

The logo features a large orange 'U' on the left. To its right, a stylized blue and green wave arches over the word 'Matter' in blue. Below 'Matter' is the phrase 'We Care' in orange. A blue line extends from the right side of the wave across the top of the slide.

U Matter We Care

The University of Florida's U Matter We Care campaign formally began in Fall 2011

The U Matter, We Care initiative serves as a recognizable umbrella for care related programs and resources for those in distress.

Centralized website, telephone number to triage and refer UF students and employees in need

Slogans: *"Over 50,000 students and not 1 to spare"*
"Over 24,000 employees and not 1 to spare"



U Matter

We Care

- The underlying philosophy of the *U Matter, We Care* initiative is that UF community members care about each other and proactively reach out to help when needed.
- U Matter, We Care* extends UF's caring culture by educating our community about signs and symptoms of distress, and providing those in distress the appropriate resources.



U Matter

We Care

***Make a difference.
Be part of the solution.***

Who can help those students in distress?

Counseling and Wellness Center

(352) 392-1575 ~ www.counseling.ufl.edu/cwc

Dean of Students Office

(352) 392-1261 ~ www.dso.ufl.edu

Housing and Residence Education

(352) 392-2161 ~ www.housing.ufl.edu

University Police Department

(352) 392-1111 ~ www.police.ufl.edu

International Center

(352) 392-5323 ~ www.ufic.ufl.edu



U Matter **We Care**

***Make a difference.
Be part of the solution.***

Who can help those employees in distress?

Employee Assistance Program
(352) 392-5787 ~ eap.ufl.edu

Human Resource Services Employee Relations*
(352) 392-1072 ~ hr.ufl.edu/emp_relations

Office of Victim Services*
(352) 392-5648 ~ police.ufl.edu/ovs/vap.asp

University Police Department
(352) 392-1111 ~ www.police.ufl.edu

****After office hours, call***
(352) 392-1111