

# United We

# ...make a difference!

United Way of Northwest Alabama has been in this community in some shape, form or fashion since the late 1930s. It is the region's largest local non-governmental investor in health and human services. Each year, **more than 50,000 people** in Northwest Alabama receive services from a United Way funded program. That's **ONE** out of every **THREE** people. More than **3,000 individuals** and over **200 companies** support the non-partisan work of our partners through payroll deduction, direct donation and fundraising.

## Here are the facts:

- United Way of Northwest Alabama raised pledged donations of **more than \$900,000 last year**.
- **Money raised here stays in** Northwest Alabama (unless designated by a donor to an outside agency.)
- Approximately 86 cents of every dollar supports **local agencies and donor designations**.
- **Only 14 cents of each dollar is spent on overhead** - far less than the industry standard of 30%.

## How can your company participate?

### RUN A COMPANY CAMPAIGN

Allow your employees the option of contributing to United Way through payroll deduction. Don't offer payroll deduction? We can show you how to set it up in Quickbooks, work with your third-party payroll processor or find another solution that will work for you!

### GET YOUR EMPLOYEES ON THE BUS!

Get on the Bus Tours are three-hour windows where we take your employees to visit three or four of our partner agencies so they can see first-hand the impact on our community. We can offer tours blocked throughout the campaign and we can customize a tour that works around your scheduling and staffing needs.

### ADOPT A DAY OF CARING PROJECT

Day of Caring on September 12th is our way of helping our partner agencies with their tangible and material needs. Opportunities range from "hands-on" projects like maintenance and repairs to supply drives that raise much-needed resources. Projects will be listed on social media as well as at [www.uwnwal.org](http://www.uwnwal.org).

### PURCHASE UNITED WAY T-SHIRTS

Have "Live United" days and let your employees wear their t-shirts during the fall campaign - or throughout the year. Shirts are just \$6 each and available in all sizes. (\*Required advanced notification)

### LEADERSHIP GIVING

With a one-time gift of \$1,000 or more - OR through payroll deduction of just \$20/week, you will be designated as a Leadership Giver.

### ALLOW YOUR EMPLOYEES TO VOLUNTEER

The Allocations Team is a group of local business leaders that reviews agency funding requests and helps allocate funding across all agencies, programs and services. Employees can also volunteer as Loaned Executives that support our campaign by calling on business accounts throughout Northwest Alabama.

## Agencies, Programs & Services

American Red Cross - North Alabama The  
Arc of the Shoals  
Attention Homes of NW AL  
Big Brothers Big Sisters of the Shoals  
Boys and Girls Clubs of NW AL  
Boy Scouts of America, Westmoreland  
Children's Aid Society  
Cramer Children's Center  
Community Action Agency of NW AL  
Easter Seals of NW AL  
Girl Scouts of North-Central Alabama  
Habitat for Humanity of NW AL  
The Healing Place  
Hospice of the Shoals  
NAMI Shoals  
(National Alliance on Mental Illness)  
NW AL Reading Aides  
Shoals Crisis Center  
Safeplace, Inc.  
Salvation Army of the Shoals  
Shoals CASA  
(Court Appointed Special Advocates)  
Shoals Community Clinic  
United Way's Help Me Grow  
United Way's Success by 6  
United Way's 211 Information & Referral  
YMCA of the Shoals



United Way of  
Northwest Alabama

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**I don't support United Way because....**  
Turn the page for the FACTS concerning some common misconceptions about United Way!

## FACT OR FICTION?

# Here are the FACTS concerning common misconceptions about United Way..

### **MY EMPLOYEES DON'T MAKE ENOUGH MONEY TO CONTRIBUTE TO UNITED WAY.**

Certainly it may be hard for some people to write United Way a check for \$100, but almost everyone can spare \$1 a week through payroll deduction. Rest assured, when we talk to your employee group, we don't use "hard-sell" tactics. We simply share information about the agencies we support and the services they provide; and we leave the decision to contribute to the individuals. By making low-wage employees aware of the programs we support, they become aware of services they might need. We have found that those who have received services are often eager to give back when they become able.

### **MOST OF MY EMPLOYEES ARE YOUNG AND PART TIME. THEY WON'T WANT TO GIVE.**

One of our strongest campaigns is run by Publix Supermarkets, where many of their associates are young, part-time employees. They are proud to be UWNWAL supporters. If you learn philanthropy when you are young, you'll be a philanthropist for life.

### **I HAVE HEARD YOU SEND MOST OF OUR MONEY TO WASHINGTON, DC.**

This year, we will pay a little over \$9,000 in dues to United Way Worldwide (UWW). That pays for national advertising (NFL commercials) and use of the name and logo. UWW also allows us to use part of those dues to pay for transportation, accommodations and other expenses involved in attending regional and national training we couldn't otherwise afford as a small United Way.

This year, Northwest Alabama will receive nearly \$90,000 in federal Emergency Food and Shelter funding through UWW - \$81,000 more than we paid in dues. That money goes to seven local non-profits.

### **WHO DECIDES WHERE THE MONEY GOES AND HOW DO THEY MAKE THOSE DECISIONS?**

Each agency completes a grant application and provides copies of their budgets, along with proof of their tax-exempt status and most recent IRS tax statements. Teams of community volunteers review the submitted documents and provide detailed questions for the agencies.

Those teams then meet with agency staff and board members to evaluate them and make sure services provided are vital, provide for immediate needs, make a lasting impact, are being provided efficiently and being successfully implemented. Teams then recommend an allocation plan to the United Way Board.

### **I CAN'T DONATE TO JUST THE AGENCY I WANT TO SUPPORT.**

Because the allocation volunteers have a more complete picture of the needs of the agencies, we do prefer that you donate to the general fund. However, if you wish to designate your pledge to your local United Way or another 501(c)(3) non-profit agency, there is a place on our pledge form to do so.

### **I HAVE HEARD THAT UNITED WAY FUNDS AN AGENCY I DON'T APPROVE OF.**

UWNWAL currently funds 22 LOCAL agencies providing 38 services. Lists of UWNWAL funded agencies can be found on the front of this flyer, on our website at [www.uwnwal.org](http://www.uwnwal.org) and on other materials. If you have concerns about the agencies funded, please contact UWNWAL Executive Director, Beth Haddock, at 256-764-5892, ext. 100.

### **I HAD A FRIEND WHO NEEDED HELP, AND UNITED WAY DIDN'T GIVE HIM A DIME.**

United Way doesn't give money directly to individuals. It gives money to agencies that provide services to individuals. We try to fund those that assist people that fall through the cracks of government assistance like healthcare for those who aren't eligible for Medicaid/Medicare, but can't afford insurance; food for children and homebound adults; shelter for the homeless, victims of domestic abuse and runaways; and indigent end-of-life care. We also support programs that help break the cycles of violence and poverty, teach children how to get/stay safe, help developmentally challenged children and adults and connect people who need help with those who can help them.

