

- ❑ In 1997, the local UW Board approved the current name, *United Way of South Texas*, to reflect the actual reach of services by its agencies serving in Hidalgo & Starr Counties.
- ❑ The Valley hosts 3 other autonomous United Ways.
- ❑ Today UW of South Texas affects approximately, 225,000 Hidalgo & Starr Counties residents through 21 “Partner Agencies” and other “Community Impact Grant” recipients.
- ❑ UWST targets funding in **Health, Education, Income** and **Safety Net** programs that include:
 1. youth services
 2. strengthening families
 3. emergency food, clothing & shelter
 4. education
 5. job training & employment
 6. senior citizen emerging needs
 7. child violence assistance
 8. VITA

Ten Year Campaign Giving History

<u>YEAR</u>	<u>GOAL</u>	<u>RAISED</u>
2009	\$3,000,000	\$2,897,593
2010	\$3,000,000	\$2,845,000
2011	\$3,000,000	\$2,865,000
2012	\$3,000,000	\$2,852,000
2013	\$3,000,000	\$2,750,000
2014	\$3,000,000	\$2,589,000
2015	\$2,750,000	\$2,705,000
2016	\$2,700,000	\$2,540,000
2017	\$2,500,000	\$2,248,700
2018	\$2,400,000	\$2,258,980

Don't some companies pressure their employees to give?

The purpose of United Way is to offer people an opportunity to be generous so that others can receive the help they need. United Way believes that every employee should receive an adequate explanation concerning the importance of United Way agencies' services and that questions should be answered. Under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter, whether individuals wish to give and how much they choose to give is up to the individual.

How much should I give? What is a community investment gift?

United Way does not tell you what to give but offers a suggested guide. This guide is scaled according to income so that the giver can be comfortable with the average gift based on income. Only you can decide how much you can give, but because your gift is divided among the agencies, you might ask yourself if your one annual gift to United Way equals the total you could give to each agency if they made separate appeals.

My spouse gives. Should I give too?

United Way depends upon each working person to give a personal gift. Each has an individual community responsibility and United Way can only continue to provide human care services if each of us does his part. We ask that your gift be based upon your salary and expenses.

If I stop working, what happens to my pledge?

Your pledge to United Way is made in good faith based upon your earnings. Should you cease to be employed, you are completely absolved of your pledge for that period. When you start a new job, however, United Way hopes that you will sign up for payroll deduction again.

Is my United Way gift tax deductible?

Yes, if you itemize your deductions.

How much of what I give actually remains in Hidalgo & Starr Counties?

United Way was established to insure that "local dollars" help "local people". The result is fantastic, **99 cents of every dollar** is channeled back into our community. Our local United Way funds more than 21 local health and human service agencies and offers grants for the expansion or creation of programs.

Why am I charged for services at some United Way agencies, even though I give to United Way?

The fee that you are charged pays for part of the cost of the agency service you received. Those who can afford to pay are asked to do so, according to their financial ability, thereby reducing the cost of services to the community and insuring that United Way dollars go as far as possible for people unable to pay. In most cases, free service is provided when people can and cannot afford to pay.

THE HISTORY OF THE UNITED WAY



Why does the United Way not include all charity drives.

There are several reasons. Some branches of national health agencies are prohibited by their national policies from joining United Way. Other local agencies choose not to join. United Way agencies serve strictly health and human services needs. Each year United Way's Board of Directors reviews the budget and, if possible, opens United Way's door of membership to well managed agencies that help meet our health and human service needs, and are willing to cooperate with agencies to better serve the people of Hidalgo & Starr Counties. United Way's funding capability is limited by the dollars raised each year.

Shouldn't my taxes take care of all these kind of problems?

Funding from the federal government has been dramatically reduced in recent years. Government dollars earmarked to fund human service needs are not increasing. United Way funds play critical roles that tax dollars do not. They provide many services that focus on prevention and they are available to people of all economic levels and they are managed by local volunteers.

I don't use any of these agencies, so why should I give?

You may have used the services of a United Way agency and never realized it. And if you have never had to use these services, you are lucky. However, none of us are beyond the problems of mental illness, birth defects, accidents and a host of other tragedies. When confronted with a problem, you can turn to United Way agencies for assistance. When a natural tragedy does occur, you also know that agencies are available because of your help. Your may also call United Way for information and referrals to health and human service agencies in the Rio Grande Valley.

