

# Throw out the lifeline!



## Raising \$250,000 in 25 days for NYSUT Disaster Relief: Fast Facts

“Throw out the Lifeline,” is a NYSUT-sponsored statewide fundraising campaign to raise \$250,000 in 25 days for the NYSUT Disaster Relief Fund. The initiative kicks off February 4 and runs through February 28.

*[www.nysut.org/disasterrelief](http://www.nysut.org/disasterrelief)*

- Although several months have passed since Superstorm Sandy, many of our union brothers and sisters are still suffering. The scope of Sandy’s devastation was so widespread it will require a concerted, union-wide effort to help members recover from the storm.
- Hundreds remain homeless in the New York metropolitan area. Countless others are living in severely damaged homes, or with friends and family.
- Local unions are encouraged to ramp up fundraising for NYSUT Disaster Relief throughout the month of February to raise \$250,000 statewide in 25 days. If every local raises and contributes at least \$1 per member, we meet our target.
- NYSUT has created an online toolkit to help locals plan fundraisers. It includes downloadable ads for newsletters, fact sheets explaining the initiative and downloadable “Throw out the Lifeline” themed materials locals can use for fundraising events.
- The campaign launch coincides with the start of National School Counseling week, highlighting the importance of school counselors, and other mental health professionals, as a “lifeline” in helping storm victims cope with the aftermath of Sandy’s destruction.