

### 1. What is United Way of Northeast Florida?

United Way is a nonprofit organization that works in partnership with volunteers, community organizations and leaders, investing community resources to tackle critical issues facing children, youth and families. United Way brings together knowledgeable volunteers and community partners, who employ local and national research to direct Community Impact Fund and grant dollars to address pressing health and human service needs to create opportunities for a better life for all.

### 2. How is United Way of Northeast Florida governed?

A local, volunteer Board of Trustees makes all policy decisions for United Way, while a professional staff administers the day-to-day operations, including measuring the impact of funded programs and reporting results. A volunteer Board of Directors, volunteer committees and approximately 6,000 – all local – unpaid volunteers oversee the operations and help carry out policies for all major functions of United Way.

### 3. How is United Way making sure my Community Impact Fund gift is well spent?

Investing in United Way's Community Impact Fund is the best way to be certain that your dollars are well spent. More than 100 local, unpaid volunteers rigorously review programs for measurable results, financial stability and appropriate use of United Way funding. These volunteers study the most serious health and human service issues of our community and determine the best ways to make a meaningful impact on these problems. The issues facing today's society are increasingly complex, requiring a coordinated community-wide response; your gift to the Community Impact Fund ensures that your crucial resources fund comprehensive solutions.

### 4. What is United Way of Northeast Florida's relationship with United Way of America?

United Way of Northeast Florida is a separate, local organization governed by a local, volunteer Board of Trustees and Board of Directors. United Way of America is a service association to which local United Ways belong. Through this affiliation, United Way of Northeast Florida receives services such as staff and volunteer training, data, campaign analysis, market and performance research, advertising, human resources assistance, and national campaign data and comparisons.

### 5. I give to my church and several other local charities. This is a personal decision, why should I get involved at the office?

The local charities you support cannot address all the needs of our community. Giving to the United Way Community Impact Fund addresses our community's most pressing health and social services needs. Many

companies offer an employee match on the gift, so giving at the office is in some cases a way to double your gift. Payroll deduction offers convenience and an opportunity to spread the financial impact of your gift over a one-year time period.

### 6. How can United Way afford its advertising?

National and local commercials, including the NFL advertising provided through United Way of America, are provided at little cost to United Way of Northeast Florida. Jacksonville now has national advertisements with the NFL in affiliation with the Jacksonville Jaguars. Newspapers, electronic media and corporate advertisers are great supporters of United Way, donating or reducing costs for time and space for these promotions as just one facet of their support. In addition, many companies make "in-kind" donations to offset the cost of some materials or events.

### 7. What are my choices for giving?

You have five choices when giving:

**United Way's Community Impact Fund** - Giving to the Community Impact Fund is the only way to make a lasting positive change in people's lives through one gift. The issues we face in our society are complex, requiring multiple responses and opportunities for assistance. For example, it takes several agencies working together to help a young person who has been abused to avoid drugs, dropping out of school and becoming a parent.

**Direct Donation To Resolve An Issue** - Through the Community Impact Fund, United Way is investing donor dollars toward eight issue areas. The funding to each issue area is diverse ensuring that the issue is addressed in a comprehensive way. You can direct your giving to the resolution of any of the eight issues.

**Designate An Agency** - If you have a personal relationship with a particular health or human service agency, you may choose to designate a gift directly to that agency in addition to a gift to the Community Impact Fund. An agency must be eligible to receive tax-deductible gifts. The use of designated gifts is at the discretion of the agency and is not monitored by United Way through its allocation process.

**Exclude An Agency** - If you have concerns about a particular agency and want to make sure they do not receive your Community Impact Fund donation, you may exclude an agency on your pledge form. United Way's sophisticated accounting software will ensure that your gift is used to your specifications.

**Combination Giving** - If you choose to designate a gift to an agency, please consider doing so over and above a generous gift to the Community Impact Fund. Doing so will ensure that your investment in Northeast Florida will bring lasting, positive changes in people's lives.

**8. How do agencies receive their designations?**

Designations will be given to agencies in addition to any Community Impact Fund dollars distributed to agency programs. The designations will be sent to the agencies throughout the year once the Campaign has closed and all designation reports have been submitted. These designations will be reduced by administrative and fundraising costs. Beyond these costs, United Way distributes all pledged funds that are actually paid.

**9. What is United Way's policy against pressuring employees to give?**

United Way of Northeast Florida is against coercion. Its policy states that under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter and a personal decision; whether people give and how much they choose to give is up to each individual. The purpose of United Way is to offer people an opportunity to help others through their giving. We hope you will contribute because you are able to and because you want to make a difference in our community.

**10. Is my Community Impact Fund donation used locally?**

Yes. All 90 programs which received Community Impact Fund dollars are based in and serve Northeast Florida. In addition, all these programs are reviewed by donors who commit to being trained and personally visiting the programs. They meet with program and agency staff and volunteers, and people who have been helped by the program to hear in their words the value of the program. They also monitor the success of the program through measurable objectives, and accounting experts review the agencies' financial statements to ensure United Way dollars are spent appropriately and the agency is financially stable.

**11. How does United Way work in the community?**

United Way of Northeast Florida believes that community coalitions and collaborations provide comprehensive, cost-effective approaches to complex problems. United Way leads some community coalitions and collaborations and participates on many others. These efforts help avoid duplication and positively affect your family and neighbors through the thoughtful allocation of resources.

Through the Community Impact Fund, United Way is addressing eight community issues. We are not alone in our efforts. Our partnership with other community funders and with service providers leverages your donation. Working together we can accomplish more than alone. Please ask your campaign manager for a detailed listing of the issues we are addressing through the Community Impact Fund and the partnerships that enhance and expand our effectiveness.

**12. If I stop working, what happens to my pledge?**

Should you stop working, your payroll deduction pledge stops too. Your pledge through United Way is made in good faith based upon your employment. You may fulfill the remainder of your pledge by writing a check, using a credit

card or having United Way bill you directly. When you start a new job, ask to sign up for payroll deduction again or call United Way at 390-3200 for further details.

**13. Is my United Way contribution tax deductible?**

Yes, the Internal Revenue Service has determined that United Way of Northeast Florida is eligible to receive tax deductible contributions under section 501(c) (3) of the Internal Revenue Code.

**14. Why does United Way hold group meetings or rallies?**

United Way believes that employees should receive information and education about the community's needs and how money given through United Way is invested in the community to meet those needs. This information and education enables employees to make their own giving decisions. United Way encourages companies and organizations to hold group meetings in order to reach all employees. It is up to each company and organization to determine the method used to reach employees.

**15. How do I find information about agency services when I need help?**

Dial United Way 2-1-1 for help at any time of day or night, seven days a week. United Way 2-1-1 is a 24-hour information and referral help line that provides information and assistance to more than 3,500 programs and services ranging from child and adolescent mental health counseling to emergency financial assistance.

**16. What is United Way's overhead?**

United Way's overhead calculation meets United Way of America Standards of Excellence and is consistent with not-for-profit reporting. This standard uses the IRS Form 990, giving donors and watchdog organizations easy access to reported data for increased comparability. Using this method, United Way's overhead, based on the most recently filed Form 990 for fiscal year ended June 30, 2008, is 11.17%.

NOTE: The Better Business Bureau's Wise Giving Alliance suggests total fundraising costs not exceed 35 percent of total contributed income and that total fundraising and administrative costs not exceed 35 percent of total income. United Way of Northeast Florida is pleased that our overhead costs fall well within this range.