

# United Way of Etowah County

## Frequently Asked Questions

### **“Why do we need an organization like United Way?”**

United Way raises awareness about issues and focuses attention and resources on solutions. We bring together donors, helping agencies, government, neighborhoods, volunteers and corporations to improve lives and community conditions.

### **"How much of what I give actually reaches the agencies and can I designate my gift to a particular agency?"**

85% of all money raised goes to the services impacting the community. This is because of the thousands of volunteer hours donated to run United Way. If you choose to designate your gift, write the name of the agency on your pledge card. The agency will be asked to acknowledge it.

### **“Why is my gift important?”**

Nearly two-thirds of all United Way support comes from individuals giving through employee campaigns or direct gifts. Your gift, no matter what size, makes an impact on services in our community when it's pooled with the contributions of others.

Of the funds available for services, 73% comes for individual giving either through workplace giving campaigns or direct personal donations. Corporate and small business donations comprise the remaining 27% of the funds available for services.

### **"I don't want to bother my co-workers."**

Often people never are given an opportunity to give back. Your co-workers deserve the opportunity to be involved in making a difference in their community. About 72% of all United Way's funds come from employee giving. Most donors report that they feel better because they are doing something to help others. We like to empower people to make their own decisions about giving and not deny them the opportunity to participate.

### **"I give through my church."**

That's wonderful. The faith community relies on our strong health and human services system. Most of us have an obligation to our faith and want to help minister to the poor and needy. One reason that people contribute to the United Way in addition to church is because they can reach even more people with many different types of help. There are numerous services provided by United Way agencies not available through religious organizations. The faith community is a major partner in providing volunteers and the identification of people in need. They often refer people to a United Way funded service or program.

### **"Why didn't my friend get help when she needed it?"**

Misunderstandings sometimes arise. As coordinator or solicitor, please get all the facts & contact your United Way representative if you anticipate a misunderstanding causing a problem with your campaign. If you have questions about United Way, their agencies, or services, call United Way's 2-1-1/First Call for Help by dialing 2-1-1.

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## **"Why should I give? I never use the services."**

We all benefit from a healthy and vital community. No one is immune to disaster, misfortune or problems. And everyone benefits from a community where people's needs are being met. Read over the list of 28 organizations and you might find that you or a member of your family has benefited from a United Way agency or service such as First Call for Help or Dolly Parton's Imagination Library.

## **"Why do we need a United Way program? Doesn't the government take care of everyone in need with tax dollars?"**

Government programs provide only the most basic services. There are many of the sick and aged, children and adults from every walk of life who need services that government just can't provide. That's why people give. They know United Way works with people from all across the community, business, government, nonprofits and private citizens to address the issues that matter most.

## **"I work for what I get. Let the others do the same."**

United Way provides a "Hand Up" not a "Hand Out". Our agencies promote self-sufficiency and independence to help strengthen families and make our communities better. Homebound sick cannot nurse themselves. Children cannot organize and operate character building, educational and recreational programs. People with mental retardation need assistance. Our programs are services to help people who can't help themselves. More than you may be aware, people rely on the goodness of others for support in times of need