

# FREQUENTLY ASKED QUESTIONS

Below are some of the most common questions we get during the campaign. Your United Way Account Manager can also help answer questions as they come up.

## CAMPAIGN QUESTIONS

### HOW DO I INCREASE PARTICIPATION OR GIFTS?

- Establish and announce a company-wide incentive for meeting your goal.
- Offer individual incentives, such as a special prize drawing or jeans day.
- Emphasize a corporate match if your company offers one.
- Highlight the ease of payroll deduction.
- Host a meeting for donors to learn about leadership giving or Women United.

### WHERE CAN I FIND MORE INFORMATION ABOUT UNITED WAY?

Visit [heartaruw.org](http://heartaruw.org) to learn more about United Way.

## DONOR QUESTIONS

### WHO DOES UNITED WAY SERVE?

Heart of Arkansas United Way focuses its work on ALICE: our Asset Limited, Income Constrained, Employed neighbors. In Arkansas, 16% of our population lives below the Federal Poverty Line, and an additional 31% don't earn enough to meet a basic cost of living in our communities. ALICE is at the heart of everything we do. At United Way, we're meeting ALICE's basic needs, investing in ALICE's future, and working to create conditions where more of our neighbors can live safe, stable, happy lives.

### WHAT ARE MY OPTIONS FOR GIVING TO UNITED WAY?

Heart of Arkansas United Way is continually evolving to respond to both our customer's desires as well as our region's needs. Donors have the option to designate their gift in three ways: to United Way's Community Investment Fund, to one of United Way's areas of focus, or to a specific 501(c)3 tax exempt organization.

### WHAT IS THE UNITED WAY COMMUNITY INVESTMENT FUND?

The Community Investment Fund is made up of all undesignated donations we receive. Your gift joins thousands of other contributions to change the odds for countless individuals and families in our region. Through your undesignated gift to the Community Investment Fund, United Way will continue to support individual agency programs that have address the greatest needs in our community. The Community Investment Fund also supports United Way's projects and partnerships with leaders across our community.

### HOW DOES UNITED WAY DECIDE WHICH AGENCIES TO FUND?

The Community Investment Committee is made up of volunteers. These volunteers review grant applications and visit each agency that applies for funding to determine how they can make the biggest impact.

## **WILL THE MONEY I GIVE TO UNITED WAY GO OUTSIDE THE COMMUNITY?**

No. The money raised in our community stays in our community, unless you, as the donor, request that it be sent to an organization our community or another United Way. Heart of Arkansas United Way does pay annual dues to United Way Worldwide, the trade association for United Ways. Those dues (which amount to about one and a half cents of every dollar given) represent the only money that leaves Central Arkansas – and those dollars eventually are returned to the community in services received.

## **I ALREADY GIVE TO MY FAVORITE CHARITY, SO WHY SUPPORT THE UNITED WAY COMMUNITY INVESTMENT FUND?**

- Economy of scale helps us effectively fundraise for many area nonprofits. Giving through United Way reduces costly and time-consuming fundraising efforts for those agencies, so their time can be spent helping those in need.
- We know our donors care deeply about our community, and United Way offers them the chance to use their gift to invest in strengthening our community in many different ways. Through strategic partnerships and Community Impact programming around our focus areas, and through grants to nonprofits who are making measurable impact based on existing best practices, we have the opportunity to make long-term, sustainable change.
- Most of us have organizations we support because we know something about them. With United Way you can also support programs that address needs that you know very little or nothing about. United Way volunteers monitor community needs and support programs and collaborations to address those needs.

## **WHAT KIND OF ORGANIZATIONS CAN I DESIGNATE TO?**

To reduce our administrative cost, we recommend the following: Donors may consider designating half of their gift of \$100 or more to up to two 501(c)3 tax exempt organizations. We encourage donors to give special consideration to health and human service agencies.