



LIVE UNITED

WE ARE UNITED FOR EQUITY

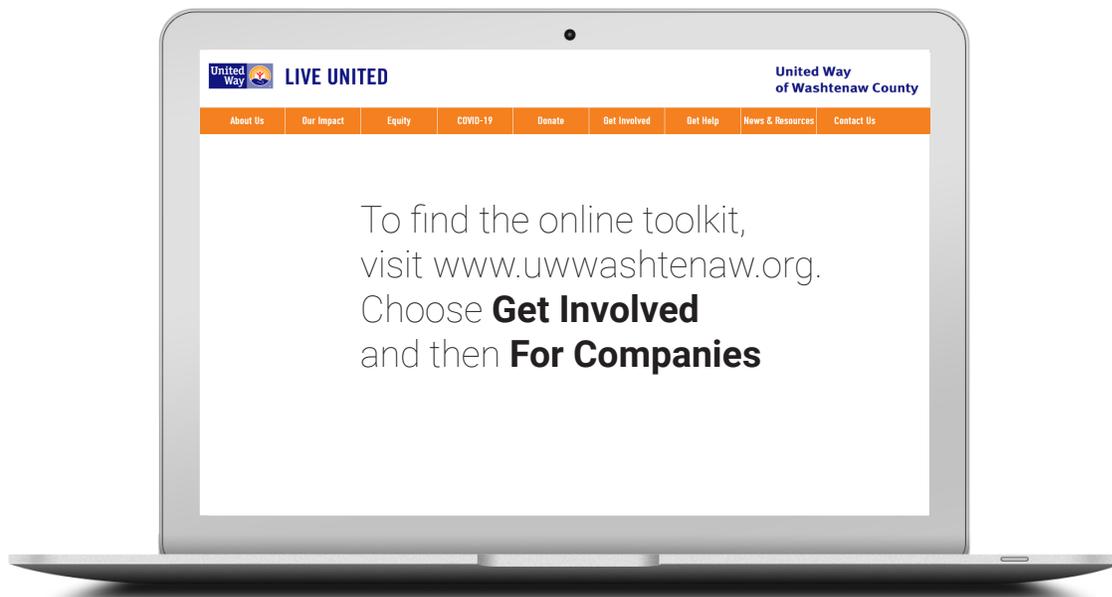
ECC 2020-2021

United Way
of Washtenaw County



TABLE OF CONTENTS

PAGE 4-5	About Us
PAGE 6	Program Impact
PAGE 7	Equity Impact
PAGE 8	Campaign Tips
PAGE 9	Campaign Resources
PAGE 10	Fundraising Ideas
PAGE 11	Employee Engagement
PAGE 12	Campaign Timeline
PAGE 13-14	Why UW?
PAGE 15-17	FAQs
PAGE 18	Notes





A MESSAGE FROM OUR CAMPAIGN CHAIR

For nearly 100 years the United Way of Washtenaw County has answered the call to bring community together to make meaningful change happen. While we have worked hard collectively inequities in education, income and health still persist.

UWWC through its partners works hard to create a community where everyone can thrive – regardless of zip code – and make a difference. Needs like caring for our aging generation, helping hard-working single parents who are in need of childcare or eradicating the ever-growing achievement gaps between majority and minority children. The list could go on and the need continue to grow. We must continue to answer the call to impact the community we love, live and work. Please join me this year in answering that call!

2020 Campaign Chair Brandon Tucker, Associate Vice President of Workforce and Community Development, Washtenaw Community College

ABOUT US

OUR MISSION

United Way of Washtenaw County connects people, resources and organizations together to create a thriving community for everyone.

OUR VISION

By 2030, we aspire to live in a community where your zip code no longer determines your opportunity in life.



ABOUT UWW

Founded in 1921, United Way of Washtenaw County brings people, organizations and resources together to create a thriving community for everyone. Our community impact model focuses on health, education and financial stability, because these are the building blocks for a good quality of life that create opportunities for individuals and families. Our virtual Volunteer Center creates an easy, online way for people to connect with nonprofits in our community and the 2-1-1 helpline connects more than 8,000 people annually to critically needed services. To learn more, donate, or volunteer, visit www.uwwashtenaw.org.

