

I'm not sure what United Way does.

United Way of North Central Florida is a local health and human services organization, serving Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties. We are also North Central Florida's single largest funder of human services and non-governmental funder of education initiatives. Since 1957, we have raised nearly \$95 million for programs that demonstrate a lasting impact in the community and help to change people's lives for the better.

What is United Way of North Central Florida's relationship to United Way Worldwide?

United Way Worldwide is the national voluntary membership organization for more than 1,400 independent local United Way organizations across the country. United Way of North Central Florida is an independent organization governed by its own Board of Directors, and headed by its own president and CEO. United Way Worldwide does not manage, control, direct, set policies for or govern United Way of North Central Florida.

There are a lot of agencies out there. Why should I give to the United Way Community Investment Fund?

United Way's Community Investment Council (CIC) is comprised of local volunteers who serve as an advisory board for United Way of North Central Florida's funding process of grants and awards from its Community Investment Fund. Through an intensive process involving detailed reviews of agency applications for funding, site visits and personal interviews, the CIC selects which programs will receive funding from the Community Investment Fund. These volunteers meet several times a year to review reports and discuss future plans, and help to implement the metrics-based accountability system the UWNCF uses to inform its funding process.

Does United Way of North Central Florida run their Community Impact Partner agencies?

No, every Community Impact Partner agency is a separate nonprofit organization with its own volunteer board of directors and professional staff. United Way of North Central Florida holds community impact partner agencies accountable to achieve the results which they commit to when applying and receiving program funding and to best practices in accounting, operations and governance.

I can only afford to give a small amount. Is it worth giving at all?

Yes, every donation makes a difference to someone in need. Giving in proportion to your ability gives a sense of belonging to a larger community. Payroll deduction makes it easy to give a little each pay period resulting in a substantial annual gift!

Why do United Way funded agencies do their own fundraising activities and charge for services?

The United Way fundraising campaign does not cover any agency's entire budget. United Way funds are used for targeted programs. Therefore, agencies have larger budget needs which must be funded by other means, such as government contracts, fees and fundraising activities.

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How does an organization become a United Way impact partner agency?

United Way of North Central Florida actively seeks new agency partnerships. To qualify for consideration as a United Way Community Impact Partner, an agency must be recognized by the IRS as a 501(c)(3) nonprofit organization, led by a volunteer Board of Directors, and provide health and human services to residents in our regional operating territory. Greatest consideration for membership is given to agencies whose programs align with United Way of North Central Florida's goals of improving education, income, health and immediate needs in our community. Any agency that meets the basic requirements, believes it is providing services that align with United Way's priorities and does not duplicate an existing United Way member agency should contact United Way's Director of Community Impact at 352-333-0844 to discuss partnership possibilities.

Are donations to United Way tax deductible?

Yes, United Way of North Central Florida is a tax-exempt, charitable organization recognized under section 501(c)(3) of the Internal Revenue Code, and all donations are deductible. However, if you pay \$250 or more at any one time, you are required to have written substantiation of that donation before claiming it as a deduction on your tax return. United Way automatically provides substantiation of such donations at the end of each year.

I've heard of charities that keep most of the money they raise. What about United Way of North Central Florida? How do I know my contribution is well spent?

We understand how important it is for people to trust the organizations that they are giving to. In order to ensure that our donors are comfortable giving, our past audited financials and completed 990s can be found on our website. Since 2011, United Way of North Central Florida has consistently received four out of four stars from Charity Navigator for accountability and transparency. United Way of North Central Florida has also been awarded a gold rating from GuideStar. These exceptional designations differentiate United Way of North Central Florida from its peers and demonstrate to the public that we are worthy of financial trust.

Furthermore, one of the Better Business Bureau's Code of Standards for nonprofit organizations is to limit overhead costs to no more than 33% of total revenues, which means that only 67% would be used for program services. United Way of North Central Florida, on average, distributes at least 80% of its annual revenue to human services in North Central Florida.

Can I specify which agency receives my pledge?

Yes. United Way will honor designations to any 501(c)(3) health and human service organization in Florida, but a gift to the Community Investment Fund is the only way to make sure that funds raised during the campaign go where they will do the most good.

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I get pressure to contribute. Do you endorse this?

Absolutely not. Giving to United Way of North Central Florida is strictly voluntary. Your gift does make a difference, and we want you to make an informed and willing decision when you give.

Who decides how much money each program receives?

Community Investment Council volunteers – people who live and work in our community, and spend thousands of hours researching, visiting and discussing how best to invest your gift to United Way agencies. These volunteers participate in extensive reviews of service plans, budgets, agency responses to questions and results that are organized around major service categories and programs. 70% of United Way of North Central Florida’s funding goes to education, income and health. 30% goes towards immediate needs, such as emergency food and shelter.

Are United Way’s financial records subject to outside audit?

Yes, United Way of North Central Florida has an audit performed annually by an independent CPA firm. The results of the audit and the auditor’s report are presented to the volunteer board of directors for review and approval. This information is available on the United Way of North Central Florida website, www.unitedwayncfl.org.

Why isn’t my favorite agency an impact partner with United Way of North Central Florida?

United Way of North Central Florida maintains an open door policy with respect to an agency applying for impact partner status. Not every agency may be accepted because it may not meet the qualifications. Some agencies choose not to apply because their programs do not fit under United Way’s areas of focus: education, income, health or immediate needs.

Does the money stay in our community?

Yes, your donations to the Community Investment Fund stay in our six-county service area to address the greatest needs. With everyone giving a little, together we can make a big impact.

Where do I get extra campaign supplies?

If you need extra campaign supplies, please contact Dana Clayton at dclayton@unitedwayncfl.org or by telephone at 352-333-0846. You can also find more information at www.unitedwayncfl.org/campaigntoolkit.



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