

SIDC workers raise big \$\$ for United Way

By MIKE HAMMER
Advance Staff Writer

Usually caring can't be measured in dollars and cents. But sometimes money can be a pretty good indication.

Each year, state and city agencies are asked to raise money for United Way programs through in-house fund-raising activities.

Good news

Last year, the Staten Island Developmental Center's (SIDC) employees captured nine of ten United Way fund-raising awards in drumming up \$5,700 worth of caring for the charity.

This year they figure to do a whole lot better than that.

The 1984 tally for the developmental center's contribution to the State Employees' Federated Appeal drive is \$17,455.

"It's absolutely amazing," Fiorello Cicero, administrator at SIDC, said. "We set what we thought to be an unrealistic goal

of \$15,000. This shatters a mark we thought we'd never attain."

Remarkably, all the money was raised in just two weeks, according to Cicero. Ninety-five percent of the donations were made from a payroll-deduction plan, while the rest came from cash and personal checks.

"The employees were given a brochure containing 500 charitable organizations that they could choose from," Cicero said. "Then they designated which organization they wanted their donations to go to on their payroll-deduction card."

Donations from employees who did not designate any specific charity will be channeled into local organizations, Cicero said.

The donations came from more than just a few pockets, the administrator said.

"Of the 1,900 employees we have," he said, "more than 470 contributed to the drive." That's nearly 25 percent of the center's work force.

Cicero said that many employees were tentative about the program when SIDC picked it up last year, but rallied around it when they saw the wide variety of charities to choose from and the total immersion of the managerial staff in the drive.

"Jim Walsh (SIDC's director), who directed the program, and other administrators and supervisors set the example for the whole staff," he said. "They publicized the campaign well and trained solicitors. There was plenty of personal contact with the staff to make them well informed."

The total was "staggering," Cicero said, considering the fact that the SIDC is being phased out of existence in 1986.

"You would think the staff would be down because of that," he said. "This is a tribute to them. Their sensitivity to the plight of the needy is amazing. Like Jim Walsh said, 'We as state employess know more than anyone else that the government can't provide all the services people need.' That's why the appeal was created.

"That's why the SIDC employees responded."