EVENTS

September 16, 2020
Virtual Campaign Kickoff

October TBD 2020
Virtual Leadership Series

March 2021
Power of the Purse

April 2021
Annual Meeting & Volunteer Recognition Celebration

May 2021
Community Baby Shower

June 2021
Varsity Letter

UNITED WAY WORKS



Our Mobile Financial Resource Team works with low-income individuals on how to manage money, eliminate debt and plan for the future.



Our 2-1-1 call center handles more than 6,000 local calls annually from people seeking help, all free of charge.



Our Volunteer Center welcomed more than 25,000 visitors and helped them connect with over 600 ways to serve. More than 220 agencies and their clients benefited from their help.



Our partnership in Washtenaw Coordinated Funders focuses on meeting the needs of our community's most vulnerable in four priority areas through three funding components intended to: support human services, build nonprofit capacity; and foster community collaboration and systems-level change.



In 2019, our free Volunteer Income Tax Assistance clinic prepared over 1,200 tax returns for low-income Washtenaw County residents totaling over \$1.9 million in refunds.



Our Varsity Letter Program recognizes high school students who give by volunteering. In 2020, 38 students were awarded Varsity Letter from volunteerism. We are nurturing the next generation to be caring and involved citizens.

UNITED WAY STAFF

The United Way staff is here to assist your campaign efforts along every step of the way. Your United Way representative can be a great resource to offer ideas and suggestions to take your campaign to the next level. Please review the staff list below and feel free to contact us if you have any questions, comments, concerns.

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PROGRAM IMPACT



Noni with Ugbaad, UWWC Financial Coach

IMPACT STORY

Noni was referred to United Way's coaching program by our community partner agency, Friends in Deed. Noni lost everything; her job, her house, and her car. As a single mom who had living paycheck to paycheck this changed everything for her. Noni took the first step with us and began her financial journey.

Noni's primary goal for financial coaching was to improve her credit and her dream was to buy a home. Noni wanted to start saving and change the way she thought about money. Over the course of coaching, Noni reported a 50% decrease in financial stress, improved her credit and nurtured a savings habit.

"We could all use some financial education, especially in our community. Learning how to build savings and wealth. We won't be millionaires overnight but if we can change our mindset and create change we can teach our kids so they don't have to live paycheck to paycheck. This has been a positive and enlightening experience. My coach helps me stay optimistic and is a great support system."

— Noni
UWWC Financial Coaching Program client

FINANCIAL COACHING PROGRAM

AT A GLANCE

In 2019, we launched our one-on-one Financial Coaching program. After five months here are some of the outcomes achieved by Financial Coaching participants. To learn more please visit uwgive.org/financialstabilityindividuals



VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA)

OUR VITA IMPACT: BY THE NUMBERS

Number of free tax returns filed	1,248
Total in tax returns and credits returned to Washtenaw County	\$1.9 million
Average tax refund amount	\$1,542
Total amount saved by participants by using our free service*	\$312,000

We seek to advance justice through the full expression of diversity, equity and inclusion in our grant investments, community collaborations, board and staff composition, and our organizational practices.

INVESTMENTS IN NONPROFIT CAPACITY

	2017	2018	2019
Grants to address socioeconomic equity	87%	91%	93%
Grants intended to address racial inequity	71%	75%	85%
Capacity building to support leaders of color	64%	89%	88%
Grants to 48197/98– geographies that have the most to gain	52%	63%	78%



STRATEGIC PLANNING SYMPOSIUM & GRANTS INVESTMENTS

United Way of Washtenaw County held a Strategic Planning Symposium and grant process that was made possible by the generosity of the Fileti Family to honor their husband and father, William J. Fileti, a long time board member. The Fileti family established a Memorial Fund designed to build capacity both within the United Way itself, and in the community-based agencies UWWC supports.

The Symposium brought together more than 50 participants for an event that covered best practices, strategies and implementation of plans for every size nonprofit. All nonprofits that participated in the Symposium were eligible to apply for grant funding to support strategic planning. In FY19, four organizations received funding: Child Care Network, Corner Health Center, Friends In Deed, and Northfield’s Human Services.



“Having the credibility of United Way of Washtenaw County funding opened doors that may not have been open before. This work was instrumental in uncovering systems barriers that we did not anticipate and are now working on figuring out how to overcome those.”

– Marta Larson

LEADERS OF COLOR FELLOWSHIP

To address the nonprofit racial leadership gap, United Way of Washtenaw County, in collaboration with the Washtenaw Coordinated Funders, made a joint grant of \$75,000 to Nonprofit Enterprise at Work to develop a local program that builds the skills of leaders of color and supports them as champions of social justice, equity and inclusion in Washtenaw County.

“We salute those in our community, present and past, who have striven to make change in our communities. And, we think the absence of people of color at the decision making tables, in the leadership ranks of the 2300+ nonprofits, and on area boards, councils and task forces, is a problem we must address now.”

– Yodit Mesfin Johnson
Chair, United Way of Washtenaw County Board of Directors
CEO, Nonprofit Enterprise at Work



Melvin Henley and Will Jones III of Nonprofit Enterprise at Work

CAMPAIGN TIPS

1. TIME IT RIGHT.

Choose a campaign kickoff time when you know your fellow employees and leadership team will be most engaged. Keep holidays and your organization's busy periods in mind.

2. GET HIGH-LEVEL BUY-IN.

Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special leadership giving chairperson be assigned to target those able to give at a higher level.

3. CREATE A CORPORATE MATCH.

Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.

4. BE VISIBLE.

Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.

5. KICK OFF STRONG AND CREATE INCENTIVES.

A fun, inclusive launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings. For example, at one company letting donors who contributed \$1,000 or more win a day off increased leadership giving by up to 61%!

6. MAKE IT PERSONAL.

A personalized ask is best, particularly from a friend or colleague. Utilize personal connections in emails and communications.

7. PROMOTE. PUBLICIZE. PLAN.

Raise awareness of UWWC'S work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on UWWC for support and advice on your publicity and marketing efforts.

8. THANK AND CELEBRATE.

Acknowledge those who help. Involve and recruit others who share your commitment. Thank them repeatedly. These actions are a big part of making your campaign a success and setting the stage for the following year.

9. LET THE SPIRIT LIVE ON!

Let your colleagues know about ongoing, opportunities to volunteer in the community and advocate for your neighbors through UWWC.

10. COMMUNICATE, COMMUNICATE, COMMUNICATE!

The key to successful year-long engagement—and at the heart of every effective campaign—is communication. Keep your co-workers informed about ongoing opportunities to engage with UWWC's affinity groups and events, and encourage them to connect with us on our social media channels.

CAMPAIGN RESOURCES

We understand that people are busy and the United Way campaign is an addition to all of your other job responsibilities. With that in mind, we want to give you all the tools, resources, and support you need to make your campaign a success without becoming a burden.

CAMPAIGN TOOLKIT AVAILABLE ONLINE

- **PDF Pledge Forms.** United Way can provide you with any number of pledge forms. We want everyone at your organization to have a pledge form.
- **Campaign Video.** Let our video help you tell the United Way story. The video can be shared on our website through YouTube. Tip: send a link to the video in an email to ensure all employees get the chance to view it.
- **211 Cards & FamilyWize Cards**
- **Campaign Materials**
- **Marketing Materials**
- **Social Media Toolkit**

Equity is the foundation of our work, from our engagement with donors, to our investment of resources across neighborhoods in our community and in our interactions with the public. We define equity as the presence of justice and fairness within the procedures, processes, and distribution of resources by institutions or systems. We commit to equity as a core value and practice in order to advance our mission of connecting people, resources and organizations together to create a thriving a community for everyone.

indigenous peoples homeless lesbian veteran black
white brown queer refugee elder immigrant
#UNITEDFOREQUITY
bisexual gay arab pacific islander poor multiracial
latino asian person of color transgender incarcerated

FUNDRAISING IDEAS

These events can be done for free, or you can use them as an additional fundraising opportunity. Employees could pay \$10 to be part of an event, pay a specific amount for purchases, or all those who donate at least \$5 a paycheck could be invited to a special virtual event. For additional ideas or ways to turn these ideas into fundraisers, contact your Account Manager.

