

**Answer questions honestly – never guess. If you don't know the answer to a question, let the donor know you will find out and then follow up with your United Way representative. Recognize that some donors have real concerns; people have a right to feel good about their gift.**

**I already give directly to XYZ charity. Why should I give to United Way?**

Giving is a personal decision, and it's great that you've found a cause with which you identify. One thing to keep in mind is United Way is the only charity that takes the umbrella approach by providing a safety-net for the entire community. We help support dozens of causes, so when you make a gift to United Way, you are not only supporting one cause, but a variety of needs. We encourage you to take a look at United Way's campaign brochure to see the programs offered by local nonprofits supported by UWNCF.

**Nobody I know uses these services.**

With one in three people in our region receiving help through United Way, we're all bound to personally know someone who has been helped. United Way agencies work across a broad spectrum of services including services related to education, income and health. When we give to United Way, we're often helping people closer to home than we think. Take a look at United Way's website, [www.unitedwayncfl.org/community-impact-partners-list](http://www.unitedwayncfl.org/community-impact-partners-list), for a complete listing of United Way community impact partner agencies and services.

**I can't give a lot so my donation won't have an impact.**

Every dollar really does make a difference. The great thing about United Way is with so many people choosing to help, when we each give a little, it has a huge impact.

**I'm concerned about scandals.**

Every United Way is local and independent, including United Way of North Central Florida. Our United Way has a local board of directors that makes decisions that are right for our region, and United Way of North Central Florida has never experienced any scandals. Another safeguard is the wide range of community volunteers who give their time to help keep United Way efficient. These volunteers monitor the management and performance of United Way and the agencies United Way funds. You can learn more about how United Way allocates donations, our board of directors and our financial statements at [www.unitedwayncfl.org/financial-info990](http://www.unitedwayncfl.org/financial-info990).

**United Way supports an organization or a cause that I don't like.**

It's important that you feel comfortable with your decision to donate. United Way supports so many agency programs that serve people in our region. These programs help meet the needs of our community – from child abuse prevention to elderly care. Without the support of the community through United Way, many of these important agency programs would not exist.

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