

“Fair Share” Giver
Martha Saunders

Everyone loves a cheerful giver, Martha. You sure looked cheerful in trying to boost United Way contributions. You proudly said you are a “Fair Share” giver. According to the United Way of Southeast Mississippi 2009 - 2010 Employee Campaign Coordinator Guide, a fair share giver is someone who donates one hour of pay per month for a year. They thoughtfully provide a table to givers to know what that works out to be for his or her donation. United Way: their table only goes up to a \$100,000 salary; that’s okay, we can multiply by 3.5 for you, Martha. At \$100,000/year, one hour of pay is \$48.08 a month. That number times 12 months is \$576.96. That number times 3.5 is \$2,019.36. That would roughly be your fair share. That would be about 0.0057% of your salary (without the house, airplane, staff, etc.). While we understand it is the thought that counts, and you may well give to other charitable groups, and we are all *very* aware that no one is going to make you do something you do not want to do, but is this the strong signal you intended to send? Once again we suggest to you that it is time to step up and lead, not the time to hide or the time to smile and say everything is wonderful.