

Frequently Asked Questions

How is United Way different from other nonprofit organizations?

No other single organization meets the broad range of needs addressed by United Way. United Way goes beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues. United Way monitors the performance of grant-funded programs, recruits volunteers for nonprofit agencies and provides volunteer resources. And top it off, United Way makes it easy for everyone to get involved.

Why give to United Way?

You make a difference. You are making an investment that benefits the entire community, not just one program, issue, or population, that leads to a stronger, more sustainable place to live and work. It is a smart investment. United Way provides expert management of donor investments and brings the right people, ideas and resources together to make lasting change. United Way leverages your contribution by combining it with others and strategically investing in results-driven programs that maximize the impact we have in the community. It is easy and convenient. With online pledging, payroll deductions, and donor designations it is easy to give back in a way that matters to you.

What if I don't think I can afford to give?

By using United Way's payroll deduction plan, you can invest a small amount each pay period, and it add up to a significant gift by year's end. Your investment combined with thousands of others will have a real, measurable impact on the community.

Who determines how contributions to United Way are spent?

Knowledgeable, trained volunteers from each county---people like yourself- carefully evaluate the programs that receive funding. In order to be eligible for funding, programs must help the community achieve goals and be locally operated with a non-profit status. The funding amounts are then approved by the United Way's Board of Trustees. Funded programs are closely monitored to make sure they produce positive, measurable results.

Can I give directly to my favorite agency?

The donor choice program is comprehensive, allowing designations to other United Ways, partner agencies, and three impact areas. A donor may designate a portion or the full amount of his or her contribution. If you choose not to designate, your donation will be go to the area of the greatest need. Every dollar raised in your county stays in your county, unless designated elsewhere.

What else does United Way do besides fund agencies?

In addition to raising and investing dollars, United Way brings together community stakeholders, contributors, and agency partners to create collaborative and innovative approaches to help solve community issues. United Way also serves as a volunteer connector. United Way can match individuals or groups with volunteer opportunities throughout our three counties.

How do people get help from United Way?

United Way supports over 50 programs throughout Clark, Champaign and Madison Counties that help people every day. A list of these programs can be found on our website and designation cards. People looking for assistance should contact 2-1-1 for free information and referral services.

How much of the money raised by United Way goes to agency programs and services?

More than 85 cents of every dollar donated to United Way of Clark, Champaign and Madison Counties supports programs and services. Less than 14.9 cents is used for fundraising and administration- making it one of the lowest overhead costs of any major nonprofit organization.