1. Host virtual activities or lessons and consider charging \$5-10 donations to participate. Bright Idea: Ask the CEO to join these activities to show their support of the campaign.

- Cocktail lesson from a mixologist
- Dance lessons for couples
- A group workout class
- Wine Tasting
- Cooking class

2. Book a musician or a magic show for employees to watch online with their kids or family.

3. Have a LEGO build competition where the most votes wins. Consider letting the employees' kids have a category as well.

4. Raffles for PTO, restaurant or UberEats gift cards.

5. Host a virtual Golf Tournament. Suggestions for how to execute this can be found here: <https://perfectgolfevent.com/virtual-golf-tournament-fundraiser/>.

6. Run a virtual 5k. Participants agree to run the same distance on the same day. Times are submitted to a designated person and on the same day. The fastest time wins. Consider having age categories like an in-person 5k.

7. Raffles for virtual happy hour with the CEO

8. Virtual dinner with your coworkers or company leadership sponsored by your company. Food pickup or delivery.

9. Zoom Bingo or Trivia competitions.

10. #BakeADifference. Do a virtual bake sale by sharing what you bake with your team and coworkers putting in orders. Share the treats by doing porch pickup or pick up and drop off in the office lobby.

11. Have a talented colleague host a Family Paint Night. Compare paintings at the end of class to see how they all turned out.

12. Host a Mini Golf Design Competition. Each participant designs a hole with household objects and shares via video. Award prizes for most creative, most challenging, most detailed, etc.

13. Do a Corporate Step Challenge. Have the CEO pledge a gift or corporate gift if employees can all work together to reach a certain number of steps within a week.

14. Consider a Virtual Book Club with \$10 dues.

15. Do a virtual food drive from an Amazon list and send notes to a United Way partner.

16. Choose a day to wear a costume from your closet on a video call with coworkers. Best costume wins a prize!

17. Have employees donate items to an online yard sale with proceeds benefiting United Way.

HOW TO ASK FOR A GIFT

GET DONORS' UNDIVIDED ATTENTION

- Use a required all-staff meeting or incentivize attendance with food and prizes
- Explain the purpose
- Find out what they know about UWWC
- Identify your loyal donors and use them as champions

EXPLAIN UNITED WAY OF WASHTENAW COUNTY AND WHY YOU SUPPORT US

- Show Campaign Video and schedule United Way's staff for a presentation
- Share a personal story, success story, or UWWC facts

ASK FOR A GIFT

- With new donors, ask for a first time gift and offer an incentive for giving
- For annual donors, encourage or incentivize them to increase their gift—consider asking for a specific increase, such as \$1 more per week or per pay period, or a 10% increase
- Offer incentives to pledge online

ASK QUESTIONS

- Know your materials and answer any questions honestly—never guess
- Use UWWC FAQs (included in this guide) to help answer questions
- If you don't know the answer to a question, let the donor know you will find out and then follow up with a United Way staff member
- Recognize some donors have real concerns; people should feel good about their gift

SAY "THANK YOU" AND INFORM

- Regardless of what the donor decides, thank them for their time and consideration
- Be sure to follow up with communications about how their gift is making an impact in our community

CAMPAIGN TIMELINE

Use this timeline and mark your calendar to get organized for your upcoming United Way of Washtenaw County campaign! Don't forget your Campaign Manager (CM) is always there to

BEFORE KICK-OFF - 6-8 WEEKS OUT

- Schedule a meeting with your CM to discuss the campaign.
- Make plans for your kick-off. If you are holding a more elaborate kick-off with events, prizes, refreshments, etc., it's a good idea to start planning early.
- If your workplace runs an electronic/online campaign, contact your human resources or payroll department to obtain an excel file of employees so United Way can start building your workplace's giving website.

