the deaf.

### Parental Stress Hotline

Listening and crisis intervention services for persons experiencing family stress, especially child abuse and neglect. Offers parent education and support groups and help to those aware of child abuse in another family.

### Peninsula Center for the Blind

Home-based instruction skills needed for independent living for blind children and adults.

### Rehabilitation Mental Health Services

Psychiatric and social rehabilitation services for adults and adolescents experiencing severe emotional, mental, and/or situational problems.

### Salvation Army

Services to individuals, families, and groups, including: meals for seniors, emergency financial aid, information and referral, friendly visits to hospitals and rest homes, recreation and camping programs, and more.

### San Jose Day Nursery

Day care for children ages 2 to 9 for working or student parents.

### Family Service Association

Counseling for individuals, families, couples, and children in divorce, parenting, domestic violence, and drug abuse situations. Special services for seniors.



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