

Q&A

Questions about Your United Way.

1 Can you give me a brief description of the United Way of the Piedmont? The United Way of the Piedmont is a nonprofit, volunteer-driven organization dedicated to improving the quality of life for people living and working in Spartanburg, Cherokee, and Union County. Volunteers review agency programs and initiatives and invest in those programs that positively impact the most critical needs of our community. Funds are raised in the annual campaign and distributed to help those who need it most. In 2008-09, this organization raised \$4,589,954 to support health and human service needs right here at home. In 2008-09, 174 companies contributed corporate gifts and employees in 259 companies participated in a campaign.

2 Which agencies or programs may receive funding from United Way of the Piedmont? Any tax-exempt, nonprofit organization, which conducts programs in the following areas, can apply for funding through our panel-review-process:

- Nurturing Young Children
- Helping Youth Succeed
- Strengthening Adults and Families
- Connecting Seniors
- Neighbors Helping Neighbors
- Promoting Health and Wellness

3 Who determines how much money agency programs receive? Councils of trained volunteers conduct site visits, review the applications and participate in a Q&A time with the agencies applying for funds. The volunteers score, rank and deliberate the effectiveness of the programs and decide how to invest based on measurable outcomes.

4 How much of my contribution actually goes to help people? United Way of the Piedmont strives to be cost efficient and maximize the amount of dollars being invested in the community. Our administrative and general fundraising cost is 10%. To put that in perspective, it is 38% less than the average overhead for all United Ways and 20% less than the Top 100 Nonprofits.

5 How many paid staff does United Way have? The United Way has staff responsible for fund-raising, community impact, financial administration, and operations. There are 12 full-time positions and 4 part-time positions.

6 Why should I give? I never use United Way services. Juvenile crime, access to health care, neglect of the needy, emergency assistance in times of crisis—these concerns affect everyone in a community. There are no religious or economic boundaries. When the community improves, all of its citizens benefit. Because United Way funded services are community-wide, they reach beyond the care provided by a single group. A gift to United Way is a clear expression of concern for your community.

7 Since I live in another county, why should I give here? You can direct your donation to the county where you work or the county where you live. There are many programs that cross county lines and serve individuals from surrounding counties. If you wish to designate your gift to the United Way in the county where you live, simply request a donor choice card.

8 My spouse and I both work. Why should we both give? The United Way depends on each working person to give his or her generous gift. Each person has his/her own community responsibility and United Way can only continue to provide human care services if each of us does our part.

9 Can I give to specific agencies? Yes. United Way encourages donors to contribute to the Community Impact Fund so the most critical issues can be addressed and the entire network of services necessary for someone to reestablish a self-sufficient life can be strengthened. If a specific nonprofit 501(c)(3) organization is especially important to you, please indicate on a donor choice card.

10 What if I feel pressured to give? The United Way has a non-coercion policy, so no one should be forced to give. The United Way is made possible because so many people give voluntarily, and voluntarism is what the United Way is all about.

11 What is the United Way of the Piedmont's position on funding Boy Scouts? The United Way of the Piedmont has supported youth services in our community for over 60 years. One of the first organizations to receive funding was the local Boy Scout Council, and we continue to fund Boy Scout programs today.



**United Way
of the Piedmont**

12 **Someone I know didn't receive help from an agency supported by United Way. Why?** Perhaps they did not meet the agency's criteria for receiving assistance or maybe there was a lack of funds available. Our desire is to insure that when someone is in a time of crisis or need that the appropriate programs and services are available. Many times financial constraints are the barrier. That is why investing in the community through United Way is so important. If there is a current need of assistance, please contact the United Way office for referral assistance.

13 **What is the relationship between the United Way of the Piedmont & United Way of America?** The United Way of America (UWA) is a national training and service center providing services to United Ways across the country. UWA is not a governing body for local United Ways. United Way of the Piedmont's Board chooses to participate with UWA. The United Way of the Piedmont pays membership dues to UWA in return for services. These services include use of the United Way name and logo, market research, promotional items, national advertising including the NFL spots, and training for staff. There is no national United Way.

14 **I've heard United Way funds abortions. Is that true?** All United Ways are separate legal entities whose local volunteers set their policies and funding decisions according to its community's priorities. United Way of the Piedmont does not have a funding relationship with organizations that provide these services.

15 **Are campaign volunteers paid?** No. In fact, it probably costs them money to work for the United Way. From the campaign chairman to the hundreds of other volunteers, not one is paid for any services rendered. In addition to giving their time, talents, and contributions, they pay for all expenses incurred in working for the campaign.

16 **Why do some agencies charge for services?** Agencies supported by the United Way serve all of us, not just the poor. If there is a fee for service, it is usually based on one's ability to pay, and represents another source of income for the agency. This is necessary because United Way cannot cover the full cost of a program's operation.

17 **I designated my gift. When will the agency receive it?** In an effort to minimize administrative costs, designations are paid on a set schedule based on the giving method used by the donor. Gifts of cash or a cash equivalent are disbursed based on the date received. Those received July – December are paid in February; January – March are paid in April; and April – June are paid in July. Individual payroll deduction pledges are totaled for the entire campaign year when the campaign closes in June. If the total amount designated to an organization is \$1,000 or less, it is disbursed in one lump sum in December. If the total amount designated to an organization is greater than \$1,000, it is disbursed in six equal payments beginning in January. Because payroll deduction pledges are paid over a period of time, it is necessary for United Way to collect the majority of the pledge before disbursing it to maintain a positive cash flow.

Example: Pledge made October 2009
Payroll deduction begins January 2010
Community campaign concludes June 2010
Payments made December 2010/January 2011

If your designation should have been paid according to this schedule and has not, contact the agency to verify that they have signed and returned the Patriot Act Compliance Form. This form must be signed annually and if it is not on file, United Way can not legally release the funds.