

FREQUENTLY ASKED QUESTIONS



United Way
of the Eastern Panhandle, Inc.

Q: What does the United Way of the Eastern Panhandle do?

A: United Way's roots in the Eastern Panhandle go back to 1928 when a group of local business leaders decided to hold an annual employee campaign to collectively raise funds for the local charities who had been coming to them for donations individually. This allowed the charities to focus their scarce resources on providing services rather than fundraising. Today, United Way strives to make a stronger and healthier community for everyone. The organization currently provides financial and volunteer resources to 48 programs at 39 partner agencies. We have taken on a leadership role as a community builder. In partnership with business, government, and other nonprofit groups, United Way gets people talking about tough issues that affect the whole community and help gather resources and connect the people to bring about lasting change.

Q: Why should I give to United Way? Doesn't it make more sense to give directly to a particular agency?

A: A diverse spectrum of health and human service agencies depend on United Way for important funding. None of these agencies alone can address all the needs in our community but the agencies can complement each other and enhance the impact on the issues being addressed. A gift to United Way insures that community issues are being tackled in a comprehensive way. In addition, United Way can provide a convenient way to contribute through a workplace payroll deduction program.

Q: Will I be pressured to give?

A: United Way has a policy against pressuring anyone to give because helping others is a personal matter. We want you to know that your participation in the United Way campaign is very important, but we want to earn your confidence so that you will freely choose to support more than 40 health and human service programs through your single contribution. You should not feel pressured to give.

Q: I'm never going to need United Way services, so why should I support them?

A: You may not need the help from a United Way program today, but you or someone your care about may need them in the future. United Way funded programs help people deal with problems and issues. Those issues affect not only an individual but also affect others around them – family, co-workers, and neighbors. You could be one of those people.

Q: Who runs United Way of the Eastern Panhandle?

A: Volunteers govern all aspects of United Way of the Eastern Panhandle. The local Board of Directors, many of whom you may know or recognize by name, determines policies, sets procedures, and monitors all activities of the organization.

Q: What is United Way's administrative cost?

A: United Way of the Eastern Panhandle's administrative cost is 17%. This figure compares favorably with the suggested Better Business Bureau guidelines of up to 35%. Additionally, donors giving through the United Way have a unique assurance that their contribution provides funding to agencies with local programs reviewed for cost effectiveness and community need.

Q: Does our local United Way send money to United Way Worldwide?

A: United Way of the Eastern Panhandle operates as an independent charity, controlled and governed by a local volunteer board of directors. All decisions are made by people who live and work locally. Funds raised remain here to support this United Way and its funded partners. United Way Worldwide serves as an international trade association for nearly 1,800 independent, autonomous United Ways across the globe. The fee we pay for United Way Worldwide services is 1% of our campaign. In exchange, we receive a variety of services that benefit Berkeley, Morgan, and Jefferson counties, including brand usage, corporate monetary support, training, materials, and national advertising.