

FREQUENTLY ASKED QUESTIONS

YOU'VE GOT QUESTIONS, WE'VE GOT ANSWERS!

What does United Way of North Central Iowa do?

United Way of North Central Iowa (UWNCI) goes beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues. It works with business, government and partner agencies to fight for every person in our community to ensure students enter school ready to succeed, youth transition into adulthood supported by their community, families are financially stable, seniors live safely in their own homes, and everyone is supported during times of crisis. We do this by assessing community conditions, investing in focused community impact goals and measuring results to create long-term change for generations to come.

Why should I participate in the United Way Campaign?

United Way provides a strong foundation for community change by focusing investments to strengthen investments, to strengthen our community, and create opportunities for a better life for all. When you give to United Way, you help support community partnerships, collaborations, and programs that United Way knows achieve measurable results in education, income, health, and basic needs. You can be confident that your personal investments are helping to bring about long term change so that children have the opportunities to excel in school; help hardworking people make ends meet; increase access to critical healthcare services; supporting basic needs assistance for individuals and families.

Where does the money go?

Your contributions fund large scale collaborations, individual agencies, and specific programs focused on the most significant community needs in the areas of education, financial stability, and health right here in north central Iowa. Our partner collaborations and partner agencies work together to serve those living in Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth Counties.

What if I can't afford to give?

By using United Way's payroll deduction plan, 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 one \$5 latte a week can add up to over \$260, which could provide two weeks of childcare so a single mother can work.

Why choose the United Way Community Impact Fund?

United Way provides an opportunity for your one gift to support a variety of local needs. Making significant progress on community-wide problems requires a community-wide effort. Resources of nonprofit services providers are most effectively used if they are aligned and collectively deployed. Contributing to the Community Impact Fund supports an effort of collective impact, with your dollars being strategically allocated to a variety of organizations, programs and partnerships that work together toward better health, education and financial stability of our residents. We know that community issues don't stand alone. Financial stability of a family depends on education, and health is related to both financial stability and education. The problems are interrelated and it makes sense that the solutions are interrelated. Through the Community Impact Fund, the contributions of thousands of individual donors become a force for change in the community. Through one gift to United Way, you can accomplish so much good!

What else does United Way do besides Fund agencies?

In addition to raising and investing dollars, United Way brings together community stakeholders, contributors, and agency partners to create collaborative and innovative approaches to help solve community issues. Visit www.unitedwaynci.org and click on OUR WORK to learn more.

Can I give directly to my favorite agency?

The donor designation program is comprehensive, allowing designations to other United Ways, affiliated agencies, non-affiliated agencies, and three impact areas, (as well as an option to exclude any affiliated agency.) A donor may designate a portion or the full amount of his or her contribution to any 501(c)3 nonprofit organization.

FREQUENTLY ASKED QUESTIONS CONTINUED

Why isn't my favorite non-profit funded by United Way?

In some cases, an agency may be doing great work, but it may not have programs that align with United Way's community impact goals. In other cases, the agency may not meet United Way's rigorous criteria for performance and accountability. Even though UWNCI raises money each year, there is typically nearly double the request for funding than available funds.

How do I know United Way is efficient with my donation?

United Way of North Central Iowa is committed to accountability and transparency when investing donor dollars. Each partner agency is vetted through a rigorous application process and reviewed by highly trained community volunteers and programs are carefully screened before your contribution is invested. The Finance Committee and Board of Directors review financial statements monthly to ensure adherence to the budget. An independent account firm audits UWNCI once a year and the Finance Committee and Board of Directors must review and approve this audit each year.

How does United Way pay for its events?

Annual events such as Day of Caring, boost morale and create energy among volunteers. Nearly all costs for these events are paid through generous corporate sponsorships. United Way's corporate partners help to offset many operational costs such as campaign materials, events, and administrative fees.

How do people get help from United Way?

United Way supports over 25 programs in north central Iowa that help people every day. A list of these programs and our partner agencies can be found on our website. People looking for assistance should contact 2-1-1 for free referral services or visit www.211iowa.org.

I haven't ever used United Way services. Why should I give?

United Way funded services help everyone. A popular misconception is that only the jobless and truly "at-risk" individuals benefit from United Way and its partner programs. Every type of person has problems and needs, some of which are marital problems, troubled teens, aging parents, and children with special needs. United Way services are available to all. Your United Way contribution helps your co-workers, friends, neighbors, and family. Our funding services impact 2 out of 3 area citizens.

Who makes the decisions as to what area programs receive funding and how much?

You do! Seriously, volunteers and community citizens just like you make those decisions. Each year, once the campaign concludes, a Community Impact Team is assembled. The volunteers on this committee participate on various panels that review applications, visit sites, and hear presentations from the programs requesting funding. The panels then deliberate and provide a final recommendation of funding. Those recommendations are sent to the United Way of North Central Iowa Board of Directors for final approval. Community investment = community decisions! Any donor, like you, can serve in this process.

Does the money raised stay local?

Yes! Funds raised in north Iowa stay in north Iowa and impact our 8 county region serving Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth.