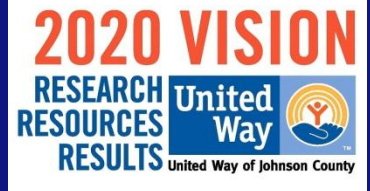


# Frequently Asked Donor Questions



## What does United Way do?

The United Way of Johnson County:

- **researches** and assesses community conditions and needs
- develops strategies and targets **resources** to meet those needs
- delivers **results** by monitoring progress and creating changes that improve lives

The United Way of Johnson County focuses on the building blocks of a good quality of life:

## EDUCATION

### Helping children and youth achieve their full potential through education

- Improving access to quality, affordable child care and early learning opportunities
- Partnering with schools and parents to improve graduation rates
- Providing after-school and mentoring programs for at-risk youth

(REFER to 2020 Vision Education Goal)

## INCOME

### Helping individuals and families stay or become independent, financially stable and self-sufficient

- Supporting basic needs while increasing financial education
- Helping hardworking people obtain job training and family-sustaining wages
- Increasing affordable housing for seniors and families

(REFER to 2020 Vision Income Goal)

## HEALTH

### Improving the mental and physical health of children, youth and adults

- Increasing access to critical health services
- Reducing substance abuse, child abuse and domestic violence
- Increasing health education and preventive care

(REFER to 2020 Vision Health Goal)

## What happens to the money I donate?

Community Volunteers provide oversight of the allocation of Campaign funds, based on meeting community needs. The United Way Community Impact Council reviews each

funding request, and makes recommendations for funding to the United Way of Johnson County Board of Directors.

**Is a United Way contribution tax deductible?**

Yes, if you itemize your deductions on your tax return.

**What if I want to designate my gift?**

The United Way of Johnson County pledge card contains the option for donors to designate their gift to a specific organization, either one or more of our partner agencies, to another United Way serving a community outside of Johnson County or to any other 501(c) (3) non-profit organization inside or outside of Johnson County.

Donors may designate their gift to the United Way Common Good Fund. This creates a pool of funds that is the source of funding for grants to our 28 partner agencies and additionally funds other United Way programs and initiatives.

Donors may designate to a specific United Way of Johnson County partner agency. Each designated donation must be a minimum of \$50 or more. Designations to the partner agencies are paid in April and October.

Donors may designate to a non-United Way of Johnson County agency. In this case, United Way provides oversight prior to distributing the donation to confirm that the organization has received a 501 (c )(3) non-profit status determination from the federal government. To keep administration costs low, each designation must be a minimum of \$50 or more.

Donors may designate to another United Way. Donors who live in another county may wish for their contribution to be directed to that county's United Way. United Way of Johnson County will ensure that these funds are transferred to the designated United Way.

**Why should I give to United Way instead of giving directly to an agency?**

If you have a special relationship with a specific agency, you may wish to contribute directly to them. However, United Way's comprehensive approach to addressing community problems allows your gift to have a maximum impact on changing community conditions and improving lives. United Way is the only non-profit in our area that exists to assess community needs, target resources and monitor results.

**Does United Way encourage companies to pressure their employees to give?**

No. United Way does not condone coercion. We believe giving is a personal choice. United Way does encourage companies to allow employees to make their own decision about giving, and offers all employees a variety of options for their giving. Many companies recognize United Way as their preferred charitable partner in giving, because of United Way's high standards for accountability and achieving community impact.

### **What are United Way of Johnson County's administrative and fundraising fees?**

United Way of Johnson County reserves 16 cents on donations to the Common Good Fund and to designations to specific agencies to cover administrative and fundraising costs. Giving to United Way helps reduce the administrative and fundraising costs of our partner agencies.

### **Does United Way collect all the money that individuals pledge to give?**

Unfortunately, no. Each year United Way of Johnson County has some pledges that are not realized. People have the best of intentions, but do not always follow through on fulfilling their pledges. We refer to uncollectable pledges as “shrink” because when we are unable to collect a pledge it shrinks the pool of funds we have available to distribute through grants and allocations. Across the country, United Ways face uncollectable pledge rates of 4-14%. United Way of Johnson County's volunteer board of directors annually sets the allowance for uncollectable pledges between 4-8%.

### **Does United Way of Johnson County have an Endowment Fund?**

Yes. There are three funds held at the Community Foundation of Johnson County that United Way is affiliated with:

- **United Way Endowment Fund** – to build for the sustainable future of operations and community impact activities
- **United Way Entrepreneurial Fund** – to build the pool of grant funds for innovative approaches to solving community priorities and addressing emerging issues
- **United Way Healthy Kids Endowment Fund** – to generate sustainable funding for school-based health clinics

**For information about how to make a gift to one of the endowment funds, please contact UWJC President and CEO, Christine Scheetz.**

### **Do you support:**

- **Boy Scouts:**

Boys Scouts are not a partner agency; however, we honor donor choice, and some donors do make designated gifts to the Boy Scouts through United Way and we distribute those funds to the organization.

- **Girl Scouts:**

Girls Scouts of Eastern Iowa and Western Illinois is a United Way partner agency. In Johnson County, United Way funding is used to provide access to programming for girls who otherwise could not participate. Girl Scouts collaborates with a number of our other partners – both partner agencies and businesses on programs that promote financial literacy, healthy behaviors and education.

- **Planned Parenthood and/or the Emma Goldman Clinic for Women**  
Planned Parenthood and/or the Emma Goldman Clinic for Women are not partner agencies, and neither has applied for or received grant funding from United Way of Johnson County; however, we honor donor choice, and some donors do make designated gifts to Planned Parenthood and/or the Emma Goldman Clinic for Women through the United Way and we distribute those funds to the organization(s).

### **What happened to LIFE Skills?**

The Board of Directors of Life Skills made a decision last spring to dissolve the organization. The Executive Director worked with area agencies to transition clients to services provided by other organizations.

### **Who runs United Way of Johnson County?**

- Volunteer community leaders form the governing Board of Directors of the United Way of Johnson County, and each Board member serves on at least one of the Board Committees – Strategic Planning, Community Investment, Resource Development and Internal Operations
- Volunteers also participate in making funding decisions and providing oversight of funded organizations through their service on the Community Impact Council
- Volunteers provide leadership on the United Way Campaign Cabinet, Planned Giving and Endowment Committee and Workplace Campaign Teams
- United Way of Johnson County staff are:
  - Christine Scheetz, President and CEO
  - Patti Fields, Vice President for Community Impact and Engagement
  - Terri Anderson, Director of Finance and Operations
  - Juli Kennedy, Director of Resource Development
  - Jill Schnoebelen, Volunteer Center and Community Impact Coordinator
  - Carol Rowland, Finance and Pledge Services Manager (P/T)

### **DO YOU HAVE OTHER QUESTIONS?**

Please contact us at 338-7823 or by e-mail at [info@unitedwayjc.org](mailto:info@unitedwayjc.org)