

KEY MESSAGES

ABOUT UNITED WAY OF FRANKLIN COUNTY

- 1. We are 100% local!** United Way works to improve the communities of Franklin County by connecting to people and organizations that are working to improve lives, right here. United Way of Franklin County currently supports more than 25 programs that are at work in Franklin County.
- 2. We work across all sectors to solve the greatest challenges facing our community.** We partner with businesses, organizations, government, volunteers, community leaders, and others to identify and address local issues, all to serve our mission to improve quality of lives in Franklin County.
- 3. We envision a community where all families achieve their potential through education, income stability, and healthy living.** All 25+ of our local program partners connect community members to quality programs that serve at least one of these focus areas.
- 4. We are efficient.** By connecting through hundreds of volunteers, United Way reaches across community, bringing together individuals, business and government to solve community problems.
- 5. We are accountable.** Our donations are distributed to local programs that are evaluated annually. This ensures your dollars are utilized for the greater good of our community. We are also rated Gold Level on Guidestar for financial accountability as a nonprofit.
- 6. We are effective.** Our large volunteer and donor force means we keep administrative costs low so every dollar goes further into the community to make an impact. This impact is tracked and measured through quarterly reports to ensure our program partners are making a desired difference in our community.



United Way
of Franklin County

Questions, Comments, Concerns?

Contact United Way of Franklin County at 717-262-0015
or office@uwfcpa.org

Find more information about United Way of Franklin County on our website:
www.uwfcpa.org



ADDRESSING CONCERNS & MYTHS

MYTH: United Way is just a middleman.

FACT: United Way is an active community agent, engaging with funded partners to make the greatest impact. We work across nonprofits, address community concerns and needs, connect volunteers to projects, and advocate for community solutions. United Way serves as a voice for community organizations and the people they serve.

MYTH: The dollars don't stay local.

FACT: We are 100% local! United Way of Franklin County is a local, certified 501(c)3 organization, governed by people who live and work in our community. Dollars raised through United Way of Franklin County *stay* right here to serve our community, unless the donor specifically tells us to send them elsewhere.

MYTH: United Way has high overhead costs.

FACT: United Way prides itself of accountability and transparency. We operate at a high rate of efficiency with at *least* 78 cents of every dollar going directly to programs. Our large volunteer force keeps administrative costs low while still making a great impact. We are rated Platinum for Transparency on GuideStar.

CEO Compensation - Graphics circulated widely through emails and social media list information about executive level compensation and overhead costs at large nonprofits. That document contains erroneous information about United Way and makes false claims about compensation and benefits.

United Way Funding and Abortion - United Way of Franklin County's Community Fund supports over 25 local programs, all of which are listed on our website at www.uwfcpa.org/program-partners. None of United Way's Program Partners conduct services that provide abortion.

MYTH: United Way takes money that could be used by other nonprofits.

FACT: United Way supports nonprofit programs that may not otherwise exist. Fundraising is very costly for organizations, so the fact that United Way raises money to help fund local programs at area nonprofits is a benefit to each of our Program Partners.

CONCERN: I already give to other nonprofits.

PEACE OF MIND: United Way provides many options for giving. You can give directly to United Way's Community Fund, or you can direct your gift toward an issue or organization that you care about.

CONCERN: I can't give a large donation.

PEACE OF MIND: United Way amplifies your gift through collective impact. United Way works by bringing the intentions of many donors together—large gifts and small. It's everyone working together that creates a powerful investment in community—no matter the size of the gift.