4-6 WEEKS OUT

- Visit the campaign resources page at www.uwwashtenaw.org/campaigntoolkit for resources to help you generate support for your campaign.
- Download the materials you need. If you need to order any materials through United Way, let your CM know.
- Reach out to co-workers and recruit ambassadors to help you run your campaign.
- Schedule a training where your CM can educate ambassadors and generate excitement about your campaign.
- Schedule your virtual or in-person kick-off, department meetings, a leadership event and any other engagement/educational events during your campaign. Think about the speakers you would like from United Way and/or the community. Work with your CM to make plans and secure speakers.

3 WEEKS OUT

- If you decide to hold any events, your CM will work with you to start making plans as soon as possible.
- Make sure your co-workers have received invites to your events.

1 WEEK OUT

- Finalize plans for your kick-off.
- Print any campaign materials you need at www.uwwashtenaw.org.

4-5 DAYS OUT

- Customize and send intro email to get your co-workers geared up for campaign.

DAY OF KICK-OFF

- Send kick-off email.
- If running a paper campaign, hand out pledge forms to co-workers.

THROUGHOUT CAMPAIGN

- Send mid-campaign email with success stories.
- Send fast facts emails.
- 1 day before campaign ends, send one-day reminder email.

AFTER CAMPAIGN

- 1-2 days after campaign closes, send thank you email.
- Up to 2 weeks after campaign closes, mail checks to United Way and send campaign reports to your CM.

WHY SHOULD I GIVE MONEY TO UNITED WAY OF WASHTENAW COUNTY INSTEAD OF DIRECTLY TO AN AGENCY?

We believe that this is a “both/and” not an “either/or”.

In a rapidly changing world, United Way of Washtenaw County is an active participant in building a stronger, healthier and more compassionate community. People usually need help with more than one issue and UWWC builds a strong safety net of community support.

United Way of Washtenaw County does what no single organization alone can do. For over 90 years, we’ve brought together leaders from government, corporations, human service providers and the community to develop innovative solutions to local issues. We leverage funding for the network of programs that - together - make a meaningful, measurable difference in our community.

Your contribution, when combined with the gifts of others, makes a powerful impact in our community. A single gift through UWWC will address many challenges in Washtenaw County and help thousands of lives.

Including United Way of Washtenaw County as one of the agencies you support ensures that together, we are investing in the needs of the greater community.

United Way brings together partners from every sector – public, business, non-profit and faith-based organizations – to get things done. Together, with your support, we are breaking the cycle of poverty in ways no one organization can do alone.

I SUPPORT SEVERAL ORGANIZATIONS. WHAT DOES UNITED WAY DO THAT OTHER ORGANIZATIONS DON'T DO?

Other organizations address specific causes, problems, illnesses – all good and valid and needed. But only United Way addresses the needs of our community as a whole. Why? Because United Way asked the community what was important, what issues should be addressed. The answer: **EDUCATION, FINANCIAL STABILITY AND HEALTH**. That’s what you said was important to you and that’s what we’re getting done.

There are many valuable non-profit organizations in the area you may care about. United Way provides an opportunity for your one gift to support a variety of local needs, such as ensuring quality early learning for children, academic support programs for youth, access to affordable housing for working families and individuals, and emergency food and shelter. Through one gift to United Way, you can accomplish so much good!

You can also be assured that your gift to United Way goes directly to fund programs that help people most in need. United Way conducts periodic needs assessments to ensure donor dollars are addressing the most pressing community needs. We also monitor funded programs and initiatives annually to make sure they are efficiently and effectively improving people’s lives and making a positive impact. United Way volunteers ensure that contributions are doing the most good in the community.

United Way also offers the convenience of payroll deduction through the support of local employers, allowing employees to give a substantial annual gift through small weekly contributions. You may also decide to give online through our site.

No organization does more with your contribution. For this reason many people choose to include United Way in their overall charitable giving plan.

WHY UW? CONT'D

WHY SHOULD I GIVE TO UNITED WAY RATHER THAN DIRECTLY TO AN AGENCY?

