

WHAT ARE THE ADVANTAGES OF GIVING TO UNITED WAY?

United Way of Douglas County's mission is to create positive sustainable change in our community. Through Living United and fostering a community which gives, advocates and volunteers, United Way is working diligently with community partners to Advance the Common Good and improve the condition of all. United Way is committed to being a good steward of your investment. Volunteers carefully evaluate each agency requesting funding by reviewing budgets, goals and results. Because of this process, you can be assured that your investment is making a difference in lives across our county.

HOW ELSE CAN EMPLOYEES GET INVOLVED ASIDE FROM GIVING?

United Way eagerly encourages the community to be one which Lives United. We know that when we reach out a hand to one, we improve the condition of all. Through Living United – Giving, Advocating and Volunteering – our community can continue moving forward in providing more opportunities for success with specific goals in the areas of Families/Children/Youth, Self-Sufficiency and Health. United Way offers a comprehensive Volunteer Center with opportunities from all aspects of the community. Agencies do not have to be United Way funded to utilize these services. Go to www.volunteerdouglascounty.org for more information.

WILL MY GIFT MAKE A DIFFERENCE?

Every investment – whether large or small - has positive impact in our community and each dollar in is magnified by others just like you! A gift of \$1 per week can provide a child 3 meals a day for 1 month in an Early Child Care program.

WHO DECIDES HOW MUCH MONEY GOES TO WHICH AGENCY AND PROGRAM?

United Way volunteers conduct a comprehensive program and budgetary evaluation process. The Board of Directors, as well as additional community volunteers make up the 30 person Allocations Panel. Panelists visit agencies, carefully review outcomes from each agency, and scrutinize budget information. They listen to presentations and learn about the work of each agency and ask questions. Based on this information the group reaches consensus on allocations to agencies.

IF I DESIGNATE TO AN AGENCY, WILL IT REALLY GO THERE?

Absolutely. United Way invites all donors to learn more about how funds are invested in our community and strives to be completely transparent in all transactions.

WHY SHOULD I SUPPORT SERVICES I WILL NEVER USE?

You may never use United Way services; however, one in three persons in our area will use a United Way service during the next year, and many will never even know they are doing so. You can ensure that the service will still exist if and when you or a friend may need it.

DOES UNITED WAY FUND ABORTION-RELATED PROGRAMS?

No.

WHO RUNS UNITED WAY OF DOUGLAS COUNTY?

Volunteers govern all aspects of United Way of Douglas County. The Board of Directors determines policies, sets procedures and monitors all activities of the organization. On a day-to-day basis United Way staff oversee operations and ensure accountability.

WHAT IS UNITED WAY'S ADMINISTRATIVE OVERHEAD?

United Way's overhead is 12 percent, a lower percentage than most nonprofits nationwide and less than half of the 35 percent standard suggested by the Better Business Bureau's Wise Giving Alliance.

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HOW CAN I LEARN MORE ABOUT UNITED WAY FINANCIAL INFORMATION?

The best way to learn about a non-profit is to read their IRS Form 990. These are public documents that provide comprehensive information about the finances of an organization.

DOES UNITED WAY HAVE A PAID STAFF?

Yes. United Way of Douglas County has a President/CEO who is directly responsible to its volunteer Board of Directors. Four full-time and 2 part-time United Way staff work to coordinate thousands of volunteers to implement United Way's mission to address human service needs by mobilizing community resources and building partnerships. United Way of Douglas County Board of Directors sets staff salaries and monitors all staff compensation.

WHY DOES UNITED WAY OF DOUGLAS COUNTY PAY UNITED WAY WORLDWIDE DUES?

United Way of Douglas County pays 1 percent of the dollars raised for dues to the United Way Worldwide in exchange for a host of services including staff training, advertising and publicity, and national account maintenance.

WHY ARE SOME PEOPLE ASKED TO PAY FOR SERVICES?

Individuals who are capable of paying for services are asked to do so based on their ability to pay. This helps ensure that those who are unable to pay can still utilize services.

A FRIEND OF MINE NEEDS HELP. WHERE SHOULD THEY GO?

If your friend is in the Douglas County area, call Headquarters Counseling Center at 841-2345. If your friend is outside of the county, call **2-1-1**. United Way provides this toll-free information service free of charge, 24-hours a day, 7-days a week. Callers gain service contact information based on their individual needs from anywhere in the state of Kansas. Information includes both United Way partner agencies and other community and government services and programs.

HOW HAS THE ECONOMIC CRISIS AFFECTED UNITED WAY?

United Way has a long history of sustaining difficult economic times. Our financial accountability and broad base of donors make us a great investment. Our mission, to address human service needs by mobilizing community resources and building partnerships, guides who we are and what we do. United Way isn't going anywhere and we continue to work with other non-profits across the community to ensure that critical services across our community don't go away either. United Way is an investment in the sustainability of social services in Douglas County.

