



United Way of the
Greater Clarksville Region

FREQUENTLY ASKED QUESTIONS

Giving through United Way

Q: How do I know that my donation is used for the specified charities?

A: United Way provides its investors with a unique opportunity to make the greatest impact in our community. Local volunteers representing our diverse community serve on the Budget and Allocations Committee to determine where and how your gift will be used most effectively. Throughout the year, agency partner programs are closely monitored by the Budget and Allocations Committee ensure funds are used to produce positive, measurable results.

In addition, United Way of the Greater Clarksville Region conducts an annual independent certified financial audit by a Certified Public Accountant to ensure the highest level of accountability and sound financial management.

Q: Where does my donation go? Is it used locally?

A. 99% of your investment stays in the Greater Clarksville Region to help fund local partner programs. The other 1% is paid to United Way Worldwide for the use of the brand, market research, and training events. United Way of the Greater Clarksville Region maintains a low percentage of administrative expenses of approximately 15%. This adheres to United Way Worldwide standards and compares favorably with local non-profit health and human service organizations.

Q: Why should I give through United Way instead of directly to an agency?

A. We offer donors the opportunity to maximize their gifts and support the most pressing needs in the community. Those contributions are carefully allocated by our Budget and Allocations committee to ensure agency accountability and effective outcomes. By giving through United Way, donors are assured their gifts support initiatives and programs focused on Education, Health and Income. This support allows smaller local agencies to benefit from fundraising connections made by United Way and allows their staff to focus directly on providing services.

B. Additionally, donors may choose to designate gifts to any specific partner agency.

Q: Does \$1 to \$2 dollars per pay period really make a difference?

A: Most definitely! In fact, giving through United Way can actually maximize your investment and allow you to make a much broader impact in our very own community. Consider this: Some partner agencies can have their United Way funds matched by a grant. Also, consider what your investment could amount to if your employer matches your gift. In that case, your \$2/pay period gift could potentially turn into an \$8/pay period community investment. Partner agencies can do incredible work with your investment, large or small.

- \$1/month helps provide a mini health screening for one senior in the Adult Day Care at Ajax Turner Senior Citizens Center
- \$5/month helps provide a special needs child with a Foster Grandparent volunteer for one-on-one tutoring
- \$10/month helps provide nearly 3 meals to seniors in the Meals on Wheels program

Q: If I currently give to a charity that is not a United Way GCR partner, can I specify that my donation be directed to that charity through United Way?

A: As United Way cannot hold non-partner programs accountable for proper stewardship and program effectiveness, we only allow designations to full partner programs.

Q: If I have any problems filling out my donation forms, who can help me?

A: Your Workplace's Campaign Coordinator and/or Campaign Committee should be able to help you complete the pledge form. However, your local United Way staff members are always there to offer assistance as well:

United Way of the Greater Clarksville Region
931-647-4291
jbrown@uwgcr.org

Q: What is the difference between allocating my investment and designating my investment?

A: When allocating your investment, you are entrusting volunteers on the United Way Budget and Allocations committee to make informed recommendations as to how those funds will be distributed among partner agencies for maximum impact in the community. This committee reviews agency funding applications and financials, evaluates program outcomes, visits agency sites, studies community need and ensures your contributed is invested for greatest effectiveness in meeting those most critical needs.

When designating your investment, you make that decision individually by directing your contributing solely to a specific agency or program. United Way GCR can only monitor your investment at local partnering agencies. We cannot hold non-partner programs accountable for proper stewardship and program effectiveness.

Q: Does United Way support controversial programs that I do not support?

A: Each United Way is operated at a local level and program funding decisions are made locally. No funds are allocated to programs beyond our local partner program. United Way of the Greater Clarksville Region supports programs that meet a critical community need that has been identified. You may also indicate a "reverse designation" – or restrict your contribution from being allocated to any organization of your choice. For a list and descriptions of program missions, please visit: <http://liveunitedclarksville.org/our-work/partner-agencies/>

Q: How do I respond to questions about United Way Worldwide's CEO's salary?

A: Several years ago, a social media post took aim at the CEO salaries of large national and global nonprofits. United Way Worldwide (UWW) salaries are comparable to other top charities and foundations in the United States. United Way is the world's largest privately-funded charitable organization, with nearly 1,800 locally-based United Ways in more than 40 countries and territories. United Way raises in excess of \$5 billion annually around the world. CEO Brian Gallagher's salary equates to .025% of the total raised by United Way Worldwide.

Q: Can our workplace conduct one giving campaign when we have branches in multiple communities?

A: Yes. Businesses with offices in locations outside of Montgomery, Houston or Stewart County may conduct one United Way giving campaign processed through United Way of the Greater Clarksville Region. Employees in those locations who wish for their contribution to benefit their local community may designate their gift to the United Way serving that community. United Way of the Greater Clarksville Region will forward their gift to the appropriate United Way and credit your workplace for the funds raised.