

# LAO Giving Through the United Way



One way to support the LAO, that many of our supporters might not be familiar with, is directing funds to the LAO through your regular United Way donation.

The following interview was with one of our donors who wishes to remain anonymous. He has set up regular donations to the LAO through a simple payroll deduction method at his employment.

*What motivated you to donate money to the Lymphovenous Association of Ontario?*

Once my wife started getting symptoms of swelling, and doctors didn't have any real guidance, my research indicated maybe it was lymphedema. She was subsequently diagnosed with lymphedema and as I did more reading, it became clear that a lot more needed to be done. I felt that other illnesses among our family and close relatives received significant funding and maybe a little more might help the Lymphovenous Association of Ontario. The comprehensiveness of the Association's initiatives and

programs also made sense to me as this was a condition that was not common knowledge.

*How easy was it to designate funds to the LAO through your workplace United Way campaign? Was there a form to fill in or someone you needed to contact to set up the designation of funds?*

My employer provides payroll deduction as a method of donating through the United Way. I knew that I could direct my donation to essentially any registered charity/non-profit organization. It was simply a matter of having the correct name and Registration number of the Association and writing it in the space provided on the same form all employees received - nothing special was needed. Just send a courtesy note to the Association that you've made a specific donation to them through United Way so your donation can be tracked and acknowledged.

*What can you say to encourage other employees that donate to the United Way to have their donation funds designated to the LAO?*

We are all aware of the competition for donations by hundreds of organizations, and it seems that having some personal connection promotes a greater desire to direct one's funds. Yet once in a while, hearing a compelling story about a person, or a group of people, that are subject to hardships that affect their health and well-being reaches our hearts. So for those employees that do not know about lymphedema or anyone with the condition, take a few minutes to learn about it and direct some funds to the Association.

For those employees who are aware and are donating to the cause, just tell your colleagues to take a small percentage of their donation to assist in improving the lives of those who suffer from lymphedema.

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