

Frequently Asked Questions



United Way
of Greater High Point

1. What kind of organizations or agencies does United Way support?

United Way's focus is on health and human services, particularly those for children and their families. We support approximately 64 programs at 28 non-profit agencies in the Greater High Point area that provide help to those with both basic and special needs. These agencies have earned the right to be partner agencies by meeting our community's highest standards of quality service, financial efficiency and accountability.

2. Why do most people give to United Way?

Quite simply, most folks give to help others. In a workplace survey, this reason was mentioned three times more often than any other. They also give because they know a gift through United Way has the added value of a citizens' review process. Through that process, each agency is evaluated annually by trained and knowledgeable volunteers who recommend allocations of funds based on a wide variety of factors. Those factors include responsiveness to community needs, service quality and impact, client satisfaction, outcome measurements and financial condition.

Additional reasons people give include cost efficiency, an interest in one or more partner agencies that United Way supports, workplace spirit, and a desire for a stronger community.

Many organizations offer payroll deduction for United Way donations, an option that allows employees to make much more generous gifts by spreading the costs across an entire year.

3. Why should I give to United Way instead of just making a contribution to a single agency like The Salvation Army, the Red Cross, or Hospice?

Because with United Way giving, you're making one gift really count! You're giving not only to the three well-known agencies mentioned, but also to 25 others that may be less well known, but whose work is equally vital to our community.

In addition, there is United Way's community investment process for allocating the money. You can rely on United Way to evaluate needs and direct dollars where they are needed most.

4. Even so, if there is an organization that's special to me, can I choose it to receive part or my entire United Way gift?

United Way of Greater High Point's Community Action Fund is the best way to do the most good in our community. Your undesignated contribution supports all

three of our Community Impact areas and will be carefully and thoughtfully invested into local programs by local volunteers. Still, UWGHP recognizes that some donors want to designate their contributions. While we prefer to receive undesignated contributions, it has been and will continue to be our practice to accept donor designations that are compatible with the scope and purpose of our mission.

A designation to our partner agency(ies) will be used to fund programs within that agency(ies). A complete listing of partner agencies and their designation codes are listed on the back of the campaign pledge form, annual report, and at www.unitedwayhp.org. Funds will be forwarded to the United Way of your choice. An administrative fee and uncollectible fee will be charged to those United Ways with which we do not have a reciprocal agreement.

5. If you work in Guilford County and make a pledge at work, can you designate it to a United Way in a neighboring county where you live?

Yes, that's fine. And our United Way in turn receives some designations from nearby counties. It's all for the good cause of helping our neighbors. Designation codes are listed on the back of the campaign pledge form.

6. Does the United Way of Greater High Point fund political parties? Religious organizations? Abortions?

No.

7. Why should I give every year when the United Way has never helped my family or me?

Certainly, there are a lot of folks in our community who don't depend on services from United Way partner agencies. Most likely, however, someone close to them -- an extended family member, a neighbor's child, or a co-worker -- does depend on those services. We hope you'll give to help them. And with United Way partner agencies serving one in three members of our community regularly, you never know when you or your family might need their services.

8. Do United Way agencies serve only poor people?

Agencies receiving United Way funding serve not only low-income families, but also offer programs that all citizens use. In fact, one out of three children and their families in our community are served by a United Way agency. (If your child has been a Boy Scout or Girl Scout, or has taken part in a YMCA or YWCA program, then he or she has taken part in a United Way program.) And even if your family never has to call on Hospice or Family Service, isn't it a good feeling to know they'll be there if you need them?

9. How much of every dollar I give is really spent on human care services?

As of June 1, 2020 approximately 82 cents of every dollar received goes directly to human service programs and only 18 cents is used for administrative costs. This overhead rate is well below the national average for United Ways and other non-profits.

For more information:

Go to <http://www.secretary.state.nc.us/csl/#>

Then click on

Complete 2009-2010 Charitable Solicitation Licensing Section Annual Report (pdf) (Written purple) read page 3

10. How much of every United Way dollar goes to the United Way Worldwide?

Approximately one cent of every dollar and it's a very reasonable cost of doing business. As our national service organization, United Way Worldwide helps us and other local, independent United Ways save money. Our membership allows us to buy a large number of quality services and products at the lowest possible cost, some which are unique and could not be obtained elsewhere. An example would be the NFL spot commercials, which raise awareness of United Way services to a vast national audience and thereby help hundreds of local United Way campaigns.

11. How large is the United Way of Greater High Point staff?

At present there are 10 staff members. They serve in campaign planning and marketing, financial record-keeping, communications, community issues, partner agency funding, and volunteer recruitment and training.

12. Has the United Way of Greater High Point ever had a scandal or an accusation of wrongdoing?

No, it has not. A volunteer Board of Directors carefully governs our United Way. Everyone associated with the organization is held responsible for abiding by a specific Code of Ethics. Employee personnel policies are reviewed frequently and adherence is carefully monitored. The Board of Director's Executive Committee carefully reviews full financial reports monthly, and an annual audit is conducted.

