



FREQUENTLY ASKED QUESTIONS

WHAT DOES THE UNITED WAY DO?

UWCFA is committed to improving the lives of local people. We support over 40 diverse nonprofit social service agencies, convene and lead long-term recovery efforts, and offer NC 211 as a resource for anyone seeking local support on their path from crisis to stability.

With your support, UWCFA is able to mobilize our vision of a united community where all people are healthy, safe, and prosperous by connecting families and neighbors to essential resources, programs, and services. Change does not happen alone, and multidimensional effort is essential to help our community thrive.

WHY SHOULD I DONATE TO UNITED WAY?

UWCFA drives lasting change and serves as the social safety net for Brunswick, Columbus, New Hanover, and Pender counties. Since 1941, UWCFA has invested over \$190 million into the Cape Fear region.

With more than 80 years of experience, UWCFA works with community leaders who have in-depth knowledge of the communities we serve and the challenges that affect them. We bring the local leaders together to address the toughest problems our friends, families, and coworkers are facing. Our efforts result in \$1.90 dollar impact per \$1.00 donated by way of grants and volunteerism, as reported by our partners.

Your gift helps coordinate improved literacy rates for children at risk of dropping out of school, reliable resources for fostered youth, and healthy, nutritious meals for children who often do not have enough to eat. It supports families who are struggling with the challenges of raising children, caring for aging parents, and often doing so on poverty level incomes.

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

Your gift enables UWCFA to secure corporate matches and qualify for private and public grants that other local organizations may not be able to access. With each donation, UWCFA can leverage additional funds for the causes you care about and strengthen the network necessary to move from crisis to stability. UWCFA's unique position at the center of the nonprofit, government, philanthropic, and business communities makes giving to UWCFA the most powerful way to give back to our community.

If you wish, a donation to UWCFA can be designated toward any agency meeting the needs of education, health, financial security, or other 501(c)(3) health and human services nonprofit of your choice. A designation will go directly to the chosen agency while still enabling us to access additional opportunities as highlighted above.

DOES MY CHARITABLE CONTRIBUTION STAY LOCAL?

YES! UWCFA is completely local and independent from every other United Way. Less than 2% of what we raise annually is paid in dues to United Way Worldwide and United Way North Carolina for use of resources, training, and networking. The remaining over 98% stays here, to be invested in sustainable solutions to the most pressing needs in Brunswick, Columbus, New Hanover and Pender counties.

Over the past seven years, UWCFA's overhead rate has averaged 15.3%. UWCFA keeps a close eye on expenses, while making sure we have the talent, expertise, and systems to raise and invest resources for maximum impact.