

# ASU community exceeds goal, raises \$835K for Valley of the Sun United Way

**Employee contributions, creative fundraisers will help improve community outcomes**

By Mary Beth Faller, ASU News  
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The Arizona State University community stepped up and raised over \$835,266 for the Valley of the Sun United Way — exceeding the \$800,000 goal for 2024.

Of the total, \$802,192.17 was raised through employee pledges and \$33,074.40 was raised through special events held by units and student groups, including many Greek organizations.

“This is indicative once again of our charter, where we are socially embedded in the communities in which we live and try to make an impact on a local level,” said Christine Wilkinson, senior vice president and secretary of the university, who leads the [ASU United Way Campaign](#).

“While we have a large university, this campaign was comprised of individuals and numerous units, both administrative and academic, who had collectively smaller campaigns, like chili cook-offs, a ‘fun run,’ a golf tournament and Halloween ‘boo’ bags.”

During the 2024 campaign, Enterprise Technology held a silent auction, and the Watts College for Public Service and Community Solutions organized a 5K “fun run” at Papago Park.

“These smaller campaigns help our own morale because you’re helping others and being creative to reach the goal,” Wilkinson said.

“It’s an interesting reflection of how people can gather together around a much larger effort.”

Wilkinson has led the ASU United Way Campaign for several years, along with Patty Rosciano, senior program coordinator in the Office of Human Resources.

“Goal one is to set the goal, and goal two is to set the kickoffs and then it’s to be an active cheerleader to get this done,” Wilkinson said.

The [Valley of the Sun United Way](#) is working on a five-year plan called MC2026, for “mighty change,” to improve outcomes in key areas including access to affordable health care, career preparation, third-grade reading proficiency, food insecurity and homelessness.

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*This story originally appeared on [ASU News](#).*

## Main image



The Watts College of Public Service and Community Solutions holds "fun runs" to raise money for the ASU United Way Campaign. Photo courtesy of the Watts College/ASU