

Glad You Asked!

Why should I give to Missouri Slope Areawide United Way?

United Way is the most effective way to direct your charitable donations to caring and well-run community programs. Your gift is carefully invested in programs that have proven records of providing life transforming services in a cost-effective manner.

What does Missouri Slope Areawide do besides raise and allocate funds?

United Way identifies issues and develops strategies, which create leadership opportunities, bring people together, and deepen relationships in our community. We also provide oversight to reduce duplication of services and ensure partner agencies achieve measurable outcomes.

How is MSA United Way making an impact in the community?

Using sound data and input from our donors and partners, United Way is developing an Impact Initiative for 2013. The initiative focuses on ways our partner agencies can come together to address our community's greatest needs and show long-term progress. In addition to our new initiative, we remain committed to providing Safety Net funding for our community by supporting programs and services that meet the daily needs of individuals and families.

How does United Way decide which agencies to fund?

Local, non-profit organizations apply to become MSA United Way partner agencies. During new funding cycles, applications are reviewed by the Community Impact Committee. Committee volunteers and staff members review each application and use a scoring system to determine how well the organization's program goals and objectives align with the Impact Initiative or Safety Net needs. Allocation recommendations are given to the Board of Directors for final approval.

What if I can't afford to give?

By giving a small amount each pay period through payroll deduction, most working people can afford to contribute. Even a small contribution will help someone who might not otherwise receive help. By giving just \$1 each week, you provide one book in the mail each month to 2 children for a year through the Imagination Library. Or, just \$2.25 each week for one year provides one night of safe shelter for 3 battered women.

Does United Way only help the poor?

United Way works to benefit the entire community. Examples of broad-based services include: emergency food and shelter programs, family crisis and stability programs, support for families and individuals with special needs, mentoring programs, and elderly care programs. No one knows when they might need a United Way service. Each of us benefits from living in a peaceful, healthy community.

My spouse gives, should I give too?

The success of our community's plan to help people and change conditions depends on the generous support of each person. We each have a community responsibility and United Way makes it possible for every individual to be a powerful investor in community change. Consider combining your gift with your



spouse to become Heroes. Any combined gift of \$500 or more will be recognized. Also, when a woman gives a gift of \$500 or more in her own name, she is encouraged to join Women United (formerly the Women's Leadership Circle). Women United focuses on advancing the common good in our community through leadership, fundraising, and community service.

How much of my donation stays in our community?

99% of your donation stays in our community. While United Way is an international organization, 99 cents of every dollar you give makes an impact in the lives of people in the greater Bismarck-Mandan area.

What if a partner agency asks me to give too?

United Way's funding cannot meet all the financial needs of partner agencies. Due to a potential decrease or loss in other funding sources, agencies often rely on additional donations as well as their United Way allocation.

Does United Way condone pressure to give?

Giving time or money is a personal matter and completely voluntary. Local employers endorse the United Way campaign because it is highly accountable to contributors and is one of the best ways to meet community needs; but everyone's gift should be voluntary.

Why give to MSA United Way when I can give directly to the agencies that receive United Way funds?

Because United Way partners with agencies, schools, businesses and leaders in our community, we have greater ability to achieve collective impact in our communities, rather than focus only on the isolated needs of an individual organization. We have researched the impact and effectiveness of the agencies' programs for you, and provide oversight so that you are ensured your gifts are being used for the greatest good.