



## United Way of Sheboygan County Frequently Asked Questions

### **What does United Way of Sheboygan County do?**

United Way of Sheboygan County gives you the power to make real, long-lasting change in our county by addressing the issues that matter the most in people's lives -- education, financial stability and health.

United Way makes your dollar work smarter by helping agencies that are already excellent service providers become members of our collective impact movement. We make more significant changes than any one of us could accomplish on our own when we come together for the same reason with the same goals.

The programs supported by United Way help prevent future problems, help our neighbors in crises get back on their feet, and build a stronger community for all of us.

### **How can I be sure my money is spent wisely?**

Local volunteers representing a cross-section of Sheboygan County (various backgrounds, businesses, economic and social standings) participate on the Community Action Team (CAT). CAT members are trained on the most up-to-date needs of our community and review funding applications objectively assessing the applying programs (goals, budgets, etc.) to assure that that donated dollars are used as wisely as possible. These volunteers are actively concerned with the quality of life in our community and dedicate significant hours.

This review process is United Way's assurance that contributions are being responsibly managed and monitored. Our local United Way adheres to stringent standards of accounting and financial reporting set for health and human services organizations, which is overseen by a local board of directors.

### **Why should I give to United Way of Sheboygan County instead of directly to an agency?**

Community fundraising costs would increase significantly if every agency had to raise the funds United Way provides. Please support agencies you know, but also consider a gift to United Way for the entire community network of services. It's impossible to know which agencies your family and neighbors may need some day and United Way is closely involved in the county-wide community needs assessment to assure that programs are here to help when and where needed.

We are able to support agencies through professional development, technical assistance, and also hold agencies accountable. United Way funded programs are evaluated and required to report data on their outcomes annually. We fund only trusted, proven programs to ensure that your gift is creating the most good possible in our community.

### **How does United Way of Sheboygan County select the programs it funds?**

United Way of Sheboygan County focuses on our community's most serious problems through strategic investments in education, financial stability, and health. Through in-depth research, United Way community volunteers determine which agencies' programs can best address these critical building blocks of success.



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United Way's board of directors approves funds annually based on priority alignment, program effectiveness, and agency fiscal responsibility. The evaluation process is extensive and volunteers review the programs annually to ensure they produce positive results and manage their money responsibly.

### **Does United Way of Sheboygan County fund Planned Parenthood?**

United Way of Sheboygan County does not, has not, and will not fund an abortion program or service. Planned Parenthood is not, nor has it ever been, an agency connected to our United Way and while donors can direct funds to any charitable 501(c)3 organization, United Way does not direct funds from our Community Action Fund to Planned Parenthood.

### **Does United Way of Sheboygan County support veterans?**

United Way of Sheboygan County supports programs that serve veterans in their work, but none of the programs historically or currently funded are designed to solely support veterans. The exact number of veterans served through the programs is not known as the agencies do not track that specific information. Programs that solely support veterans are welcome to apply through the open Request for Information (RFI) funding process.

### **I know someone who didn't get help from United Way when they needed it. Why not?**

United Way of Sheboygan County and your donation supports programs that help thousands of individuals every year get the help they need and improve their lives. United Way unites people to organizations that have the will, expertise and resources to create measurable results and a lasting impact. We do this through investing in Partner Agency programs and through our own community impact initiatives (PATH, CPC, Volunteer Center) managed by United Way staff and partners. We are challenged with the reality that some programs we invest in and community impact initiatives we manage - that there will be times that individuals aren't able to get their needs met due to a plethora of reasons (i.e. program eligibility requirements/restraints, agency/program capacity, nonexistent programming for needs). We welcome you to reach out to United Way staff and share your or your friend's experience, so that we can assist in problem solving. This might mean directing an individual to utilize services like 2-1-1 which United Way proudly supports, connecting them with another community resources, or convene a larger conversation with the local stakeholders to better address the needs of those in our community.

### **Who runs our United Way?**

United Way of Sheboygan County is a local, autonomous organization governed by a volunteer board of directors whose members are respected community and business leaders. Policies, activities, procedures, and programs we support are determined right here at home. The community volunteers who lead United Way come from all walks of life and reflect the cultural diversity of our area. United Way's daily operations are handled by a small, knowledgeable professional staff who work closely with our community volunteers.



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### **Are all United Ways the same?**

There are approximately 1,285 United Way organizations across the country that exist in their respective cities and towns to build community partnerships and leverage resources to create plans for long lasting community change. Though United Ways share a logo and have similar missions, each United Way organization is independently incorporated and is lead by local staff and volunteers. The work of each United Way is determined by its community's needs.

### **Does United Way of Sheboygan County belong to United Way Worldwide?**

United Way of Sheboygan County is a member of United Way Worldwide, but we are a separate, independent and locally operated organization. The mission of United Way Worldwide is to support and serve local United Ways.

### **What are United Way's overhead and administrative costs?**

The board and staff at United Way are dedicated to keeping expenses low while raising funds for the maximum community impact. United Way holds the same high standards of operations and project managing as they expect from their partner agencies.

All funds raised are used to improve the lives of our neighbors in need and management of such operations. Approximately 85% of raised funds go to program services lead by Partner Agencies and other nonprofits. Our concluding operating expenses, about 15%, are used to help maintain skilled and qualified staff as well as manage our own community impact initiatives (CPC, PATH, & Volunteer Center). This is competitive with the top 100 nonprofits in the U.S. and is well below the industry standards and recommendations from the Better Business Bureau Wise Giving Alliance and Charity Navigator.

### **If I stop working at my current employer what happens to my payroll deduction pledge?**

Your pledge does not automatically get routed to your new place of employment or to your home address.

If you change jobs or are no longer working, please call United Way of Sheboygan County at 920.458.3425. At that time, you can decide whether you are able to fulfill your original pledge, or whether you wish to adjust it. United Way offers individuals several options to fulfill your pledge. If you have switched jobs and your current employer runs a United Way campaign, it is possible to set-up payroll deduction through the new employer.

### **I feel my donation is small and insignificant.**

Every donation is important! One of the great advantages of giving through United Way is being part of a community effort that combines all our giving to make the greatest impact on meeting the needs of people in our community.

Giving in proportion to your ability gives a sense of belonging to a larger community a makes a direct impact on making it a better place for all of us to live, work, and play. Many people find that giving through payroll deduction allows them to make a contribution that fits their budget.



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### **My employer forces me to give to United Way.**

Giving is a personal decision and must always be voluntary. United Way of Sheboygan County does not believe in coercion. If you feel you've been forced to give, please do not hesitate to contact us at 920-458-3425 or [info@uwofsc.org](mailto:info@uwofsc.org).

### **Our employees and their families are struggling. How can we ask them to give?**

Some of the most generous donors are those who themselves needed a helping hand from our community. Everyone should be given an opportunity to express caring through charitable giving, to enjoy the emotional reward that comes from knowing that he or she has helped our community become stronger and safer. Only the donor can determine whether he or she can afford to give at this

time. Thanks to payroll deduction, even a small amount each pay period can add up over the year and give the employee a real feeling of connection to our community.

### **How can I get involved with United Way of Sheboygan County as a volunteer?**

United Way has several volunteer opportunities, such as campaign, community impact, board member, etc. United Way can also put you in touch with numerous agencies that have volunteer opportunities through our volunteer center at [www.uwofsc.org/volunteer](http://www.uwofsc.org/volunteer).