



Frequently Asked Questions

United Way of the
Cape Fear Area

Question: When I give to United Way, will my money be sent anywhere in the world?

ANSWER: United Way of the Cape Fear Area (UWCFA) is completely local and independent from every other United Way. Less than 5% of what we raise annually is paid in dues to United Way Worldwide for use of the logo and training opportunities. The remaining 95% stays here, to be invested in sustainable solutions to the most pressing needs in Brunswick, Columbus, New Hanover and Pender counties.

QUESTION: Does United Way keep donated money to pay their Execs huge salaries?

ANSWER: United Way of the Cape Fear Area, like every United Way, is an independent and free-standing organization. The dollars we raise here locally, stay here locally. We work to keep our administrative rate low (18%) and properly steward all funds. Thus, UWCFA staff salaries are modest. Please feel free to review our 990 on www.uwcfa.org for more financial information.

QUESTION: Does United Way staff have to do whatever their main chapter tells them to do with donated money?

ANSWER: United Ways don't operate in chapters. Each is a separate and free-standing organization. Every decision regarding how to use funds raised by United Way of the Cape Fear Area, are made by local volunteers who live and work right here in Brunswick, Columbus, New Hanover and Pender counties. Whether you donate or not, you are welcome at any time to join one of the committees that make these decisions. UWCFA staff does not make these decisions. United Way Worldwide has absolutely no say in what happens to dollars raised or leveraged by UWCFA.

QUESTION: How will I know if my donated dollars actually helped anyone?

ANSWER: The purpose of UWCFA's Community Impact giving option is to make seeing the impact of your gift easy. Community Impact only awards grants to programs that establish measurable outcomes that prove the effectiveness of their work. Every quarter, these programs are required to report on these outcomes to UWCFA. The team at UWCFA, then makes these quarterly reports available to donors and the community at large. This process ensures a tangible return on your investment and the greatest impact for your gift in the community.

QUESTION: Does United Way just give what I earn to "help" people who don't feel like working?

ANSWER: •Assistance from UWCFA-funded Financial Stability programs, requires recipients to work through budget assessments and financial trainings. Our goal is never to enable need, but instead to give people the tools to change their financial situation for good, through their own hard work and increased financial literacy.

•Programs operating in the Financial Stability focus area have assurances in place to verify the legitimacy of each need prior to rendering service.

QUESTION: If I only have a small amount to give, will it make a difference?

ANSWER: YES! EVERY gift has the power to make an IMPACT. Giving to UWCFA's Community Impact Fund allows every donation, regardless of the amount, to be leveraged and applied to address a broad spectrum of needs in the Cape Fear Area. No other giving opportunity allows your gift to go further.

QUESTION: Am I able to designate my money to a specific nonprofit?

ANSWER: Yes. If you'd like to designate your contribution to a specific nonprofit, we are happy to do so. However, we encourage you to consider a donation to our Community Impact Fund. Here are just a few of the benefits of contributing:

- The Community Impact process increases the efficiency and ensures the efficacy of every contribution.
- Community Impact tracks your gift and provides quarterly updates to let you know how your gift has changed lives in the community.
- Community Impact increases the return on your investment through the leveraging of funds. The local dollars we raise are used to attract funds from outside of our community. Given the amount leveraged in the past year, for every \$1 invested currently, we are providing \$1.73 worth of Impact!

QUESTION: Is the United Way is just a middle man for my donated dollars?

ANSWER: •United Way of the Cape Fear Area allows you to give with confidence, knowing exactly where your dollars are invested and how they're making a local impact.

- UWCFA works to decrease duplication of services in the area and increase collaboration between nonprofit partners, so that your gift reaches more people in the most efficient and sustainable way possible.
- UWCFA Community Impact has changed the way dollars are invested and the way nonprofit services are provided in this region, emphasizing efficiency through collaboration and results-oriented growth.
- UWCFA stewards the dollars raised locally to leverage funds from outside the area to help in strengthening our community.

QUESTION: Does United Way pays for abortions?

ANSWER: This misconception is a result of some United Ways funding reduced-cost pap smears and breast cancer screenings through agencies like Planned Parenthood, which tend to be associated with abortion. Planned Parenthood, nor any other similar organization, has ever applied for United Way of the Cape Fear Area funds. We do not currently fund any program at an agency that also provides access to abortions.

We are happy to answer these or any other questions you may have at any time. Please visit us at www.uwcfa.org, or call (910) 798-3900.