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- ❑ The history of United Ways (UW) spans 127 years.
 - ❑ The systems' birth-name was the American Association for Community Organizations.
 - ❑ The organizations adopted the "United Way" name in 1970.
 - ❑ Approximately 1,400 independently incorporated United Ways exist throughout the country (1800 in the world).
 - ❑ Each United Way's "umbrella" of services is extraordinarily diverse and representative of the needs of its community.
 - ❑ The former logo  was designed in 1972; a *red feather* or *community chest* had formerly been used.
 - ❑ The bottom of the logo represents a *helping hand* (*programs & services*) supported by UW; the human image symbolizes *mankind*, and the rainbow represents a *hope of a better life*.
 - ❑ The new logo was unveiled in May 2004, representing a change in the direction of United Way's throughout the country. An emphasis on serving as a "community impact" organization is communicated nationwide.
 - ❑ \$3.6 billion dollars were raised by United Ways in the U.S. in 2018, (\$4.6 billion worldwide). United Ways provide services in over 41 countries.
 - ❑ Approximately 85% - 87% of every dollar donated to United Ways results in direct services to the community; UW administrative & fundraising costs average 15%.
 - ❑ The Valley was also host to numerous Community Chests in the 1970's; UW of McAllen became UW of Hidalgo County in 1979, and is now United Way of South Texas.

QUESTIONS & ANSWERS

What is United Way?

United Way is more than "another charity" and more than a fund-raising drive. It is our community's volunteer network helping to fund critical human service needs in Hidalgo & Starr Counties. United Way brings together a cross-section of volunteers and agencies in order to help people needing assistance with today's problems. It raises funds for many agencies which are providing a broad spectrum of health & human services.

Why a United Way?

Instead of each agency having its own campaign which would result in many appeals at the workplace, United Way holds one campaign each year. By consolidating many fund-raising efforts into one, United Way saves campaign costs, minimizes the requests and serves our community efficiently.

How does United Way keep administrative expenses low?

United Way's goal is to maximize the amount of dollars going to community needs. The campaign is recognized as a *proven* method of economic fund-raising. The extensive use of volunteers allows us to reach many people in companies throughout our area in a cost-efficient manner.

Who decides how much money each agency should receive?

Distribution of United Way funds is decided by citizen review -- local citizens who volunteer to serve on special Allocations Panels. Every United Way agency prepares a presentation each year which includes its yearly budget and programs. Each agency's budget is reviewed and analyzed by the people serving on the Allocations Panels, who recommend to the United Way Board of Directors how dollars should be distributed to best meet community needs. The United Way staff does not make the decisions.

Who pays for special events and meetings?

In most cases, United Way will charge a fee for a luncheon or dinner event. In other cases, special United Way events and training meetings are paid for through the generosity of firms. This gift is above and beyond their corporate gifts to United Way--campaign contributions are **not** used for these events.

What area is served by United Way of South Texas?

UW service and solicitation area includes Hidalgo and Starr Counties.

What are Loaned Executives? Does United Way pay them?

Loaned Executives are employees loaned to United Way by local businesses for about ten weeks every fall during campaign season. These employees remain on their company payrolls during their time at United Way. By doing this, companies are providing United Way with the necessary manpower to run a community-wide campaign. This is a cost-effective means of raising more money and allows United Way to keep fund raising costs low.

Who runs United Way?

People who run United Way are unpaid volunteers. A professional staff administers the daily operations. A volunteer Board of Directors made up of a cross-section of local community leaders makes all policy decisions. Volunteer committees work in all major functions of United Way such as campaign, marketing finance, fund distribution, strategic planning and communications. Each year more than 1200 caring community citizens serve as United Way volunteers.

What is United Way of America?

United Way of America is a national service and training center. It provides training, support and a wide variety of services to a network of more than 1,100 community-based, locally controlled United Ways throughout the nation.

What is the relationship between United Way of South Texas and United Way Worldwide (UWWW)?

United Way of South Texas operates independently and is guided by a local volunteer Board of Directors. We pay dues to UWWW (less than 1% of what is raised) in exchange for a variety of benefits that include staff and management training; an established network for disseminating practices; innovations for addressing critical community issues; films; materials; and national advertisements with the National Football League.

Why should I give when United Way funds an agency I don't like?

All United Way agencies provide needed services to the community. Each agency is examined annually by volunteers who review budgets and programs to insure that people are being served efficiently. If you have any questions or concerns about a United Way agency, let us know your concerns and make plans to visit that agency. Remember each agency serves an important community need, one that you may need someday.

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