Crye-Leike’s United Way Campaign
October 23 through November 20, 2017

Frequently Asked Questions

“What does United Way do?”

United Way is engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. As the largest privately-funded nonprofit in the world, United Way creates solutions that build stronger communities. United Way is improving education, strengthening financial stability and making communities healthier. But they don’t do it alone. Nearly 2.6 million volunteers and 9.6 million donors are engaged with United Way across the world to advance community-based and community-led solutions.

United Way brings people and organizations together to do more together than any of us can do on our own. Employers, nonprofits, government, faith organizations, educators, labor, health providers, community leaders, youth and many others partner with us. Together, United Way tackles some of the world’s toughest issues. United Way is after solutions that create real change. It’s not simple, or easy. But United Way is making progress, and seeing results.

“What are the advantages of giving to United Way?”

- It’s local. Your money goes to support your local community.
- It’s accountable. Volunteers decide which programs receive funds.
- It’s efficient. Utilizing hundreds of community volunteers help to keep costs low.
- It’s effective. By bringing the community together, United Way accomplishes much more than any one person or organization can do alone.

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“Why are Workplace Campaigns important?”

United Way multiplies the impact of your gift by combining everyone’s donation which allows United Way to help make the GREATEST impact when addressing needs in the community. In fact, anyone who works or lives in your local community can be served.

“United Way’s three focus areas or ‘Building Blocks’ are?”

- **Education**: Removing Barriers to Learning
- **Financial Stability**: Reducing the Burdens of Financial Need
- **Health**: Supporting the Most Vulnerable

“Who benefits from my gift?”

In one word—Everyone! Your neighbors, co-workers, even your own family may have used United Way-funded programs. Emergency food, shelter, and other crisis prevention programs are just the beginning. If you have a child in scouts, or an elderly parent who receives in-home care or meals, you have benefited.

"Our employees are low-paid, and/or some agents have had a bad commission month; I don't want to ask them to give."

Almost universally, people have a need to help others. Even an employee donating a small amount each week through payroll deduction or an agent giving less than they feel worth giving can give an individual a sense of belonging to a larger community, a sense of making a difference. The amount of an individual’s gift when combined with others, will have a huge impact on the health and safety of your community.

United Way believes that all individuals should be given an opportunity to express themselves through charitable giving and to enjoy the emotional reward that comes from knowing that they've helped make our community a safer, healthier place.
“What is United Way’s overhead and administrative costs?”

Overhead rates vary at local United Ways. The U.S. United Way network’s administration/overhead rate of 13.8% is very competitive with the nation’s top 100 nonprofits. It’s well below industry standards and recommendations (like the Better Business Bureau Wise Giving Alliance at 35% and the Office of Personnel Management/OPM at 25%). United Way helps hundreds of other nonprofits maintain low overhead rates, too.

If you want information about your United Way’s expense or overhead rates, please contact your local United Way.

United Way is this efficient because community support and participation keep costs to a bare minimum. Examples: Volunteers serve on the Board of Directors. Volunteers serve in the investment process. Executives are “loaned” by businesses to aid in fundraising. Media services – radio, television, newspapers – donate time and space. But efficiency is not the only reason to give to United Way. Being part of a powerful effort to make our region stronger for all of us – that’s the best reason to give.

“I feel pressured to give at my workplace.”

Giving should always be a personal matter and decision, free from coercion. Crye-Leike doesn’t want our campaign using undue pressure in any way, shape or form. That’s not who we are, and it’s in direct conflict with Crye-Leike’s and United Way’s operating standards.

Our Crye-Leike United Way training program for our Team Captains emphasizes the use of information and education, not pressure tactics.

Crye-Leike’s 100 Percent Participation Goal is offered as an incentive and reminder that everyone in the office has an opportunity to give. That is measured by everyone in your office going online to their personalized Crye-Leike E-Pledge Donation Form to make their personal choice of whether or not to donate to United Way.
United Way believes that the most responsive contributors are those who have the opportunity to become informed and involved. So your job as a Team Captain is to provide that education about United Way through handing out brochures and securing speakers from your local United Way to present at your office. Consider joining with another office for a group United Way meeting, or organize an office agency tour as a way to learn together.

"What if I want to give to an agency that is not supported by United Way?"

You certainly may, but you shouldn't do that through United Way. Why? Because United Way is not in the "business" of raising money for non-profit agencies. United Way exists for only one reason – to help us come together as one community to identify and work on the issues we consider most important. The United Way Campaign is your chance to make a powerful investment in a carefully crafted plan designed to make our community stronger. All United Way asks is that you reserve United Way campaign time for your community. By giving to United Way, you've just added an entire regional community to your portfolio of caring.

"My taxes take care of the less fortunate."

State and federal taxes do support some health and human services, primarily through public assistance programs. But taxes can't do it all. United Way's Plan has specific strategies aimed at increasing the economic self-sufficiency of families and individuals in our community. The result? Fewer people requiring public assistance. Also, issues of health, shelter and natural disasters – issues that sometimes fall outside most public assistance programs, affect many in our regional community. United Way continues its commitment to strengthening the social fabric of our community by helping meet basic needs.

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"My spouse gives for both of us."

The success of our community's plan to help people and change conditions that lead to crime and violence depends on each working person making a generous gift. We each have a community responsibility and United Way makes it possible for each of us to be powerful investors in community change.

“I need help with medical issues and other services.”

The best way to find available resources in your area is by calling United Way’s 2-1-1 help number. It’s a 3-digit number like 9-1-1, but for access to health and human services. Calling 2-1-1 will get you a trained resource and referral specialist, who will know what services are available in your area. Sometimes the 2-1-1 line can be a problem from a cell phone, or may not yet be available in your immediate area. If you can’t get through on 2-1-1, you can go to www.211.org and type in your zip code. It will usually provide an alternate number.

If you are having medical issues, you might also want to check with the case manager/social worker at your local medical facility. They are often very helpful in accessing available resources. If you have trouble, you can call your local United Way and they may be able to point you in the right direction.

“Do I get a receipt for my donation?”

It depends on the amount of your gift and how it was made. If you made your gift through payroll deduction, new IRS rules require you to substantiate your payroll deduction gift with a copy of your confirmation from your online pledge in addition to your employer’s statement (December 31 pay stub or your W-2) of the amount withheld. Please keep a copy of your pledge confirmation with your tax records.

For gifts of $250 or greater paid in individual payments, receipts are mailed out by the end of January. Per tax law, this receipt also confirms that the donor did not receive any goods or services in exchange for their gift. Gifts less than $250 do not, by tax law, require a receipt from the charity that receives it. However, you will need a copy of your pledge card or confirmation, if you gave online.

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"How many agencies does United Way fund?"

Being that Crye-Leike’s United Way Campaign covers nine states and each United Way is independently operated, that is a question that you will need to ask your local United Way to confirm how many agencies they in fact support. And those numbers change yearly.

But there’s a different way to look at the issue. Because United Way doesn't fund agencies – it funds a network of programs and initiatives, which are working together to make our community stronger. All of these funded programs are directly connected to one or more of United Way's three building blocks to make our community safer and stronger or to meet basic needs. United Way collaborates with school systems, nonprofit agency programs, churches and community stakeholders.

Remember this – when any agency or organization or group applies for United Way funding, they present a program or programs that specifically support one of the three building blocks or meet basic needs. Volunteer investment experts review the case for funding and determine if investing in that particular program will indeed further our community’s goal for that strategy.