

MANAGING QUESTIONS with UP-TO-DATE ANSWERS



Your peers may have questions or concerns regarding United Way or your campaign. Your sincerity and personal commitment are the best tools to use when responding to a question.

Since some questions are based on misconceptions, providing the correct information usually helps to overcome the question, which may lead to a pledge or plant the seed for future years. Most questions are good, valid and probably address the concerns of others in the audience.

Tips for managing questions

- Listen to what is being said. Listening promotes openness and acceptance.
- Establish rapport. Questions are not personal and may just be a temporary stall.
- Do not argue if you receive questions from someone
- Answer questions with facts
- Say thank you. Regardless of the individual's response, always leave with a smile and a 'thank you.'

What is United Way of the Ohio Valley (UWOV)? United Way of the Ohio Valley (UWOV) is a local independent, non-profit organization. Today UWOV is the largest local charitable founder of health and human services in our service area, changing more lives in more ways than any single organization can. UWOV invests in local agencies and programs (touching the lives of two in three people in our community at some point in their lives) by staying true to its mission: to improve lives by mobilizing the caring power of our community.

Who runs United Way of the Ohio Valley? UWOV is governed by a local volunteer Board of Directors and supported by thousands of other volunteers in a variety of programs and activities. Professional staff supports the volunteers. Community volunteers serve on committees that carefully balance community needs and resources and distribute funds where they will make the greatest impact. These volunteers give of their time to make UWOV work, keeping costs to a minimum and maximizing the amount going directly to services that help people.

Who are the volunteers that decide how much money each agency gets from the United Way? Investors – people like you – make all United Way decisions, including funding for agencies & programs. In fact, if you are interested, we can place you on a Community Investment team that reviews and recommends funding. That process includes research and intensive review of agency programs and budgets. They continue to be monitored throughout the year by volunteer leaders of those Community Investment team to insure that investors' dollars are being used wisely and fairly to benefit as many people as possible. United Way volunteers in each county make their recommendation to United Way of the Ohio Valley Board of Directors (UWOV). Ultimately, the UWOV board approves each counties' recommendation.

Do all United Ways across the nation fund the same agencies? No. Neither the decisions of the United Way of America nor the decisions of other United Ways affect how your local United Way volunteers and donors make funding decisions. One of the beauties of the United Way system is that *each United Way is run by local volunteers and donors*, and our investors' dollars are used right here in our community.

Does United Way fund Planned Parenthood? United Way of the Ohio Valley has never funded Planned Parenthood. No United Way Worldwide funds are currently used, or have ever been used to support abortion services. To view the full statement from United Way Worldwide listed in FAQ see <http://unitedway.org/contact-us/faqs>.

Will United Way continue to fund Boy Scouts of America? The Boy Scouts of America upholds the right of religious freedom of the Chartered Organizations to choose adult volunteer leaders based on beliefs consistent with their organizational doctrine, regardless of policy change. Currently Boy Scouts, Lincoln Heritage Council continues to receive funds from United Way of the Ohio Valley. The new policy allows local chartered Organizations (churches) to select and approve their own adult volunteer leadership provided they meet all leadership criteria and criminal background checks. This continues Scouting's longstanding policy of Chartered Organizations selecting their own leaders. This change also allows Scouting's members and parents to select local Units and Chartered Organizations that are in line with their personal beliefs and family's needs. For more information visit <http://www.scouting.org/>

When my pledge is deducted from my paycheck, where does my money go? Your firm sends funds deducted from your paycheck to United Way. United Way in turn, invests these funds in cost-effective programs through our community-wide care or to an agency that you designate. Funds given to our community-wide care are distributed to local non-profit organizations through a competitive application process to ensure that responsible organizations receive your funds.

As a contributor, do I have choices about whom my gift will help? Yes, it's your pledge, and it's your choice! You have several choices when you complete your pledge form. Through our community-wide care, you will do the most with your pledge by making an impact on the greatest issues affecting our community: helping children succeed in school; helping families & individuals with financial stability; and help people improve their health.

How can I be sure my gift is spent wisely? Hundreds of local volunteer experts study community needs, set goals, raise dollars, review budgets, and monitor agencies to make sure that donated dollars are used wisely. United Way of the Ohio Valley adheres to the stringent standards of accounting and financial reporting set for voluntary health and human service organizations.

