

WHAT DOES UNITED WAY DO?

- United Way Worldwide is the largest non-profit in the world, raising almost \$5 billion annually in support of families and individuals in need.
- United Way connects families to the building blocks of economic stability—**INCOME**, **EDUCATION** and **HEALTH**.
- In Metropolitan Chicago, our vision, **LIVE UNITED 2020**, is our 10-year commitment to transform communities of greatest need. We believe this change, and the measurable results it delivers, will attract a renewed and stronger resource base. In the future, that resource base will allow us to expand our efforts, better leverage our assets and, ultimately, do a more effective job of addressing the major problems plaguing our communities.

WHY SHOULD I GIVE TO UNITED WAY?

- United Way does what no single organization can do alone. We bring together leaders from government, corporations, health and human services and the community to develop innovative solutions to local issues.
- Through **LIVE UNITED 2020**, your donation will create measurable, long-lasting results in communities of greatest need, generating a ripple effect of economic stability across our region.

WHERE DOES MY MONEY GO?

- 84% of all contributions made to United Way of Metropolitan Chicago go directly to programs that support people in need. This rate exceeds industry standards. Watchdog groups provide various guidelines for non-profit management and fundraising activity. For example, the BBB Wise Giving Alliance recommends non-profits spend at least 65% of their annual expenses on program activity, while the American Institute of Philanthropy sets its minimum standard at 60% of expenses.

WHICH NON-PROFITS DOES UNITED WAY FUND?

- For a complete list of organizations receiving United Way funding and programs that help achieve our **LIVE UNITED 2020** goals, visit LIVEUNITEDchicago.org.

MAY I DESIGNATE MY GIFT TO A SPECIFIC ORGANIZATION?

- Yes, as long as it is registered with the State of Illinois and recognized by the IRS as a 501(c)(3) health and human service organization.
- However, by giving to United Way instead of designating to one particular non-profit, you are guaranteed that your dollars benefit the programs making the biggest impact on Chicagoland's most pressing issues. Your contribution is leveraged across effective programming that, together, makes a meaningful impact.

HOW DID UNITED WAY IMPACT OUR COMMUNITY OVER THE PAST YEAR?

- **VOLUNTEER:** United Way hosted 324 volunteer events with 6,000 volunteers.
- **ADVOCATE:** Engaged 5,700 residents and leaders in discussion and action around income, education and health community issues.
- **INCOME:** 5,889 adults in programs became job ready; 1,401 people opened a bank account and saved \$700.
- **EDUCATION:** 6,189 children were ready to succeed in school; 9,978 students were on track for graduation.
- **HEALTH:** 3,629 youth and adults increased physical activity; 211,563 individuals gained access to health services by overcoming barriers to care.

HOW CAN I GET INVOLVED IN THE WORK OF UNITED WAY?

- There are many ways to get involved in the work of United Way. You can **GIVE**, you can **ADVOCATE** and you can **VOLUNTEER**. Visit LIVEUNITEDchicago.org for more information.
- Consider joining the *Young Leaders Society* or the *Women's Leadership Council*.

WHERE DO I CALL IF I, OR SOMEONE I KNOW, NEEDS HUMAN SERVICES HELP?

- In Cook County, call the United Way helpline at 312.655.7732;
In DuPage, call 800.942.9412.

HOW DO I GET A TAX RECEIPT FOR MY DONATION TO UNITED WAY?

- Every month, donors who give one-time gifts of \$250 or more are sent tax receipts by United Way.
- In order to request a duplicate receipt or a receipt for donations under \$250, please contact Carla Iwanski, Customer Service Manager at United Way of Metropolitan Chicago, at Carla.Iwanski@uw-mc.org or 312.906.2343.

CAN I RUN MY CAMPAIGN ONLINE?

- Yes, you can run an electronic campaign using e-Way or e-Pledge.
- e-Way and e-Pledge make employee giving easy by providing:
 - A personalized donor experience
 - Organizational convenience
 - Timely reporting and monitoring
 - Cost effectiveness
- For a complete review of how e-Way and e-Pledge can work for your organization, please contact your United Way representative.

VISIT THE ONLINE CAMPAIGN TOOLKIT FOR THE LATEST RESOURCES AND MATERIALS.

>> campaign.uw-mc.org

LIVE UNITED 2020 101

United Way FAQ's
United Way Talking Points
United Way Fact & Figures
2011 Campaign Posters
2011 Displays
2011 Donor Guide
2011 LIVE UNITED 2020 Brochure

GIVE

Simple Pledge Card
General Pledge Form
Designation Pledge Form
Why GIVE to United Way Flyer
Mobile Giving Partnership Opportunities

ADVOCATE

SPEAK OUT and BE HEARD Flyer

VOLUNTEER

LEND Your TIME and TALENT Flyer

MEASURING SUCCESS

Dashboard and LIVE UNITED 2020 Goals
Campaign Reporting Spreadsheets

MEMBER UNITED WAYS

United Way of DuPage/West Cook Flyer
North Shore United Way Flyer
Northwest Suburban United Way Flyer
South- Southwest Suburban Flyer

AFFINITY GROUPS

Chairman's Circle Members
Leadership Giving Raffle Poster
2011 *Tocqueville Society* Brochure
Young Leaders Society Support Flyer
Women's Leadership Council Flyer
Leadership Giving Flyer

SUCCESS STORY SERIES

Line That Connects 1-4



>> And more...