

Talking Points & FAQs

United Way of Marion County's mission is to
UNITE LOCAL RESOURCES TO HELP OUR NEIGHBORS.

Who we are:



- an independent 501(c)(3) nonprofit organization
- locally governed by a board of directors comprised of Marion County business and community leaders
- an organization dedicated to local change.

The money raised here stays here to benefit those living in Marion County.

- focused on the building blocks of life – **Education, Financial Stability and Health**
- driven to create long-lasting and measurable changes that improved the quality of life for struggling individuals, families and children throughout Marion County.
- **a proud supporter of many local nonprofits and service providers**
- **provider of direct services** such as



- A partner with more than 100 corporations, small business, agencies and service providers in creating local change for Marion County residents.

How we partner with your company:

United Way of Marion County can provide:

- employees with the **opportunity to make a difference** in our community
- **opportunities to achieve corporate social responsibility** goals through corporate giving
- **resources, materials and help facilitate payroll deduction** to host a successful workplace giving campaign
- **company visibility** through campaign participation and event sponsorship
- **volunteer opportunities**, such as our annual Day of Caring
- **opportunities to boost employee morale and teamwork**
- **overview of services offered in the community** for employees should they need any assistance in the future.
- **personalized fundraising approach** to fit with company goals, employee commitments and other nonprofit activities.

Frequently Asked Questions & Objections (FAQs)

Why not give directly to an agency?

Some of the challenges Marion County faces are bigger than one agency can address alone. By bringing multiple organizations together and focusing on the building blocks of life (health, education and financial stability), we are able to magnify the impact of your generosity and improve the quality of life of our citizens. In addition, giving through payroll deduction makes it easier for individuals to make a bigger impact by spreading their contribution out over the full year.

Can my employees still designate their gift to another nonprofit program or agency?

Yes, donors can direct their gift directly to a 501(c)(3) nonprofit of their choice, within health and human services serving Marion County.

Who decides what programs receive United Way funding?

The funding process is completely volunteer driven by members of the community. We have three teams, (Vision Councils) that focus on each of our impact priorities; Education, Financial Stability and Health. We operate on a bi-annual funding cycle.

United Way is such a large nonprofit, why do they need our support?

Each community based United Way is actually an independent, locally governed nonprofit responsible for its own fundraising and management. United Way Worldwide is the trade organization that provides training and services for United Ways across the world. We are not a national fundraising organization. The dollars raised by United Way of Marion County supports Marion County programs and services.

We are a small company, why is our participation important?

United Way involvement is not just for large corporations, many small companies and locally owned businesses are involved and see the benefits in employee moral and engagement. In fact, as a smaller company your meetings and discussions with the United Way can be more personal, allowing your employees to have a greater understanding of how their support is helping the community.

Does my gift stay in Marion County?

Yes, 99 cents of every dollar contributed stays in our community.

I heard X agency is being funded/or is no longer funded and I don't agree with that.

Each of our Vision Councils is comprised of area experts who review each funding application carefully to be sure it will make a tangible impact in one or more of United Way's impact areas (Education, Financial Stability & Health). These can be tough decisions to make due to limited resources. While still important, the services that some agencies offer do not address one of these target areas. We welcome any agency who meets these parameters but was not funded, to reapply during the next funding cycle. Donors are also still able to designate their gifts directly to an agency, whether it is a United Way funded partner or not. Donors may also request a particular agency not be supported with their gift.

We are just too busy at our company.

Supporting United Way does not need to be time consuming. United Way is a tradition in this community, one that we hope you will see is worth making time for. We all benefit from a better educated, healthier and more prosperous community, your employees included. Our staff can provide the support you need to host a campaign. Without your support, our work in the community cannot continue.

Frequently Asked Questions & Objections (FAQs)

We don't want to pressure our employees.

Neither do we, this is counter productive to the positive feeling we want our donors to have when they make a gift to help their community. The key is giving them opportunities. We want to be able to provide your employees with the opportunities to make an educated decision about their United Way investment. Allow our staff and agency speakers to share that message with your employees. Your employees live in this community and enjoy the benefits of the social services offered here. Let them have the opportunity to make the decision.

I heard United Way funds Planned Parenthood and I do wish to support that organization.

United Way of Marion County does not provide funding to Planned Parenthood. We only provide funding to agencies residing in Marion County who apply and are selected for funding.

I believe United Way spends too much on administrative and campaign expenses; not enough money actually goes to the funded programs.

Many charities do spend 25-50% or more on administrative and fundraising costs. This past year, United Way of Marion County was able to allocate more than 80 cents of every dollar raised to support community programs, keeping and administrative fundraising costs at 19.6%. This is lower than many national charities.

Many of our employees are low paid.

Small gifts can make a big difference. Payroll deductible is also a much more manageable way to give for those living on a tight budget, allowing them to give small increments throughout the year verses a donation up front. Also, those same employees may find themselves in the position of one day needing a United Way agency. By giving now, at any level, they may help themselves or someone they know in the long run. Hosting a United Way campaign is also a great educational opportunity to inform employees about services they may need in the future.

Materials to Share:

- Campaign brochure
- 2018 Contributions at Work – shows the number of services that were provided thanks to the contributions from last year's campaign.
- 2018-2020 Community Investments – proves the full picture of the community impact the United Way of Marion County will have in the coming year through its initiatives & funded programs.