



United Way of
Chatham County

Guide to Giving Back



Read more about what we do and how you can
help make a difference in the lives of
our community members.

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IMAGINE WHAT WE CAN DO TOGETHER

WHO WE ARE

Since 1985 United Way of Chatham County has been a trusted leader in the community, bringing people together to give, advocate and volunteer to make Chatham County stronger. **UWCC is the largest human services funder in Chatham County**, and program funding serves one in three Chatham residents. Like most organizations, we are challenged to meet the needs of our county and effectively drive change with limited resources. Donations from community members and businesses enable us to achieve our goals for the community.

WHAT WE DO

We focus on three key impact areas - **education, financial stability and health** - to create long-term, community-wide change.



EDUCATION

We help children achieve their potential by:

- Ensuring access to quality childcare that prepares children for school and learning.
- Supporting programs that teach young people positive life skills.
- Helping students maintain or improve grade point average and stay in school.



FINANCIAL STABILITY

We promote financial stability and independence by:

- Supporting the provision of basic needs like food, rent and utilities.
- Ensuring access to programs that provide job training, education and placement that leads to employment opportunities.



HEALTH

We promote the overall health of the community by:

- Improving access to health care services.
- Promoting early intervention services and preventative care.
- Supporting programs that encourage healthy lifestyles.



HOW WE DO IT

We partner with Chatham nonprofits that help carry forth our focus areas, and each year we invite them to submit program applications for funding from our annual **Impact Fund**.

ALLOCATIONS PROCESS

- United Way donors and volunteers review applications using a rubric, ensuring the programs meet United Way funding criteria. Volunteers also make site visits to observe service delivery, and meet with agency representatives. After a thorough evaluation, they work together to make funding recommendations for the review and approval of the United Way Board of Directors.

ACCOUNTABILITY AND REPORTING

- We track the progress of each program against pre-defined goals. Our nonprofit agencies must submit mid-year and year-end reports that include challenges and successes and show the impact they are making with United Way funding.

OUR COMMITMENT

- With a 15% operating budget, .85 cents of every dollar is invested back into the community. Through our generous donors we allocate \$345,000 into 17 Chatham County nonprofit programs. The needs and programs within our community continue to grow, and we need additional support more than ever. See below for additional funding we've given to agencies in need.

What is the Chatham Housing Collective?

In 2022 United Way began the Chatham Housing Collective (CHC) in partnership with Chatham County Government. In the last year the CHC has transformed to a United Way Program that represents a new way of collaborating to better serve residents in need of housing support.



The work is achieved under the guiding values of inclusion, respect, accountability, and collaboration. Under United Way's leadership, Chatham County will be able to define impact based on client-centered, community level outcomes.

What is the Impact of the CHC?

The CHC measures impact not in terms of agency level outputs, but instead in terms of community-level outcomes that focus on a specific change for a targeted group of people. The CHC has defined Chatham's community-level outcomes as follows:

- Households experiencing homelessness increase their access to case management services.
- Households who are unsheltered find safe, temporary shelter.
- Homeless service providers coordinate services and housing for households in need.
- The number of available units for those experiencing a housing crisis increases.
- The Chatham County Housing Collective has the diverse resources needed to accomplish community improvements in housing/homeless services.

5 REASONS TO GIVE TO UNITED WAY



GIVE WITH CONFIDENCE

We are proud to have earned a score of 100 out of 100 with Charity Navigator. This means our donors can give with confidence knowing that we have been independently evaluated as accountable and financially responsible.



TRANSPARENCY

We are committed to using our funds responsibly. For every \$1 spent, .85 cents goes towards programming while just .15 cents goes toward operational costs.



THE MONEY RAISED HERE STAYS HERE

Our commitment to Chatham County is stronger than ever and with your continued support we are determined to build long-term solutions for our community.



LOCAL FOCUS WITH DOCUMENTED NEED

United Way funding serves one in three Chatham County residents. We fund programs that improve the education, health and financial stability of our community members in need.



BUILDING LASTING CHANGE

We invest in programs that are focused on building lasting solutions for individuals, children and families and preventing our community's future problems.



ANNUAL CAMPAIGN

Our Impact Fund supports 17 nonprofit programs in the Chatham community, and touches one in three Chatham County residents. As our county grows, our funding requests grow, and we need your help to support the increasing needs of our community. There are several ways to make a donation and make a difference.

- **Corporate Gift** Make a one-time, quarterly or monthly donation to our Impact Fund. For gifts of \$1,000 and above you will be mentioned in our Annual Report and listed on our website.
- **Employee Campaign** Start an employee giving campaign. We make it easy for you and your employees - you'll have your own online donation form and marketing tools to help tell our story. We'll also meet with your employees or your leadership team so you can ask questions and learn more about the impact we make in the community. Donations can be one-time or payroll deductions.
- **Corporate Match** Double your impact! Give a matching donation that United Way can use to leverage additional donations from our community supporters. We'll work with you to create a marketing campaign for the match.

SPONSORSHIPS



Sponsoring United Way events and marketing is another way you can make an impact in our community.

- **Campaign Kickoff** The annual UWCC campaign lasts from August through December, and each September we hold a special event to celebrate the start of our fundraising season. This year our keynote speaker is Aaron Nelson, Chapel Hill-Carrboro Chamber CEO, who will share data on critical needs in Chatham.
- **Volunteer Appreciation Event** Every other spring United Way hosts a volunteer appreciation event, recognizing outstanding community volunteers and United Way supporters.
- **Media Sponsorship** Help United Way share success stories within our community by sponsoring digital and/or print advertising. As a media sponsor your name and/or logo and sponsorship recognition will be included in each advertisement your sponsorship supports.



HOW TO GET INVOLVED

THERE ARE SO MANY WAYS YOU CAN MAKE AN IMPACT IN CHATHAM COUNTY

Join Our Funding Allocations Team Be part of the team of volunteers who meet with nonprofit agencies, evaluate their program funding applications and determine how United Way dollars will be disbursed. You'll work with United Way staff and a team of volunteers throughout the process. It's a great way to learn more about the nonprofit programs offered in Chatham County.

Become a Board Member Our Board of Directors includes Chatham leaders and community members, and we are looking for people who are committed to increasing resources for those living in poverty. Members are required to attend monthly board meetings for a three-year term. Please let us know if you are interested or know someone who may be a good fit.

Connect Us With Community Leaders Maybe you don't have the resources to commit to United Way but know someone who may. We are always looking for new people and places to share our stories and impact. Please help connect us with leaders in our ever-growing community.

United Way Campaign Volunteer Over 80% of donations to United Way result from our residential mailing campaigns. Join us in the office for a few hours and help assemble the mailings.