Community fundraising costs would more than double if every agency had to raise the funds United Way provides. Both AND...give to your favorite agency within our funded agencies and give to UW as an insurance policy. Why? As we all know when you are struggling to pay your rent/mortgage you are also probably struggling with medical and childcare and how are you paying for groceries etc. United Way is a safety net for human services in Washtenaw County.

WHY SHOULD I GIVE TO UNITED WAY RATHER THAN DESIGNATE MY GIFT TO A SPECIFIC AGENCY? By giving to United Way you can make the greatest possible difference and help the most people by supporting our community's network of health and human services, which address our community's most critical issues. United Way oversees the programs it invests in to ensure results and efficiency. So, you can be certain your money is well invested. In addition, a donation to United Way may qualify for matching funds, increasing the investment in our community even more.

UNITED WAY OF WASHTENAW COUNTY'S VISION

1. We envision an equitable community where opportunity is not limited and every member reaches their full potential. By the year 2030, we aspire to live in a community where:
2. Your zip code no longer determines your opportunity in life
3. Life expectancy is the same across all populations and communities in our County
4. The academic achievement gap is eliminated
5. Everyone in our community has a home
6. Community members seek understanding and awareness of their own power and privilege and actively work to end poverty in our County
7. Poverty is not generational. If it exists, it is intermittent and brief
8. Everyone in our County is able to thrive and meet their needs—housing, food, transportation, education, health expenses and childcare

DISCUSSION/TALKING POINTS

WHY SHOULD I GIVE TO UNITED WAY?

UWWC provides real-time responses and solutions to multiple local critical needs and emerging problems that no one agency can solve on its own:

- Investment in safety net (when you are in poverty you have more than one need: housing, childcare, food, health are all necessity and hard to come by.) Learn more about our investments into local organizations at uwgive.org/yourdollarsatwork.
- Investing in your local United Way is like an insurance policy for our community (our community is only as good as the way we treat our most vulnerable). It ensures the continuity of safety net programs and services that hopefully you, nor anyone you know and love, will ever need to use. We can all agree that no one wants to live in a community with a large percentage of our neighbors in poverty.
- UWWC participates in a unique, nationally recognized funding collaborative with our local health system, community foundation, city and county governments. We leverage United Way donor dollars with charitable and tax dollars to fund human services which allows us to leverage your dollars in the most impactful way for our community.
- UWWC grant investments are made by community volunteers who carefully evaluate needs and opportunities, meaning your gift is being stewarded in an intentional and effective way.
- A gift to UWWC supports broader strategies that lead to long-term solutions for individuals and families.

WHAT DOES IT MEAN TO LIVE UNITED?

LIVE UNITED. It's our mission. A goal. A constant reminder that we have the power to facilitate change. More, it's an invitation. To give. To advocate. To volunteer. It takes everyone in the community working together. Whether you're giving a monetary donation, advocating on behalf of these issues, or volunteering your time, you're joining the movement for a brighter future.

WHAT IS THE COMMUNITY IMPACT FUND?

The Community Impact Fund is comprised of all donations to the United Way of Washtenaw County that are not directed to a specific organization. The Community Impact Fund supports education, income and health efforts in the community, by:

- Funding over 80+ programs of local health and human service agencies
- Being a part of local collaborations and coalitions including the Washtenaw Coordinated Funders; a partnership that leverages a maximum return on investment and community level outcomes
- Investing in core UWWC programs in financial literacy include a Mobile Financial Resource team, our Volunteer Center and 2-1-1 information and referral service.

WHY SHOULD I GIVE MONEY TO UNITED WAY OF WASHTENAW COUNTY INSTEAD OF DIRECTLY TO AN AGENCY?

In a rapidly changing world, United Way of Washtenaw County is an active participant in building a stronger, healthier and more compassionate community. People usually need help with more than one issue and UWWC builds a strong safety net of community support.

United Way of Washtenaw County does what no single organization alone can do. For almost 100 years, we've brought together leaders from government, corporations, human service providers and the community to develop innovative solutions to local issues. We leverage funding for the network of programs that - together - make a meaningful, measurable difference in our community.