UNITED WAY FAQ about COMMUNITY IMPACT

Q1. WHAT IS DIFFERENT ABOUT COMMUNITY IMPACT?

United Way will be using community knowledge and community data to identify measurable community goals that can be accomplished within human services. We believe that by identifying and measuring community goals, we can significantly improve lives by addressing some of the challenges that keep our most vulnerable residents from being successful.

Q2. WHY MAKE THE TRANSFORMATION?

Now, more than ever, nonprofit social services agencies need support as traditional funding sources decrease or disappear. A united, collaborative effort is required to solve such complex problems, and United Way is uniquely positioned to support that effort. In our current approach, we cannot generate enough revenue to support all of the requests. By targeting community resources on community goals, we can demonstrate significant change in people's lives.

Q3. IS THIS PART OF A NATIONAL TREND?

Yes. United Ways across the country have shifted in this direction. Some began doing this almost a decade ago and have been able to illustrate improvements in community conditions. With this success at the local level, United Way of America is providing supports for local United Ways to make this shift when driven by their local boards. One United Way with some great success is located in Madison, Wisconsin. United Way of Dane County in Madison, Wisconsin, after nine years of implementation, has helped to reduce the achievement gap in education from 29% to 5%. You can visit their web site to see more. www.unitedwaydanecounty.org

Q4. IN THE PAST UNITED WAY HAS ASKED SERVICE AGENCIES TO DEFINE THE NEED. WHY CHANGE?

United Way's community partners effectively define the need for the target population that they serve. United Way has the opportunity to engage people across the community, from clients and donors to subject matter experts, to effectively define the need with a community-wide lens. This will allow our community partners who are improving lives daily to focus on that service while we focus on the larger community picture.

Q5. HOW DID UNITED WAY IDENTIFY THE GOALS?

United Way has gathered information from three different mechanisms to help identify three community goals.

- 1) A **community-wide survey** in print and on-line (completed in August 2010);
- 2) Targeted **focus groups** that represent sectors of the community thoroughly discussed and collectively identified possibilities around priorities (completed November 2010);
- 3) **Community data** as it compares to peer communities including health, education and economic indicators and human services usage (collected and compiled summer 2010).

Q6. WHAT GOALS HAVE BEEN IDENTIFIED BY THE UNITED WAY BOARD OF DIRECTORS?

EDUCATION: Children & teens are successful in school.

SELF SUFFICIENCY: People maintain steady jobs & financial stability.

HEALTH: People of all ages have access to mental & physical health care.

The United Way will support **basic and emergency services** as they empower people in crisis toward one of these goals.

Q7. What is the timeline for this?

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June 2011: Community Partners have self identified their organizations. United Way Board has approved these partners as eligible for funding in 2012.

Summer/Fall 2011: Community Partners will work collaboratively to create a plan to address the EDUCATION goal. This plan will be submitted as an application for a three year cycle of funding beginning in 2012*. Community partners working toward goals in self-sufficiency and health will apply and be funded based on their programs progress toward the goal.

**The United Way Board intends to direct 31% to 41% of non-designated funds raised in the 2011-2012 campaign to the Education Goal. Remaining funds will be allocated to Community Partners addressing the other 2 goals.*

2012: Community Partners will work collaboratively to create a plan to address the SELF SUFFICIENCY goal. This plan will be submitted as an application for a 3 year cycle of funding beginning in 2013.

2013: Community Partners will work collaboratively to create a plan to address the HEALTH goal. This plan will be submitted as an application for a 3 year cycle of funding beginning in 2014.

Throughout the process, workgroups in each of these areas will review outcomes, adapt the plans, and engage partners who will help make progress on the goals. At the completion of each funding cycle, these United Way workgroups will assess progress toward the goal, reaffirm, or adjust the goal and continue to move ahead. This work for United Way is not short-term nor is it easy, however it is critical to our mission of addressing human service needs by mobilizing resources and building partnerships.

Q8. WILL SOME CURRENT AGENCIES NO LONGER RECEIVE FUNDING?

Many of our current partners have programs that fit within United Way's goals. Some partners will need to track their program outcomes differently or slightly modify components of existing programs to better target the goals. Some partners will want to focus on their own agency priorities and will not seek United Way funding to do so.

Q9. HOW DO YOUR AGENCY PARTNERS FEEL ABOUT THIS?

While some partners are nervous about a change that will likely affect funding, many are excited that they can be part of a larger strategy that allows them to focus on their greatest strength, serving people, while at the same time affecting the kind of systemic change that the community wants to invest in. Goal planning meetings held in the spring of 2011 have already made our Community Partners more aware of collective resources that can help them measure community outcomes and improve their service delivery system.

For more information, please contact
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