



UNITED WAY MYTHBUSTERS

Truth or Myth?

1 **The United Way spends most of their money on administrative costs and office space.**

Not true! 78% of the United Way of Lincoln County funds go straight to support the programs. The other 22% ensure that the agencies and programs appropriately receive and distribute their funding and manage the many donors and donations that come in. The County provides our office space at \$1.00 per year putting even more dollars back to our agencies.

2 **The Executive Director makes exuberant amounts of money and has luxurious fringe benefits**

Not true! The Executive Director of the United Way of Lincoln County works 30 hours per week and is paid \$44, per year. She receives \$400.00 a quarter (Total \$1600.00 per year retirement) and \$200.00 per month medical and or dental allowance. Our director uses her own cell phone and according to this year's auditor. "You're United Way is fiscally responsible and in reviewing 2017 audit, spending is under budget". The Executive Director member of the DE Tocqueville Society.

3 **Our local United Way has ties with UW of Central Carolinas and should have done something about Gloria Pace King and her excessive spending.**

Not true! Each United Way is autonomous, run by its own Board of Directors, making decisions that are vital/unique/important to each individual community. Keeping local dollars local.

4 **The money I give gets sent to other communities and doesn't help people in Lincoln County.**

Not true! The only donations that are used outside of Lincoln County are ones that have been designated directly to that county. Otherwise all of the funds stay in Lincoln County to help Lincoln County residents.

5 **I know how the programs get money.... It's all in whom you know, not what you offer to the community.**

Not true! Each year, every agency must re-apply through a lengthy application and interview process to be considered for funding. There are no guarantees of funding from year to year. The application and interviews focus on measurable outcomes that make a big impact in the community.

6 The United Way serves 14 member agencies that concentrated focus areas are education, income and health.

TRUE- What does that look like for Lincoln County? In the past two years our High School dropout rate has decreased due to having graduation coaches in each of our High Schools paid for by your UW dollars. Prosecution rate for child abuse molesters are at 99% for Lincoln County because of your dollars at work. Adults with disabilities able to work and earn a paycheck because of your UW dollars. Counseling services for victims of domestic violence and their children, women being taught to care for their families, job skills, cooking, becoming contributing members of our society and so much more..

7 United Way is just about raising money and nothing more.

Not true! United Way is so much more. Through 2-1-1 United Way of Lincoln County provides thousands of callers who have immediate needs with information and referrals to specialized resources, from energy and utility assistance and housing to intensive child care needs and volunteer opportunities.

United Way administers the FEMA dollars designated to our community this year totaling \$37,481.10 to assist with emergency shelter and to keep the shelter open year round.

United Way has a very involved teen board that raises funds to purchase presents for other teenagers for Christmas, participates in summer reading book bags for kids program, and also holds a free prom dress and coat drive each year.

United Way raised \$409,000 campaign dollars last year and raised an additional \$54,000 for community impact work through separate grant funding.

Our director serves on the Emergency Management Board, and Work Force Development Board, the Carolina Healthcare Transitional Committee, COC Continuum of Care for homelessness, Opioid Community Committee, and facilitates a monthly non-profit meeting quarterly.

8 United Way of Lincoln County is a national organization.

Not true! United Way operates as an independent 501C(3) governed by a 22 member board of directors that approves all funding decisions. We do license our name from United Way Worldwide (UWW) and less than 1% of revenue goes to UWW for licensing fees and dues. UWW also is a great resource for trainings, documents and other valuable tools to help better our organization to improving lives in our community.

9 The way the programs and agencies use money it isn't monitored regularly.

Not true! Agencies are required to regularly report their financials to United Way. Each year during the re-application process, proof of sound financial management is critical to receiving support from United Way.

10 United Way is not held accountable by anyone other than the local boards

Not true! Being part of United Way Worldwide gives us a brand that's well recognized and respected worldwide, Standards of Excellence to which we subscribe insures our operations are well run and legal, opportunities for first-

class training at low costs, marketing and incredible research resources that a smaller United Way such as ours could not afford to do on our own.

11 **United Way is just about collecting money not helping people**

Not true! I personally work diligently to stay abreast of current issues, to help coordinate/facilitate efforts and collaborate on initiatives that can affect the long term health of our community. I want our donors to feel confident their donations are doing the most good. I can say we have a stellar board of directors who, like me recognize our role in the community is to be good stewards of the money trusted to our care; to make well, educated decisions, execute due diligence on programs and organizations that we feel are well-run, and are achieving positive outcomes for their clients as well as our community. The UW Director coordinates services to help people find food, clothing, rent, mortgage, furniture, and so much more.

12 **United Way is not needed because the government takes care of health and human service problems.**

Not true! In recent years, there has been a dramatic reduction in federal and state government funding for human service needs. All indications suggest that the cuts are deeper than ever. Yet at the same time, there are more people needing assistance. As a result, your gift through United Way is increasingly more important because it stays in our community, helping to stabilize families. In addition, United Way works with local and state government to coordinate efforts and improve delivery services to those who need help. We do not receive any Government funding and is all raised locally

13 **United Way encourages arm twisting when it comes to asking for pledges.**

Not true! United Way of Lincoln County has a policy against coercion, and under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter and a personal decision; whether people give and how much they choose to give is up to each individual. The purpose of United Way is to offer people an opportunity to care so that others can receive the help they need. We hope you will give because you are able to and because you feel good about it. The size of the gift does not matter, whatever you can give, gives hope.

14 **United Way has a strong partnership with our school system, college, local businesses and individuals, as well as County and City Officials.**

TRUE! No one agency or organization can make changes alone. For more than 50 years, we've been a trusted leader across the county. Giving to United Way of Lincoln County means you are directing much needed dollars towards the root-causes of some of today's (and tomorrow's) most pressing issues – like education, income and health.

Our trusted experts and knowledgeable staff work with hundreds of partners across the county and know how your funds can do the most good for the most people. United Way of Lincoln County makes nonprofits more efficient by assuming fundraising, marketing and customer service expenses for them. We also offer the highest level of accountability – for ourselves and our partners.