

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 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.

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 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. So by giving through United Way you can support a specific cause and other safety-net services. 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.

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.

Discussion/Talking Points

Why should I give to United Way?

30 sec commercial: 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.) We invest in SOS to help with housing needs. Friends in Deed for transportation. Food Gatherers for food. Foundations for childcare. Ozone House for high school.
- 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.
- We support the full spectrum of social services in Washtenaw County “diaper to diaper” ☺ or cradle to grave or baby to senior)
- 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.
- UW 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 UW supports broader strategies that lead to long-term solutions for individuals and families.