

# FREQUENTLY ASKED QUESTIONS

## Why should I give through the United Way campaign?

When you give through United Way, you join a movement of thousands of donors who are committed to improving lives and strengthening local communities. A gift made through United Way:

- Can be made easily and efficiently through payroll deduction.
- Saves eligible nonprofits fundraising costs, and increases their access to potential donors.
- Connects supporters with a larger philanthropic effort that strengthens the community.
- Is pooled with many others and strategically invested in partners that deliver Impact.

## Where does my money go?

- During the last campaign in 2017-18, donors contributed \$24.6 million to the Impact Fund to fight poverty in local communities throughout the Greater Philadelphia and Southern New Jersey region.
- Gifts to the Impact Fund fuel a two-generation approach to building youth success and family stability to help more people break the cycle of poverty. Each dollar invested strengthens high-quality partner organizations and funds interventions proven to make the biggest difference: early grade literacy, workforce development and asset-building.
- Through the Impact Fund, United Way strengthens and builds the capacity of the regional nonprofit sector by combining grant-making with volunteer mobilization, advocacy support and public awareness campaigns, convening power, leveraged funding,

community expertise and low-cost fundraising – all of which are part of the work and value of United Way of Greater Philadelphia and Southern New Jersey.

- For more information on United Way's Impact Fund, visit [unitedforimpact.org/our-cause/impact-fund/](http://unitedforimpact.org/our-cause/impact-fund/).

## Why should I give to United Way's Impact Fund?

- You join a movement of more than 100,000 donors who are committed to ending poverty in our region.
- You fund a strategic, holistic two-generation approach to breaking the cycle of poverty that focuses on supporting youth success and stable individuals and families in southeastern Pennsylvania and southern New Jersey.
- Our Impact partners undergo a rigorous, objective evaluation process and deliver measurable, lasting results that change lives and strengthen communities.

## If someone needs help, how do they access help from United Way?

Anyone seeking help should start with the 2-1-1 non-emergency hotline. It is a free, confidential, 24/7, easy-to-remember phone number that connects residents with important health and human services in their local communities— for everyday needs and in crisis situations. With support from our Impact Fund, highly trained 2-1-1 call specialists can connect with an extensive network of databases to help identify residents' needs, find solutions and make local referrals to agencies that may be able to help.

## How much of my gift reaches the agency that I have designated to?

- In the 2017-18 campaign, donors designated \$15.2 million to eligible nonprofit organizations.
- Our United Way recovers 12.5 cents per dollar from each gift to recover the costs we incur to raise, collect, administer and distribute gifts from the campaign. These costs include fundraising, marketing, pledge processing, customer service, finance and information technology.

## If United Way deducts an administrative fee and the organization then deducts more overhead, doesn't this duplicate overhead costs?

United Way's fee recovers our fundraising and administrative costs. The organization may have additional overhead expenses related to their delivery of services but United Way has saved them the expense of fundraising for this contribution. United Way's fundraising provides nonprofit organizations with access to workplaces and donors to which they typically have no access.

## How do I designate my contributions to another United Way or nonprofit organization?

- Gifts of \$24 or more can be designated to 501c3 organizations that are in good standing with the IRS and are in compliance with the USA Patriot Act.
- If we find that the organization you choose is ineligible, United Way will notify you so that you may redirect your investment. If we do not hear from you, if your designation is less than \$24, or if you have not provided sufficient information for us to identify the organization, your designation will be redirected to United Way's Impact Fund.
- If an agency you choose is eligible but becomes ineligible at any point in the distribution schedule – such as when an agency's nonprofit status is revoked

or the agency goes out of business – United Way will direct the remaining portion of your gift amounts to United Way's Impact Fund.

*Please note that United Way does not monitor agencies that participate in our donor choice program except to certify that they are a 501c3 organization in good standing with the IRS and are in compliance with the USA Patriot Act.*

## Will I get a receipt for my gift for tax purposes?

- For gifts of \$250 or more paid for by cash, check or credit card, United Way will send you an e-mail receipt no later than March 1 of the following year. To help us expedite processing, please be sure to provide us with your preferred e-mail address.
- For gifts made by payroll deduction, IRS regulations do not require nonprofit organizations to send a tax receipt. To substantiate your gift for tax purposes, you will need a copy of your e-mail receipt or pledge form AND a pay stub, a W-2 Form or another employer furnished document that sets forth the amount withheld for payment to United Way.
- For gifts of securities, United Way will mail a tax receipt within 30 days of donation.

## How soon do designated gifts reach the intended recipients?

United Way distributes funds to designated organizations promptly, after receiving payment from donors. Payroll deduction gifts are distributed throughout the year, after payments are received from employers.

In most cases, UWGPSNJ distributes all designated gifts within 60 days of receiving payment. Those that have provided banking details are paid on a bi-monthly basis via ACH transfer and those that have not provided banking details are sent paper checks twice a year (February and June). We strongly encourage agencies to provide us with their banking information so that we can pay them through ACH transfer as it is most efficient.