



United Way
of North Central Florida

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 & 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.

I get pressured to contribute. Do you endorse this?

Absolutely not. Giving to UWNCFL is strictly voluntary. Your gift does make a difference, and we want you to make an informed and willing decision when you give.

Why do I need to give locally? I already support several national charities.

While we all have our favorite charities, UWNCFL is your community solutions provider and is uniquely positioned to both identify 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.

My spouse or parents already give, why should I?

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 \$1,000 or more are recognized as Leadership donors.

Do United Way donations support church-related activities?

UWNCFL only supports health and human services programs, not religious activities. We do 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.





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How is United Way different from other nonprofit organizations?

No other single organization meets the broad range of needs addressed by United Way. We go beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues. We work with business, government and partner agencies to develop regional health and human service policies and strategies. We fund programs that are meeting people's needs today, and we're working on innovative solutions for lasting change. We also monitor the performance of grant-funded projects and report results, recruit volunteers for nonprofit agencies and community projects, and offer programs such as 211, ReadingPals, VITA, SingleCare, and disaster response and recovery.

Why give to United Way through my workplace?

You make a difference. You're making a smart investment that benefits the entire community, not just one program, issue or population. This leads to a stronger, more sustainable place to live and work. UWNCFE provides expert management of donor investments and brings the right people, ideas and resources together to solve the most pressing needs of our community and finds innovative solutions for lasting change. Giving through your workplace campaign is easy and convenient. Most importantly, it allows you to spread your philanthropy throughout the year.

What if I don't think I can afford to give?

Through payroll deduction, you can invest a small amount each pay period and see it add up to a significant gift by year's end. Your investment combined with thousands of others will have a real, measurable impact in the community. Skipping just one latte a week can add up to more than \$180, which could provide eviction prevention in order to avoid the trauma of homelessness for one household.

Where does my donation go?

Your contributions fund UWNCFE programs and services such as 211, ReadingPals, VITA, disaster response/recovery, as well as large scale local collaborations focused on the most significant community needs within our pillars of service.

Can I give directly to my favorite agency?

Our Donor Choice Program allows designations to any 501(c)3 in the state of Florida. We do keep a 15% administrative fee for all designated gifts.

What else does United Way do besides fund health and human services programs?

We're more than just fundraisers, UWNCFE brings together community stakeholders, contributors and agency partners to create collaborative and innovative approaches to help solve community issues especially with regard to the overlooked ALICE (Asset Limited, Income Constrained, Employed) population which comprises over 51% of households in our region. We



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coordinate a variety of initiatives and programs such as the Alachua County Campaign for Grade Level Reading and Tri-County Disaster Recovery Group serving Gilchrist, Levy, and Dixie counties. We also serve as fiscal agent for the University of Florida’s Campaign for Charities (UFCC) and administer FEMA’s Emergency Food and Shelter Program. We operate two programs, ReadingPals and VITA. ReadingPals is a community of volunteers who serve as unforgettable mentors, dedicated to improving the reading skills of elementary-age children at schools and after-school centers across Alachua County. The Volunteer Income Tax Assistance (VITA) program provides free tax preparation to low-to-moderate-income community members. We’re also the primary funder of 211, a free and confidential resource referral line available 24/7.

How do people get help from United Way?

UWNCFL provides 211, a free and confidential resource referral line available 24/7. Callers can access emergency counseling, disaster assistance, food, health care and insurance assistance, stable housing and utilities payment assistance, employment services, veterans services and childcare and family services. No matter the situation, the specialists at 211 listen, identify underlying problems and connect people in need with resources and services in the community that improve their lives. Simply dial 2-1-1 or (352) 332-4636 or visit unitedwayncfl.org/211.

CAMPAIGN CONTACTS

Team United Way is here to assist your campaign efforts along every step of the way. Your United Way representative can be a great resource to offer ideas and suggestions to take your campaign to the next level. Please review the list below and feel free to contact us if you have questions, comments or concerns.

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