

Why does United Way of focus more deeply on specific issues?

Like most organizations, we are challenged to meet the needs of our community by effectively driving change with limited resources. By investing strategically in a streamlined set of priorities that align with our community's goals and through focusing more deeply on fewer issue areas, we aim to make a more meaningful and measurable impact in the lives of the local residents we serve. Increasingly, United Way will focus on **bold**, specific initiatives in the community, but again within the current priorities of Health, Education and Income/Financial Stability.

How is this process different from the past?

In the past, United Way awarded funds to as many good causes as possible. While these partnerships undoubtedly had a positive impact on the agencies serving our community and their clients, the many challenges facing our local families continued to persist. UW has taken a more focused approach to through strategic partnerships that drive preventative efforts, and program support. Through transitioning to a Community Impact model of operations and funding, we not only want to make a more measurable and lasting difference in the region but also keep the problems we are trying to remedy from occurring in the first place. This shift has come with an increased emphasis on results and funded partners' ability to work collaboratively to achieve outcomes determined through the years of Community Impact research. We report back to the community annually regarding steps taken to understand the communities' aspirations and focus resources to achieve these local goals.

Why should I give to United Way?

No other organization can leverage resources to improve Health, Education and Income/Financial Stability like United Way. With one gift to United Way, you impact 31 local nonprofit programs – all of which have a track record of results.

Our grant making efforts are just one way that we bring about positive change in individual lives and community conditions. United Way is a partner in change, working with a broad range of people and organizations to identify and resolve pressing community issues. Our initiative work recognizes that no one organization has all the solutions – we work together to tackle the toughest challenges.

What's the difference between United Way and other non-profits?

Making a gift to United Way is the most effective way to help our whole community. Our unique ability to work across complex issues with hundreds of community partners is unmatched.

We mobilize volunteers and convene partner agencies, corporations, community leaders and policymakers to make broad, systemic changes like no other organization can on its own.

Our programs help people in crisis get back on their feet, help prevent future problems and build a stronger community for all of us.

There are so many charities these days. What makes United Way different?

United Way is a leader and catalyst for change. In our community, United Way looks for new approaches and dynamic ways to respond to problems that no single agency, donor, volunteer, nor sector of our community can do alone. United Way contributions are from community members, invested by community volunteers, and go to work within our local area. A gift to United Way Community Impact Fund will support a network of programs that address the highest priority needs in our 10 county service area. United Way topped [Forbe's 2018 Top Charity's List](#), meaning: of all the charities in the U.S., United Way ranks #1! Not only did United Way come in at #1, but we are also the single largest charity in the U.S., that says something!

Why Support United Way?

Giving to United Way is the most effective way to make a difference--to create positive, measurable change. Your contribution, magnified by the gifts of so many others, helps more than one person, one charity or one issue. We are a community builder, connecting people through philanthropy and volunteerism to the larger community. The connections we make produce powerful results effecting real, lasting community change.

Why should I give to United Way and not my favorite agency?

When you give directly to an agency, we can't offer the extra value of United Way's expertise applying your gift where it can have the greatest impact in the local community and we can't monitor your contribution or the outcomes of programs.

Giving to United Way means that your donation coupled with many others will make a sizeable difference in your community. You'll be addressing a variety of interrelated issues related to income, education and health instead of just one cause.

I never use agency services. Why should I give?

The strength of a community is directly influenced by the health, happiness and well-being of its residents. Every day, United Way funded agencies and programs are helping people—your friends, co-workers, and neighbors—deal with many health and human-service issues. Your continuing financial and volunteer support ensures that help is there for everyone when it is needed. While you or your family may not need help from a United Way-funded agency, you or someone you care about may need services in the future.

Myth- United Way takes money that could otherwise be used for other agencies. Answer- Fundraising is very costly. The fact that United Way raises the money to fund agency programs is a benefit to each of our partner agencies. Supporting a Resource Development department, which is what it would take, in each of the partner agencies, would not only be cost prohibitive for the agency, it would be ineffective and more of a burden on our community. The estimated cost for fundraising, if each agency did this on their own, would be \$450,000 and some programs would simply disappear due to the inability to compete with larger and well-known nonprofits.