

## Frequently Asked Questions

**Being open and honest with donors isn't just a nice idea; it's our obligation to each and every contributor. That's why we've provided answers to questions we frequently receive.**

### **WHAT DOES UNITED WAY OF FORSYTH COUNTY DO?**

Traditionally, UWFC has been thought of as a fundraiser – most people think about the dollars raised and the agencies that receive funds. While our United Way does fundraise, we feel that is simply not enough.

That's why UWFC has shifted from measuring success by how much the campaign raises and the results of individual programs to measuring success by the results we achieve in our communities as a whole. We do that by convening community partners to focus on the root causes of the most serious problems and how we can find sustainable solutions.

### **WHY IS UNITED WAY THE BEST CHOICE FOR MY GIFT?**

UWFC works every day to advance the common good by focusing on **Education, Financial Stability, Health and Basic Needs**. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement and good health. One pledge to UWFC combines with those of thousands of other people to find solutions to these issues that affect all of us. No other single contribution supports as many critical human service, health and community development programs that make a difference throughout our community.

### **WHY SHOULD I SUPPORT UNITED WAY INSTEAD OF GIVING DIRECTLY TO OTHER AGENCIES?**

The stability and strength of our community depends on our ability to meet people's needs and to encourage their self-sufficiency. The scope of problems such as substance abuse, illiteracy and homelessness is so great that no one agency can solve them alone. That's why the best investment in our community is an investment made through United Way of Forsyth County. Through UWFC, we can mobilize many individuals, agencies and resources to tackle some of our community's toughest problems.

### **WHY HAVE A UNITED WAY CAMPAIGN?**

This single, annual fundraising drive is the most efficient and economical method of giving in the community. It works well because volunteers can combine their resources for one appeal instead of many individual efforts. Conducting a United Way campaign gives employees the opportunity to make an investment that benefits the entire community, not just one program, issue or population.

### **HOW MUCH OF MY CONTRIBUTION GOES DIRECTLY TO THOSE IN NEED?**

Because it is largely supported by volunteers, United Way incurs extremely low overhead costs. \$.85 out of every \$1.00 raised goes to support programs and services that improve lives right here in Forsyth County. The federal government says 25% overhead is good; UWFC strives to keep administrative costs at a minimum, averaging 14-15%.

### **IS MY CONTRIBUTION TAX DEDUCTIBLE?**

Yes. But there may be some guidelines. Please consult your tax advisor for information on your specific situation.

## Frequently Asked Questions (cont.)

### HOW CAN I BE SURE MY GIFT IS SPENT WISELY?

United Way of Forsyth County's Board of Directors – volunteers from our community study community needs, set goals, review budgets and monitor agencies to make sure that donated dollars are used wisely. UWFC adheres strictly to stringent standards of accounting and financial reporting set for voluntary health and human service organizations.

### HOW DOES UNITED WAY'S ANNUAL CAMPAIGN HELP EMPLOYEES?

Your organization's United Way campaign informs employees about programs and services for their families, friends and the community including:

- Adult Literacy Training
- Education for Special Needs Children & Youth
- High School Drop-Out Prevention
- Counseling for Seniors
- Emergency Financial Assistance
- Domestic Violence Services
- Therapeutic Services for At-Risk Children & Youth
- Health Services

In addition, United Way provides information channels that will link employees to other services and demonstrates the important role every employee can play in strengthening the community.

### I FEEL LIKE I AM BEING PRESSURED TO GIVE TO UNITED WAY.

No one should feel pressured into giving. United Way has a firm policy against that practice. Pressure defeats the very idea of voluntary giving. UWFC hopes people will give because they understand the critical needs of local people and because they feel UWFC is one of the most efficient, effective and economical ways to improve people's lives and make our community a better place.

### I'VE NEVER BEEN HELPED BY AN AGENCY OR PROGRAM. WHY SHOULD I CONTRIBUTE?

While it is true some of the services provided by United Way funded programs are for those in need, there are many programs that provide necessary community services such as the character-building programs of agencies like Boy Scouts or girl Scouts or the emergency services provided by the American Red Cross.

### MAY I DESIGNATE MY GIFT TO A SPECIFIC AGENCY?

While you may designate your gift to one of our 15 Partner Agencies, we strongly encourage you to consider the benefits of pooling your contribution with the thousands of other UWFC donors who are making an impact in our community.

### WHAT IF I DON'T WANT MY GIFT TO GO TO A CERTAIN AGENCY?

Because UWFC annually funds approximately 60 health and human service programs, there might be one that you would not like to support. Please consider, however, that a decision to withhold a contribution because of one agency penalizes almost 60 others that are providing vital services to those in need. UWFC offers the option of excluding a specific agency from receiving your contribution if you so chose.

## Frequently Asked Questions (cont.)

### **WHY AREN'T ALL AGENCIES INCLUDED IN UNITED WAY?**

United Way operates on behalf of the residents of Forsyth & Dawson Counties, and our commitment is to invest your United Way donations into the most highly performing programs at agencies meeting the most pressing community needs.

Some agencies cannot meet United Way partnership requirements, while others follow national policies requiring them to operate independently. Still others are not admitted because their programs closely resemble or duplicate existing programs, or they cannot consistently demonstrate a significant and measurable impact on the lives of their clients.

### **WHY DO SOME AGENCIES CHARGE FEES FOR SERVICES?**

The dollars you give to UWFC help those who can't afford the full cost of service. Those who can are expected to pay according to their financial ability, which reduces the cost of services. But no one is ever denied service because of inability to pay.

### **WHY DOES AFFLUENT FORSYTH COUNTY NEED UNITED WAY?**

Statistics show not every Forsyth County resident is blessed with prosperity. There are still many areas in this county where people don't have easy access to help for their needs. Requests for services multiply along with growth in this community; any one of us can face disease, natural disaster, job loss or crises at any time.

### **DOES UNITED WAY FUND ABORTIONS?**

United Way of Forsyth County does not fund – nor has it ever funded – abortion services or agencies that provide abortions.

*If you have any other questions about United Way of Forsyth County, feel free to give us a call at 770.781.4110*