13. How does United Way feel about workplace pressure to give?

We are strongly opposed to coercion in the workplace and follow a non-coercion policy approved by our Board of Directors. Giving is a personal decision, and we know many factors influence what you and your family might decide to pledge in a given year.

14. Why does United Way promote a “Caring Gift”/”Fair Share”?

The needs in our community have never been greater. People are telling us that they expect United Way and our 28 partner agencies to do even more to meet vital human service needs. United Way volunteers agree that the best way to generate the necessary resources is to promote giving at the appropriate “Caring Gift/Fair Share” level. The guide suggests giving at a level equal to one’s means to do so. All gifts are appreciated, however, and if the “Caring Gift” guide has no appeal for you, just give what you feel is appropriate!

15. Doesn’t giving to my church accomplish the same good as giving to United Way?

Donations to your church are one important part of your charitable giving. United Way giving is another part - it’s a commitment to our community that we share with many other charitable organizations here in Greater High Point.

16. If a husband and wife both work, does it matter which workplace gets the United Way pledge?

No, it really doesn’t. But organizations running strong United Way campaigns build lots of enthusiasm and they naturally want the most dollars possible credited to their campaign! Many couples, therefore, pledge at both workplaces or alternate each year.

17. How does payroll deduction affect pledges?

When the money can be paid conveniently through payroll deduction, donors pledge more - considerably more. Offering payroll deduction is a way that employers can really help United Way and the community.

18. What is United Way’s legal obligation to give donors a receipt?

The Pension Protection Act of 2006 requires that we issue a receipt to anyone who requests one with the exception of payroll deduction donors. Payroll deduction donors should use their last pay stub or W-2 as proof of their contribution. Instead of waiting for donors to request a receipt, UWGHP sends out receipts at the end of January for contributions paid during the previous calendar year that were greater than \$250 and paid by cash, check, credit card or stock.

19. As an employer, how can I encourage membership in United Way’s Leadership Society?

Encouragement should be given by personal example and without pressure. For community recognition of your organization’s Leadership Society members, it’s important for employers to send United Way the pledge forms that employees fill out. Then we can double-check to be sure all names are included, and we can keep mailing addresses and donor recognition preferences current.

20. Can you really expect low-wage workers to make a pledge?

Surprisingly, those who don't earn a lot often give more in proportion to their income than those with higher incomes. Maybe they're closer to basic needs and difficult times, or perhaps United Way services have made a difference to their children or other family members. Every pledge or gift, however small, is important to United Way.

21. How can our company run a campaign when our people are never in the office?

Group meetings are not the only way to conduct a campaign. We need employers with large and small workforces, with traditional and non-traditional workplaces, to support our community-wide United Way effort. We'll be creative in helping you plan the kind of campaign that suits your organization.

22. How long does an employee group meeting need to be?

Twenty minutes is ample, and it can be less. If it takes too much time away from work or is tiresome, it's too long. If you don't learn something new each year about community needs, it's probably too short.

23. Is the United Way of Greater High Point supporting the Boy Scouts of America?

Yes. There has been no change in the funding process for the Boy Scouts. Their request for funding is reviewed in the same manner as the other United Way partner agencies.

24. I've heard about United Way scandals in North Carolina....

Donors should be aware that United Ways are independent, autonomous organizations. United Ways are different from many other non-profits which have multiple "chapters" and a national organization. For them, their national affiliate has a strong influence over local policies, fund-raising, and staff compensation.

Not so with United Ways. As independent organizations, United Ways are governed by local volunteers. The United Way of Greater High Point, for example, has a 36 member Board of Directors that meets monthly, and an Executive Committee and Finance Committee that both meet separately each month to maintain comprehensive oversight of our United Way's policies and operations.

Robert Rogers, Pinnacle Bank, is our current Board Chair. The rest of the Board is made up of diverse representation from across High Point, Archdale, Trinity, and Jamestown. Financial statements are carefully reviewed at each Board meeting, and our volunteers and staff are extremely committed to fiscal integrity, and an appropriate set of checks and balances that helps insure it. Our United

Way's Chief Financial Officer is also a CPA, and we routinely receive "clean" annual audits from our audit firm, Sharrard McGee.

As an organization independent of its counterparts, the United Way of Greater High Point's staff salaries are consistent with the median salaries for United Way professionals in the Southeast at similar sized organizations in comparably-sized communities. Salaries and benefits are reviewed by our Personnel Committee, which is headed by the previous year's Chair of our Board of Directors.

Our audit results are printed in our Annual Report, released each July, and also available on our website, www.unitedwayhp.org. A copy of our organization's IRS Form 990 can be reviewed on our website or on www.guidestar.org. We release information on the allocation of United Way funds to our 28 partner agencies to the media every year.

It is of utmost importance to our volunteers and staff that every dollar donated to this United Way by the residents of High Point, Archdale, Trinity, and Jamestown be used efficiently and wisely to help make this community a better place for all of us. To that end, we maintain strictly-enforced financial policies, review them regularly, and keep our volunteers closely engaged in all United Way operations.

If you hear concerns about the United Way of Central Carolinas issues (or other matters related to our United Way) please share them with your Employee Campaign Coordinator or a member of the United Way staff.