

# FREQUENTLY ASKED QUESTIONS

## WHY SHOULD I DONATE TO UNITED WAY?

Donating to United Way supports coordinated action and lasting solutions for people in our community. When you give to United Way, you are helping to improve literacy rates for children at risk of dropping out of school, providing a safety net for foster youth who have no other resources, and you are helping to provide healthy, nutritious meals to children who often do not have enough to eat.

## WHAT DOES UNITED WAY DO?

The United Way connects people in need with solutions to their need. The United Way improves the quality of life in the Cape Fear Area and allows so many of our citizens to help themselves live with dignity and self-respect. Through a unique position at the center of the nonprofit, government, philanthropic and business communities, we engage people in the Cape Fear Area to help create change. We also act as a facilitator and advocate in the community – whether that be through supporting early childhood initiatives, convening and leading long term recovery efforts or utilizing NC 2-1-1 as an entry point for homeless individuals and families. In all, the United Way supports over 40 diverse and interconnected non-profit social service agencies. Since 1946 UWCFA and has injected over \$160 million dollars into the Cape Fear region.

## WHY SHOULDN'T I JUST GIVE MY DONATION DIRECTLY TO MY FAVORITE CHARITABLE ORGANIZATION?

First, we would never discourage people from supporting individual charities. For those people who are concerned about the well-being of our community overall, the United Way is the answer. The United Way is the only organization that provides the social safety net for the breadth of our community and is the single most powerful source of help for all of those living in the Cape Fear area. We believe in collective giving for collective impact. Working with our network of partners across our community, we have the scale to drive impact because we do what no one agency can do alone, which is support a collaborative network of partners working to address community needs. In addition to funding the 42 Community Impact partner agencies, the United Way assures financial accountability and transparency, good governance and program effectiveness across the entire network. Many don't realize that .88 cents of every dollar raised by the United Way goes directly into the community. This is what the United Way safety net is all about. It supports education and value development in our youth. It provides health care to those without other options. It supports families who are struggling with the challenges of raising children, caring for aging parents and doing so, often on poverty level incomes.

## HOW IS UNITED WAY DIFFERENT THAN OTHER NON PROFITS?

United Way of the Cape Fear Area knows how to drive lasting change. With more than 79 years of experience, we are strategic community leaders who have in-depth knowledge of the communities we serve, the challenges that affect them and the organizations having the most impact. We bring the right parties together from across the region and within neighborhoods to address the big challenges facing individuals, families and communities.

## HOW SHOULD I GIVE?

You might be wondering “How much should I give?” By giving a small amount each month it won't break your bank and it will add up to making a BIG collective impact - and the difference in someone's life. 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.

### Ways to give:

Through your company campaign via payroll deduction (ePledge), check, credit card or direct bill.

## WHAT IS 211?

This 24/7/365 operation has been a lifeline for those who don't know where else to go for help. In the past year, more than 7,200 people called the United Way HELPLINE 2-1-1 looking for help in the Cape Fear area. It's the call that helps single parents struggling to make ends meet find quality after-school programs that are both safe and effective. It's the call from someone looking for help dealing with an aged and ailing parent. It's the call from someone who has lost a job and is looking for a new one as well as help with rent. It's the call to feed a child. It's the call for immediate shelter. There are 7,200 reasons why people called 2-1-1 in 2019.

# THINGS TO KNOW

## YOUR MONEY... YOUR WAY!

A donation to United Way can be customized toward any population segment you choose: meeting the needs of education, health, financial security, or any 501(c)(3) health and human services non-profit agency of your choice.\* United Way wants your financial gift to become personal and meaningful to you. For example, you might want to help children and youth succeed, promote self sufficiency for the elderly, sustain people in crisis, or help families in need. That is what Community Impact is all about. The Community Impact process increases the efficiency and ensures the effectiveness of every contribution.

Community Impact also increases the return on your investment through the leveraging of funds. Given the amount leveraged in the past year, for every \$1 invested currently, we are providing \$1.73 worth off financial impact in our community!

*\*A designated gift to a specific 501(c)(3) organization is optional and must be a minimum of \$100*

## YOUR MONEY STAYS IN OUR OWN BACKYARD!

The money you donate to United Way supports local programs and agencies. Dollars raised in your community, stay in your community. This truly is neighbor helping neighbor! 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 resources, training, and networking. The remaining 95% stays here, to be invested in sustainable solutions to the most pressing needs in Brunswick, Columbus, New Hanover and Pender counties.

## YOU ARE NOT ALONE

Giving to United Way is the most powerful way to give to your community. We can collectively accomplish in one year with our gifts to United Way more than any one person could accomplish in a lifetime toward achieving a healthier, stronger community. With a single donation to United Way, you can help numerous people, agencies and programs in your community. United Way makes it easy for donors to support local nonprofits. We ensure that those organizations are fiscally sound so that donors don't have to and we enable donors to give small amounts over time that make a BIG impact in the community.



**United Way of the  
Cape Fear Area**



## WHAT IS UNITED WAY'S OVERHEAD RATE?

United Way of the Cape Fear Area's overhead rate is 12.2%. This is competitive with the top 100 nonprofits in the U.S. and is well below the industry standard and recommendations from the Better Business Bureau and Charity Navigator. United Way keeps a close eye on expenses, while making sure we have the talent, expertise and systems to raise and invest resources for maximum impact.