How do people get help from United Way? United Way supports more than **70** agencies that help people every day. While United Way does not provide direct services to individuals and families, we can help make confidential referrals to organizations that provide help with counseling, job training, emergency assistance and other basic needs.

How much of my dollars goes to United Way of America and why do you send it? Of each dollar raised in this United Way, one penny is sent to the national trade organization, United Way Worldwide. Our local United Way Board of Directors feels it receives invaluable services by being a United Way Worldwide member. Such services include market research, reduced costs on printed materials and campaign supplies, national networking with other campaign and community investment United Ways, training, and access to National Corporate Leadership accounts.

What is my local United Way's Management cost? Management cost associated with running this year's campaign is 18.65%. The figure is verified in our local United Way annual financial statements. The percentage is very reasonable when compared to comparable nonprofits. National monitoring agencies recommend that charitable organizations spend a maximum of 25 to 40 percent of funds raised for administrative and fund raising costs.

Can I donate stock and other securities to United Way? Yes, United Way welcomes this kind of gift. Each year several individuals and families support critical community services and derive tax benefits by making gifts of stocks and other securities. Please call your local United Way office at 270-684-0668. We will be happy to answer your questions and work directly with you.

Do people ever include a gift to United Way when they make a will? Yes, many donors wish to continue their support of United Way. One way to do so is include United Way in your will. Please call our local United Way office at 270-684-0668 for more information about a broad variety of planned giving opportunities.

Does United Way monitor its funded human service partners to ensure that they are using my gift wisely? Yes. Community impact volunteers review each Funded Partner's extensive reports including outside audits. Staff and volunteers monitor those partners to ensure that funds are used efficiently and effectively to create lasting outcomes in the lives that need it most. United Way volunteers require their partner agencies to use client outcomes to measure their success in helping people.

I give directly to XYZ charity. Why should I give to United Way? Please take a look at the United Way brochure to see the vast array of nonprofits your local United Way supports. When you support United Way, you are improving the condition of all people in the community.

Why should I make my gift through United Way instead of giving directly to agencies of my choice? United Way helps thousands of people, so when you make a gift to United Way, you are supporting a variety of needs. The United Way system provides you with an easy, effective method for meeting your charitable goals. It offers something unique, a proven method to join with others to identify the human care issues that matter most, develop a plan and get results. United Way brings our community together to do things that none of us can alone. I encourage you to look at the United Way brochure or go online to www.uwov.org and see the vast array of nonprofits your local United Way supports.

I didn't get a raise; how am I supposed to increase my gift? Acknowledge the person's circumstances. Ask that they evaluate their capacity to give and do the best they can.

I can't afford to give to United Way. Every gift to United Way of the Ohio Valley, no matter its size, makes a difference in our community. Many people find that giving through payroll deduction allows them to make a contribution that fits their budget. One of the greatest advantages of giving through United Way of the Ohio Valley is being part of a community effort that combines all of our giving to make the greatest impact on meeting the needs of people in our community.

What if I don't think I can afford to give? By using United Way's payroll deduction plan, you can invest a small amount each pay period, and see it add up to a significant gift by year's end. Your investment combined with thousands of others will have a real, measurable impact in the community. Skipping just one coffee latte a week can add up to over \$180.

Our employees don't make a lot; I hesitate to ask them to give. Almost universally, people have a need to help other people. Even a small amount each week can give an employee a sense of belonging to a larger community - - of making a difference. United Way feels that all employees should be given an opportunity to express themselves through charitable giving. Often, employees at the lower end of the pay scale are more likely to know what it's like to need health and human services, and may better understand and appreciate United Way services.

I never use agency services, so why should I give? You never know when you, a member of your family or a neighbor may need a United Way service. Job loss, loss of a loved one, illness, accidents, disabilities, family problems, natural disasters, mental disorders and the problems of growing up and growing older know no boundaries. Your gift helps ensure that United Way services are available when they're needed.

How does United Way of the Ohio Valley keep costs low? Many people are surprised to discover how economically and efficiently United Way of the Ohio Valley is run. For every dollar raised, we spend less than 19 cents on operating costs. These expenses include management, marketing and fund raising, accounting and other basic business functions.

How is United Way accountable? United Way's own operating budget is audited by an independent accounting firm and is carefully scrutinized by a panel of local community volunteers and United Way's board of directors. United Way stays efficient due to the volunteers who monitor the management and performance of United Way and the partner agencies United Way funds. You can learn more about how United Way allocates donations, our Board of Directors and our financial statements at www.uwov.org.