

# FREQUENTLY ASKED QUESTIONS

## Does money donated to the campaign stay local?

Yes, resources raised in Escambia County stay in Escambia County, unless the donor specifically directs their donation elsewhere.

## Who makes the decisions as to what area programs receive funding and how much?

You do! Seriously, volunteers and community citizens just like you make those decisions as part of our Community Investment Committee. Each year, once the campaign concludes, this committee is assembled. The committee participates in various panels that review nonprofit programs that apply for funding. Programs that apply for funding go through a rigorous review process. Community Investment volunteers review applications for funding, tour the site of the program, and listen to presentations from the programs that request funding. The panels then deliberate and provide a final recommendation for funding certain programs. Those recommendations are sent to the United Way of Escambia County Board of Directors for final approval. **Community investment = community decisions!** Any donor, like you, can serve in this process.

## Does most of my money go to a national organization somewhere?

**One percent** of the money raised in the annual campaign goes to United Way Worldwide. This small fee is paid so we may have access to global campaigns, use the worldwide logo, website, supplies, reduced training costs, etc. This 1% allows us to access discounts based on economies of scale.

## We already give to community groups. Why should we also give to United Way?

We applaud your support of specific community groups that you care about and hope it continues. Did you know your donations to other community groups can be made through United Way, allowing you to take advantage of payroll deduction? This method gives those organizations the added benefit of a consistent cash flow throughout the entire year. **In addition, giving the *united* way allows you to support many other vital organizations with a single gift. In doing so, you strengthen the safety net of programs that help our community today and you invest in truly effective, long-term solutions to our most challenging problems.**

## Why shouldn't I just give directly to the agencies?

United Way appreciates and encourages any and all charitable giving, but we do believe there are benefits to giving through United Way. By giving to United Way of Escambia County, you can help many of our nonprofit partners with ONE donation. You are probably a busy person who does not have time to follow up on the impact of your donation. United Way can do that for you. **United Way holds partners accountable throughout the year to make sure your donation is being used to achieve results.**

United Way will also leverage your donation through matching grants. When United Way funds a local program, it shows community support for that program, which can attract more dollars from the federal and state government. **(For Example: Council on Aging- Meals on Wheels: For every \$1 we invest, they can access \$9.20 in matching dollars. Your \$1 becomes \$10!)**

## If I don't like an agency, can I choose not to have my dollars go to that agency?

If you want to direct your dollars, just designate your United Way gift to those organizations you wish to support. You can do that easily on the UWEC pledge form.

# FREQUENTLY ASKED QUESTIONS CONT.

## Why does United Way support some agencies but not others?

United Way funds local nonprofit human service agencies in the areas of education, financial stability and health. In some cases, agencies do not receive United Way funding because of *their* national organization's policies, because they do not meet charitable partnership standards, because they have not applied for funding or because their mission and purpose do not align with community goals that our donors have declared as a priority.

## I already give to my church. Why should I give to United Way?

Many of us have obligations to our faith, but your generosity doesn't have to stop there. We should also think about the community where we live and work. Remember, numerous services provided by United Way community investment partners are not available through religious organizations. Your gift can also often be leveraged by local non-profits who have access to matching funds.

## I can't afford to give to United Way.

United Way appreciates any gift, no matter the amount. It all adds up to make a difference in someone's life! What's important to United Way is participation. If everyone **LIVES UNITED**, it enhances the community for all of us; and if you need hand, the agencies we support are here to serve you.

## I don't believe in being pressured to give to a charity.

Neither does United Way. United Way endorses voluntary giving only. We discourage companies from using pressure to persuade employees to give. We simply ask for organizations to educate their employees about United Way and provide them the opportunity to contribute.

## I haven't ever used United Way services. Why should I give?

United Way funded services help everyone. A popular misconception is that only the jobless and truly "at-risk" individuals benefit from United Way and its partner programs. Every type of person has issues and needs, some of which are marital problems, troubled teens, aging parents and children with special needs. United Way services are available to all. Your United Way contribution helps your co-workers, friends, neighbors and family.

**Our funding and services impact 1 out of 3 area citizens!**

## I heard United Way is moving toward being an organization of "community impact." What does that mean?

Community impact is about United Way being more than just a fundraiser. We help donors and community members make an impact and create sustainable positive change in priority areas and needs determined our donors and a comprehensive community assessment. Through the community investment process, we make sure programs have measurable impact in priority focus areas of education, financial stability, and health.

## If I work in Santa Rosa County but live in Escambia County, can I choose the county to which my contribution goes?

Yes, Escambia and Santa Rosa Counties share employees and residents and you have the option of choosing either county in which to invest your gift. You can designate on your pledge card.