

# FREQUENTLY ASKED QUESTIONS

## HOW LONG DOES YOUR FUNDRAISING CAMPAIGN RUN?

Our campaign year runs from July 1 to June 30, aligning with our fiscal year. Most workplaces run their United Way campaigns for a few weeks in the fall. But United Way raises money all year long.

## HOW CAN WE DONATE?

Donors can visit our website at [uw-fc.org](http://uw-fc.org) to donate online, or mail a check to our office at United Way of Franklin County, 51 Davis Street, Suite 2, Greenfield, MA 01301.

## HOW MUCH OF MY DONATION STAYS IN FRANKLIN COUNTY?

Like all United Way's around the world, United Way of Franklin County is, and always has been, a local organization. Your donation stays local and helps people in Franklin County.

## CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

United Way of Franklin County honors designations above \$75 to qualified 501(c)(3) organization, although we believe that the most powerful way to invest your donation is to donate to our undesignated Community Care Fund. Designating a gift often means that there are fewer dollars for making community grants and that essential programs may receive less support.

## WHO DECIDES WHERE THE DONATIONS GO?

You do! That is to say, a committee made up of volunteers, like yourself, decide. All programs that receive funding are carefully vetted by a lengthy process. The Community Investment Committee, made up of volunteers from the community, considers the need for funds and impact of the program, as well as conducting a comprehensive assessment of the agency. United Way monitors results to ensure the programs are making an impact and the agencies remain compliant.

## WHY SHOULD I GIVE TO UNITED WAY?

You make a difference. You are making an investment that benefits the entire community, not just one program, issue, or population. United Way leverages your contribution by combining it with others and strategically investing in results-driven programs and initiatives to maximize the impact we have in the community. It is easy and convenient.

## WHAT'S THE DEAL ABOUT NON-PROFITS AND OVERHEAD?

Without a person earning a salary, or a safe, functional facility, many nonprofit programs would simply not exist. The "Overhead Myth" belief that organizations with the lowest overhead ratios are the most donation-worthy creates a culture of nonprofit starvation that hurts everyone. We are committed to ensuring that costs and expenses are reasonable, while also investing in tools, technology, and people who make our organization, and those of our partners, more impactful.

## I HEARD YOU ARE MERGING WITH UNITED WAY OF HAMPSHIRE COUNTY. WHAT DOES THAT MEAN FOR MY DONATION AND THE PROGRAMS HERE?

All donations made during this campaign will go either to our Community Campaign that funds the many programs in Franklin County or the non-profit you selected.

If a merger takes place, future campaigns would be run as one, under the umbrella of the new organization, but designations for our Franklin County programs and non-profits will still be possible.