



United Way
Montcalm-Ionia Counties

FREQUENTLY ASKED QUESTIONS

As a Campaign Leader, it will be your responsibility to help employees understand what the United Way is all about. This guide is meant to help you navigate some of the most commonly asked questions.

WHAT IS UNITED WAY?

United Way is a local volunteer-driven charity that has been operating since 1919. As a community problem solver, United Way enables people, through workplace campaigns and individual gifts, to make charitable gifts which will join the donations of others to address community needs and issues. The mission is to unite people and resources to solve defined problems and improve the quality of life for individuals and families in our communities. The vision is to be a catalyst for change that mobilizes a caring community to improve people's lives.

HOW IS UNITED WAY DIFFERENT FROM OTHER NONPROFIT ORGANIZATIONS?

United Way exists from one reason – to strengthen our community through individual and family well-being. Community volunteers make up the United Way Board and various communities that guide the United Way's work. As opposed to the nonprofits that are focused on one specific interest, United Way listens to the community voice to determine the most critical areas in which families and children need help. Individual donations directed the United Way gain power as they join gifts from others to help make powerful changes in the lives of your neighbors, your fellow employees and coworkers, and your family members. Donors can direct their gifts to the LIVE UNITED Fund or to a favorite charity.

WHAT IS UNITED WAY MONTCALM-IONIA COUNTIES?

United Way is about advancing the common good, creating opportunities for a better life for all. United Way also collaborates with other community organizations to take aim at the root causes of big community issues. United Way funds programs that will help promote Vital and Safe Neighborhoods, Fulfilling Basic Human Needs, Improving People's Health, and Helping Children and Youth Achieve Their Potential.

IS MY GIFT TAX DEDUCTIBLE?

The full amount of your contribution to the United Way is tax deductible as allowed by law. Consult your tax advisor for information and keep your Donor Pledge form for your records.

WHY SHOULD I GIVE TO UNITED WAY MONTCALM-IONIA COUNTIES WHEN I CAN GIVE DIRECTLY TO AN AGENCY?

By giving to United Way Montcalm-Ionia Counties a donor is giving to a system of agencies that works closely together to best serve the community needs. A committee of local volunteers, reviewing the United Way partner agencies' programs and budgets, decide how much funding each program will receive based on community needs.

WHY SHOULD I GIVE TO UNITED WAY MONTCALM-IONIA COUNTIES WHEN MY FAMILY OR I NEVER USE AGENCY PROGRAMS?

Every person assisted by a United Way Partner Agency or program, our community gets healthier and stronger. This adds up to a better quality of life for everyone. Chances are you, or someone you know, has benefited. United Way and its Partner Agencies are here for everyone.

WHAT IF I DON'T LIKE AN AGENCY THAT UNITED WAY MONTCALM-IONIA COUNTIES FUNDS THROUGH ITS COMMUNITY INVESTMENT GRANTS?

If a donor so chooses, they may direct their gift to a specific focus area or program rather than to the general Community Investment Fund that supports the grants that United Way Montcalm-Ionia Counties makes.

WHAT HAPPENS IF I DESIGNATE MY PLEDGE TO A SPECIFIC AGENCY OR ANOTHER UNITED WAY?

United Way Montcalm-Ionia Counties participates with other neighboring United Ways that allows you to give through your employer and designate your gift to the United Way of your choice. If you work in our two-county area, but do not live here and would like your gift to go to the United Way in your county, you may indicate that on your pledge form. United Way Montcalm-Ionia Counties will honor designations to any accepted organizations. If you choose to direct your gift to a specific agency which is not a funded Agency Partner of this United Way, there will be an administrative fee applied to your donation.

IF YOU HAVE ANY OTHER QUESTIONS, CONTACT US AT 616-794-9840