



## Commonly Asked Questions and Responses

### **How do we know that our contributions are being used properly?**

Donating to the Community Impact Fund ensures a careful screening of funded programs that align and meet with community-driven strategies to measure success and ensure your donations is making the greatest possible impact

### **Why didn't my friend get help when he/she needed it?**

If you receive a complaint about a United Way agency, please get the facts and call the United Way office. Sometimes there is just no help available for a particular need; this is why your support is so vital.

### **How much should I give?**

Giving is a personal matter based on your desire to help others, your interest in the community and your own financial ability. How much is a personal and voluntary decision. In an effort to help those who would like some suggestions, guidelines are included on employee pledge form regarding the Fair Share and Leadership Giving programs.

### **Why should I give to the United Way when I could give directly to a specific agency?**

You can designate your gift to any charitable tax-exempt organization of your choice. When you give to the United Way the impact of your gift is multiplied. Your gift is added to the gifts of other contributors and is distributed to programs that have a proven record of success. A group of community volunteers works year round to determine the best way to invest campaign dollars and create measurable impact in the community. When you give to the United Way's Community Impact Fund you can be assured that the dollars are going where they will efficiently and effectively impact our community.

### **What are the United Way's Administrative costs?**

United Way's overhead costs are 14%. Most "watch dog" groups like the Better Business Bureau suggest that a charity's overhead should not exceed 30%. Eighty-six cents of every dollar raised by United Way of Pitt County is invested in community programs.

### **Does the United Way fund the Boy Scouts?**

Yes the local East Carolina Council of Boy Scouts is funded by the United Way of Pitt County. Specifically, the Boy Scout's "STEM Scouting Afterschool Program" for at-risk youth is supported by United Way of Pitt County.

### **When will my payroll deduction donations begin?**

Check with your United Way Campaign Coordinator for the start of your donation. Most





campaigns that are conducted in the fall begin their payroll deductions in January of the upcoming year.

**I already give/volunteer my time/ I give to my church:**

Thank you! I am glad you already understand the value of giving to our community. Let me show you how you can greatly increase your impact with just a small contribution. (Explain what a donation can accomplish).

**Why do you use the money we give to buy gifts?**

Your contributions are not used to purchase the gifts. All the money you donate through the campaign is sent to the United Way. The gifts are paid for by community-minded companies as a thank you for your support of the United Way.

**Can I designate my gift?**

Yes, donors can designate their gift to any charitable organization that is registered 501(c)3 tax-exempt organization. They can designate by noting their intention on the pledge form. The designation must be at least \$50. The United Way's overhead cost and an allowance for collection loss is applied to all contributions including designations. The overhead charge however is waived for designations to another United Way.

Questions? Contact the United Way office at 252-758-1604 or via email [uway@uwpcnc.org](mailto:uway@uwpcnc.org).

