

Who may belong to the United Way?

Any non-profit health, social service, or character-building charitable organization may apply for membership, commonly referred to as a "partner agency." Partner agencies must also pass rigorous annual reviews of their financial statements and program accomplishments. Volunteers determine if a program is addressing a critically important community issues.



Why are there relatively few charitable organizations in United Way?

Many well-established charitable organizations have never applied to participate in United Way as they have their own effective fund-raising programs. Others may not meet United Way's qualifications and standards for membership. Each year United Way announces a process whereby new charitable organizations can apply for membership, thereby assuring that doors are always open to those non-profit groups working to address critical local human service needs.

Can I get help from a United Way member organization? Can anyone?

Absolutely! One of the qualifications which member organizations must meet is that they provide services to anyone, regardless of ability to pay. If you are uncertain where to go for assistance, or if you feel you have been unfairly discriminated against, please feel free to call us, and we will attempt to provide you with appropriate information and referral to a responsible service provider in the community.



Okay, so how can I support my United Way program?

Although payroll deduction is probably the most popular form of making a financial contribution through United Way—it is convenient and allows individuals to make regular, smaller contributions over a period of time—there are a number of other modes of giving, too:

- ✓ Some donors prefer to write a single check for the year, and mail it to the local United Way office.
- ✓ Gifts can be charged to a credit card and processed securely "on-line" through our regional web site:

<http://www.mesaunitedway.org>

- ✓ United Way accepts donations of stocks, bonds and other securities.
- ✓ United Way representatives are available to explain how planned giving and estate planning can enable donors to make a significant impact on community needs over an extended period of time. Additionally, planned giving may offer such advantages as:

- * Reducing your taxes
- * Increasing your income
- * Conserving your family's wealth
- * Fulfilling your charitable goals, and
- * Protecting your own very special philanthropic interests.



YOUR CONTRIBUTION TO MESA UNITED WAY WON'T GO VERY FAR.
(THAT'S BECAUSE WE KEEP IT LOCAL!)

What is the Caring Club Card and how do I get one?

As a way of thanking individuals for investing in their community's network of essential human services, Mesa United Way offers, free of charge, a **Caring Club** membership card to all who make an annual donation of \$120 or more. That's just \$10 per month.

Dozens of local businesses and national chain stores recognize and honor the Caring Club card with discounts and special offers. Mesa United Way pays nothing to Caring Club merchants in order to secure their participation.



What is a Leadership Giver and how can I become one?

We thought you'd never ask! Leadership Givers support Mesa United Way by pledging to give \$500, or more over a 12-month period. That's slightly over \$41 per month. Whether through payroll deduction, electronic monthly payments, or as a one-time contribution, our Leadership Givers realize that although we might not be able to solve all of the world's problems, **by working together we can certainly make a big difference in our own neighborhoods.** But we need your help to do the job right.

Please join us. We're holding a spot for you!



Mesa United Way

137 E. University Dr., Mesa, Arizona 85201
Phone: 480-969-8601 Fax: 480-834-8184
<http://www.mesaunitedway.org>

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT



UNITED WAY

But didn't know who to ask

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED  Mesa United Way

What is United Way, anyway?

Your local United Way organization is part of a national network of approximately 1,350 United Way agencies, each of which is totally independent in both operation and control. Originally organized to coordinate fundraising activities among local charities, the role of United Way agencies has expanded over the years. It is now a leader in helping to create partnerships among organizations, to identify the gaps in essential services within the community, and to actively seek ways to fill those gaps and improve the lives of children, families and seniors throughout the community.

United Way raises funds to invest in other nonprofit agencies within the service area. It provides very limited social services itself, and keeps no donated monies beyond what is required for operations.



How much of my money is used for administration of United Way?

With careful attention to cost-efficient operations, strong volunteer involvement, and a substantial contribution of facilities, services and financial support from the business community, your United Way is able to function with an extremely low administrative “overhead” expense—in fact, at levels substantially less than the 25% guidelines established by the Better Business Bureau for non-profit agencies. Furthermore, it is the goal of your United Way to entirely fund its fundraising and overhead expenses without using any monies raised through payroll deduction, or from individual contributors. This enables us to apply 100% of payroll deductions and individual contributions directly toward assistance of approved agencies and programs!

“You make a living by what you earn, but you make a life by what you give.” —Sir Winston Churchill

What is the Community Chest?

The Community Chest is Mesa United Way’s principal financial resource out of which it is able to provide annual financial operating allocations to dozens of worthwhile human service organizations serving our community. It is comprised largely of non-designated gifts from individuals, including those sent by way of payroll deductions, 100% of Community Chest donations are used for annual agency allocations.

What about the Corporate support?

Because the giving patterns and purposes of businesses and corporations tend to be different than those of individual donors, our corporate giving program is designed to recognize and accommodate their unique concerns. Undesignated corporate giving helps to fund the United Way’s overhead and management expenses, as well as human service organizations.

Does United Way only help the poor?

Your United Way works hard to benefit the entire community. Although emergency food and shelter programs, domestic violence prevention and counseling, and family crisis and stability programs are prominent among assisted agencies, so are scouting, after-school programs for children and youth, family recreational services and other services for the entire community.

Will United Way allow me to give directly to my favorite charity?

Absolutely. Your United Way will honor designated gifts not only to local programs and agencies, but to any recognized tax-exempt, 501(c)(3) organization anywhere within the nation. There is a space on your United Way pledge form to give such instructions.

Why should I give to the United Way Community Chest Fund rather than to a single program or agency?

Because one gift through United Way helps more people in more ways than a single gift. It takes a wide variety of caring organizations—working together—to successfully address complex community needs. Many people need the help of more than one type of service and your United Way makes certain that a full range of services is available.

When you choose to invest in the human services infrastructure of your community, you may not have the time or resources to research and determine just where your charitable dollars would be best spent. When you choose your United Way to manage your gift you are guaranteed experience, accountability and measurable results. Your United Way community volunteers work hard to ensure that the charities you support adhere to sound fiscal policies and provide truly essential services.

Finally, contributing through your United Way guarantees agencies funds that they can rely upon every month of the year rather than depending upon sporadic contributions and it also reduces costly and time-consuming fundraising efforts for each agency so that more of their time can be spent on doing what they do best—helping others.

What about United Way Worldwide?

As totally independent, locally-controlled organizations, each local United Way is only voluntarily affiliated with United Way Worldwide. Less than 1% of each year’s total donations is sent to the national organization as dues, to pay for research information, national advertising, training, networking between local United Way agencies, resource materials and other free services to the local community.

Does United Way spend my money on fancy lunches and dinners?

No. At United Way special events and meetings, corporations and/or private individuals are asked to pay for the cost of attending.

Who decides where my money goes?

Each year, local volunteers evaluate each agency that applies for United Way funding. Agency applications are measured against a set of well-publicized standards, including such requirements as having recognition from the Internal Revenue Service as a tax-exempt health and human service, being governed by a volunteer board of directors, and having the finances of the organization audited by a CPA.

Qualifying agencies are invited to present and defend their program operating budget and description of their proposed services before designated panels of volunteers. These volunteers evaluate each proposal submitted, prioritize the programs against available funding, and submit a final recommendation to the United Way board of directors.

