

## UNITED WAY OF CHATHAM COUNTY (UWCC) IS LOCAL

- UWCC is one of 1,300 United Ways across the country. United Way is a national brand, but all United Ways are autonomous and run locally. UWCC has a staff of 3 and is governed by a board of 16 who work or live in Chatham County. Our local United Way was started in 1985 by Chatham's very own citizens - residents of Fearington Village.
- For 36 years, the mission of United Way has been to increase the resources available to Chatham County residents in need. UWCC does this by focusing on three critical areas: Health, Education and Financial Stability. When a neighbor falls on hard times, it is our mission to make sure there is a trusted, stable program available here in Chatham they can call on for help.
- UWCC is the largest human services nonprofit funder in Chatham County, and UWCC funding serves one in three Chatham residents.

## UNITED WAY IS EFFICIENT

- The operating budget for UWCC is 8% - this means if you donate \$1 to UWCC, \$.92 cents will be used for the direct community services you feel passionately about - \$.08 cents will be used to support UWCC fundraising costs and administrative oversight.
  - For context: the Better Business Bureau recommends that a nonprofit spend at least \$.65 cents of every dollar on program activity - UWCC far exceeds that with \$.92 cents going directly to programs.

## UWCC IS RESPONSIBLE

- As a local organization, UWCC has the responsibility of knowing the needs of those in our community. UWCC keeps close tabs on the changing needs of Chatham residents through our relationship with the nonprofit community, government entities and data that is available to use through 2-1-1, which is Chatham County's information and referral source for human service needs funded through a partnership with UWCC and the Chatham County Health Department.

## UWCC IS ACCOUNTABLE

- The 23 programs funded by United Way begin with a thorough application process. When local nonprofits apply to UWCC for program funding for the allocation process, they undergo an in-depth review of their organization's financial standing, human services practices, governance and legal compliance. Programs are then reviewed by local volunteers who are also United Way donors to ensure transparency in the funding process. This is a robust evaluation process that allows our donors to ask questions directly of the program representatives and gain a better understanding of how needs are met.

## WHAT IS THE BENEFIT OF DONATING THROUGH UNITED WAY?

- Staff, board, and volunteers of UWCC work tirelessly to leverage community funds and maximize the impact of every dollar.
- ***When you make a gift to UWCC without designating to an agency***, you can feel confident that your donation is being utilized efficiently and monitored regularly. Each program request undergoes a robust evaluation process, and once funding is granted, agencies must submit biannual reports for each program.
- ***When you designate an agency through UWCC***, it is possible the designated dollars would not be used to support the programs funded by UWCC. Agencies are not required to report how those dollars are making an impact on alleviating poverty.
- ***When you donate directly to an agency***, the agency may utilize the funds at their own discretion.