Your contribution, when combined with the gifts of others, makes a powerful impact in our community. A single gift through UWWC will address many challenges in Washtenaw County and help thousands of lives.

Including United Way of Washtenaw County as one of the agencies you support ensures that together, we are investing in the needs of the greater community.

HOW DOES UNITED WAY CHOOSE WHAT TO FUND?

United Way of Washtenaw County funding is directed solely to health and human services programs. UWWC regularly monitors the overall human services needs and gaps in the community. Sometimes these gaps are specific to a population or geographic area in the county. UWWC works together with other local funders and coordinates our investments to make sure we appropriately fund our community's programs and agencies.

A formal application process is used for a large portion of our community funding and all of our grant awards are reviewed and disbursed by community volunteers. Other grants are awarded on an emergency basis or using a separate timeline.

Unique to the United Way of Washtenaw County is our participation in the Washtenaw Coordinated Funders, an innovative partnership with the Ann Arbor Area Community Foundation, the Office of Community and Economic Development (representing Washtenaw County, the City of Ann Arbor, and the Washtenaw Urban County Executive Committee), and Saint Joseph Mercy Ann Arbor.

UWWC funds are leveraged with other private and public dollars to increase overall community impact and strengthen Washtenaw County's social safety net. For more information about this funding collaborative, visit coordinatedfunders.org.

FAQs CONT'D

WHERE DOES UWWC INVEST MY DONATIONS?

Local dollars are changing local lives and grants are made only to Washtenaw County agencies.

Visit uwwashtenaw.org/yourdollarsatwork for a list of non-profit agencies that receive funding via UWWC. This list is part of our commitment to financial transparency and accountability. In addition, this list shows specific programs that are funded, agency contact information, links to their websites and what areas of need are being helped.

OTHER WAYS UNITED WAY BRINGS VALUE TO THE COMMUNITY

- **VolunteerWashtenaw.org** is our online volunteer center that links people with volunteer opportunities and makes it easy to get connected. In 2019, over 9,000 referrals were made resulting in \$490,500 of local time and talent donated back to Washtenaw County nonprofit organizations.
- **Varsity Letter Program** promotes our community volunteering among high school students by awarding local students with a varsity letter from their local high school in recognition of their outstanding community service. In June of 2020, United Way recognized 38 students who volunteered \$109,000 worth of service hours back into the community!
- Our free **VITA tax services** saved tax preparation fees and returned over \$1.9 million to low-income individuals and families in 2019.
- **FamilyWize** prescription savings card helps uninsured and underinsured with the high cost of medications: \$157,000 saved on prescription medications and 2,525 people helped in 2019.
- Grants provided via the Financial Stability Fund totaled \$145,200 in FY18 to fund programs to increase the availability of Financial Coaching for individuals/families and improve the economic wellbeing of women.
- Our **Emerging Philanthropists** has invested over \$20,000 at Erickson Elementary in Ypsilanti since 2016.
- **Women United** raised over \$360,000 by hosting 12 years of Power of the Purse! All proceeds will support the financial stability programs for women in Washtenaw County
- Actively engage local and state governments, politicians and committees to advocate for low-income individuals and families and their challenge.

HOW ARE UNITED WAY AND ITS FUNDING AGENCIES ACCOUNTABLE TO DONORS?

- United Way of Washtenaw County is audited annually by an independent accounting firm and is carefully reviewed by the members of the United Way Finance and Audit Committee and Board of Directors. Transparency is vital and reports are available by request and posted on our website.
- **Charity Navigator** gave UWWC their highest rating for financial accountability and transparency in 2019. A 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities is granted to agencies for sound fiscal management.
- **GuideStar Gold** recognizes UWWC for our full financial and impact data available for review. We are committed to full financial transparency and provide complete financial information.
- All agencies and programs requesting United Way of Washtenaw County funding also undergo careful, regular and in-depth financial review by experienced professional staff and volunteers who review audited statements and budget documents. In addition, agencies must report annually about the impact of their services on specific outcomes and indicators. All UWWC-funded agencies must be registered 501(c)(3) agencies and must abide by the U.S. charitable laws.

