

# United Way Myths and Answers



*Myth- 40% of the money raised goes to the National Office.*

**Answer-** Actually .7% of what we raise locally goes to the State and National Organizations combined. We do not take directions from United Way Worldwide or United Way of North Carolina, their purpose is to assist local United Way's with marketing, and training as well as managing the use of the United Way logo.

*Myth- United Way's Administration cost is too high.....*

**Answer-** According to our most recent audit. United Way of Davie County's Administrative Rate is 9.4%, Our Campaign/Fundraising Expense is 10.6%. Therefore 80 cents of every dollar is used for programs and services.

*Myth- There is a large United Way staff that makes too much money.*

**Answer-** United Way of Davie County has a Fulltime staff of 2 and 2 Part-time employees who are the equivalent of a staff person working 30 hours/week. The staff is paid the same or less than employees in other nonprofits in Davie County.

*Myth- Small companies cannot make an impact.*

**Answer-**As a matter of fact small companies make a considerable impact on the amount of money raised. When added to all of the gifts from individuals and employees in larger companies.

*Myth- An individual cannot designate where he/she wants their money to go.*

**Answer-** An individual can donate to any 501(c)3 Health or Human Service Organization and that designation will be honored.

*Myth- United Way funds/supports Planned Parenthood.*

**Answer-** United Way of Davie County does not provide grant funding to Planned Parenthood. United Way of Davie County is an independent entity with its own volunteer board that determines funding needs locally. United Way Worldwide is not involved in funding decisions at the local level.

United Way Worldwide released the following statement on July 24th, 2015:

*United Way Worldwide, the leadership and support organization for the network of local United Ways, **does not** provide financial support to Planned Parenthood.*

*All funding decisions by local United Ways are made by individual United Ways based on an assessment of local needs. United Way Worldwide does not dictate funding decisions to local United Ways.*

*Out of nearly 1,200 local United Ways in the United States, only a small number (less than 6 percent) provide support to Planned Parenthood. The amount of financial support represents less than one tenth of one percent of total United Way revenue. In many of these instances, funding for Planned Parenthood is the result of specific requests from individual donors.*

*No United Way funds are currently used, or have ever been used to support abortion services.*

**Myth-** United Way takes money that could otherwise be used for other agencies.

**Answer-** Fundraising is very costly. The fact that United Way raises the money to fund agency programs is a benefit to each of our partner agencies. Supporting a Resource Development department, which is what it would take, in each of the partner agencies, would not only be cost prohibitive for the agency, it would be ineffective and more of a burden on our community. The estimated cost for fundraising, if each agency did this on their own, would be \$450,000 and some programs would simply disappear due to the inability to compete with larger and well-known nonprofits.

**Myth-** United Way doesn't directly serve people in the community.

**Answer-** Through Familywise Prescription Drug Discount Card 2,202 residents have saved a total of \$270,815, since its inception.

- UWDC averaged 281 calls for information and/or referral and thru our 2-1-1 information and referral line.
- In 2017 we packaged 40,000 meals that were given to local food pantries. In 2016 25 volunteers built a wheelchair ramp for a disabled resident.
- During Build a Backpack 452 students received a backpack full of needed school supplies valued at \$8,705. In 2017 this number is expected to rise.
- Our MyFreeTaxes. Our free income tax service served 64 people in 2017.
- United Way serves as the lead for the Emergency Food and Shelter Program (EFSP) which provides government funding to programs that provide food and shelter services.
- United Way unites the resources of the community to identify and address the most pressing human needs in our county. This year the most pressing need identified and addressed is transportation for credit challenged working adults so they have dependable vehicle for work and other activities of daily living. It will also be a priority to educate the community on The new Self-Sufficiency Standard recently made available through our United Way of NC state office.
- United Way increases philanthropy in a community by engaging and educating individuals, organizations, and companies about the needs of the residents of Davie County.

**Myth-** United Way tells agencies how they have to run their nonprofit.

**Answer-** United Way is a funder that requires a grant application in order to be considered for funding. A grant application is standard for most Funders who award grant monies. The application is a demonstration of an agency with the proper controls, policies, and procedures in place to operate an effective program and proves good stewardship of donated dollars by donors who expect their gifts to be spent judiciously.

**Myth-** United way sends local money out of the community.

**Answer-** Our mission is to serve Davie County. The only money that leaves this county is if a donor designates it to go to another county, perhaps the county in which they live. United Way of Davie also encourages those Davie County residents who work outside of Davie County, to send their United Way gifts back home to Davie County. United Way must honor designations to any 501c(3) human service organization whether in Davie County or outside the county. Our goal, however, is to raise money that stays and works in our county.

**Myth-** United Way does not help/support any religious organizations.

**Answer-** The Community Investment process along with the Board of United Way of Davie County will consider funding for any 501c(3) human service organization.