

# STEP 6: CONDUCT AN EDUCATIONAL CAMPAIGN

People feel better about participating in the campaign, and ultimately giving, when they are informed! Invite us to help you bring in powerful speakers to educate your organization about the company.

## FREQUENTLY ASKED QUESTIONS

### **I'm not sure what United Way does.**

United Way of North Central Florida (UWNCFL) is a local health and human services organization. We work to serve those living in Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties. We are a part of a larger worldwide organization known as United Way Worldwide. We are one of 1,400 independent local United Way organizations across the country.



We are governed by our own local Board of Directors and led by our local president and CEO. We are not managed, controlled or directed by United Way Worldwide. We are North Central Florida's single largest funder of human services and non-governmental funder of education initiatives. Since 1957, we have raised nearly \$100 million for programs that demonstrate a lasting impact in the community and help to change people's lives for the better.

### **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. UWNCFL holds Community Impact Partner agencies accountable to achieve the results they commit to when applying and receiving program funding. UWNCFL vets Impact Partners with respect 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?**

United Way's 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.

### **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.

Special Thanks to Our Academy Sponsors



### **Are donations to United Way tax deductible?**

Yes, UWNCFE 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 more than \$250 at any one time, the United Way automatically provides substantiation of that donation in January.

### **How do I know my contribution is well spent?**

To ensure that our donors are comfortable giving, our past audited financials and completed 990s can be found on our website. The audits are 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.

Since 2011, UWNCFE has consistently received four out of four stars from Charity Navigator for accountability and transparency. We were also awarded a gold rating from GuideStar. In addition, one of the Better Business Bureau's Code of Standards for nonprofit organizations is to limit overhead costs to no more than 33 percent of total revenues. With an indirect rate of 15 percent, UWNCFE distributes on average, at least 85 percent of its annual revenue to human services in North Central Florida. To view the audited reports or for more information, please visit [www.unitedwayncfl.org](http://www.unitedwayncfl.org).

### **I get pressure to contribute. Do you endorse this?**

Absolutely not. Giving to UWNCFE 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 – 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 program plans and budgets and agency financial responses. Seventy percent of United Way of North Central Florida's funding goes to education, income and health. Thirty percent goes towards immediate needs, such as emergency food and shelter.

### **Where do I get extra campaign supplies?**

If you need extra campaign supplies, please contact Lauri Schiffbauer at [Lschiffbauer@unitedwayncfl.org](mailto:Lschiffbauer@unitedwayncfl.org) or at 352-333-0850. You can also find more information at [www.unitedwayncfl.org/campaigntoolkit](http://www.unitedwayncfl.org/campaigntoolkit).



Special Thanks to Our Academy Sponsors



# STEP 6: CONDUCT AN EDUCATIONAL CAMPAIGN

## MYTHBUSTERS

### Sharing the TRUTH about your support of United Way of North Central Florida!

**Only a small percentage of my donation actually goes back to the community.**

United Way of North Central Florida takes pride in the fact that 85 cents of every dollar donated to the Community Investment Fund goes back out to the community to help those in need. We continue to be nationally recognized for our efficiency and effectiveness.

**Some United Way agencies charge for their services.**

United Way is never the single funding source for any of our community impact partner agencies and many offer services to the community regardless of the person's ability to pay. Some impact partner agencies offer a sliding-fee scale that allows those who can, to pay a portion of the fee. This allows partner agencies to stretch their United Way dollars to reach those who could not otherwise afford services.

**I don't need to give locally, because I already support a number of national charities.**

While we all have our favorite charities, United Way of North Central Florida is your community solutions provider and is uniquely positioned to both identify the current and emerging needs in our area and provide targeted solutions. We help a range of programs and services that help our entire community for the better.

**United Way agencies only provide support to the poor.**

United Way services are available to EVERYONE in our six-county service area.

**My spouse or parents already give, so I don't need to.**

United Way depends on the generous support of everyone in the community. Many couples choose to give at both workplaces because they want to participate with their coworkers. It's also a great way to support your individual company's efforts in building community. By everyone doing their part, we can continue to provide critical services to those in need. Additionally, combined gifts of \$750 or more are recognized as Leadership donors.

**United Way donations support church-related activities.**

United Way funds only the health and human service programs, not religious activities. United Way does fund programs provided by agencies that offer a wide range of services including some that are affiliated with local churches. However, these programs are supported because they meet a critical community need and are not religious in nature or approach.



Special Thanks to Our Academy Sponsors