WHAT MAKES AN ORGANIZATION ELIGIBLE FOR UNITED WAY FUNDING?

Eligible grantees include local 501(c)(3) non-profit human service organizations, local governments, and school districts that are located within and serving Washtenaw County. All of our investments align with our strategic focus areas: Early Childhood, School-Aged Youth, Health & Nutrition, Housing & Homelessness, Older Adults, and Financial Stability.

CAN I DESIGNATE MY GIFT?

Yes. United Way of Washtenaw County donors can choose to designate their annual contributions to the Community Impact Fund (where the needs are the greatest), one of our Focus Areas (listed above) within the Community Impact Fund, and/or to a specific nonprofit agency registered as a non-profit agency with 501(c)(3) tax status. For donations directed to a specific agency, we receive a 13.1% processing fee.

WHAT IS UNITED WAY'S OVERHEAD?

Our 13.1% administrative expense for staff and fundraising activities is well below industry standards, and it is one of the reasons why it is beneficial to give to United Way.

DOES THE UNITED WAY OF WASHTENAW COUNTY FUND PLANNED PARENTHOOD?

The United Way of Washtenaw County does not directly fund Planned Parenthood. The United Way of Washtenaw County is an open designation agency which means that we facilitate donor directed giving by processing designations to organizations that fall outside of United Way of Washtenaw County's funding focus areas. See full funding disclosure for UWWC directed grants at uwgive.org/yourdollarsatwork.

DOES UNITED WAY SELL OR TRADE LIST INFORMATION OF ITS DONORS?

No. United Way of Washtenaw County maintains its own secure database of supporters and will under no circumstances sell or trade this information to any individual or organization, public or private.

WHAT IS UNITED WAY OF WASHTENAW COUNTY'S PRIVACY POLICY?

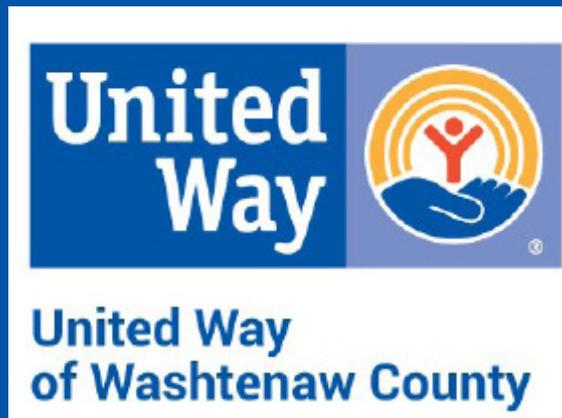
Confidentiality is a hallmark of professionalism. United Way of Washtenaw County uses reasonable commercial efforts to avoid disclosure of information which is confidential, privileged or nonpublic other than in accordance with this privacy policy. See our full privacy policy at uwwashtenaw.org/privacy-policy.

WHAT IS UNITED WAY'S NON-DISCRIMINATION POLICY?

United Way of Washtenaw County is committed to equal employment opportunity. However, we will employ only those individuals entitled to work in the United States, complying with the Immigration Reform and Control Act of 1986 (IRCA). We will not discriminate against employees or applicants for employment on any legally-protected basis including, but not limited to: veteran status, race, color, religion, sex, pregnancy, childbirth or related medical conditions, national origin, citizenship, intent to become a citizen, age, height, weight, familial status, marital status, genetic information, and disability as defined by law.

In addition, we ask all of our grantees to affirm that their agency is in compliance with the following Federal Directive on non-discrimination Standard of Voluntary Health and Welfare Services:

- No person is excluded from service because of race, ethnicity, gender, age, physical disabilities, sexual orientation or gender identity.
- There is no segregation of those served on the basis of race, ethnicity, gender, age, physical disabilities, sexual orientation or gender identity.
- There is no discrimination with regard to hiring, assignment, promotion or other conditions of staff employment on basis of race, ethnicity, gender, age, physical disabilities, sexual orientation or gender identity.
- Governing bodies are open to representation from all segments of the public, regardless of race, ethnicity, age, gender, physical disabilities, sexual orientation or gender identity.



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Engage with us!



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