



United Way
Perth-Huron

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Frequently Asked Questions

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About United Way

1. What does the United Way logo mean?

The United Way logo is one of the most widely recognized brands. It is called the helping hand symbol and is used by United Ways around the world.



The rainbow overhead, emerging from the hand to shelter the figure, represents hope for a better future.



The centre image, based on the universal symbol of humanity, is cradled by the helping hand. It indicates that United Way cares about people everywhere.



The bottom is a helping hand symbolizing United Way's support of services and programs that in turn support people in local communities. The hand symbol is a symbol of hope, service, and help to people in our communities.

2. Why should I give to United Way? I don't use their services.

Unfortunately, there are vulnerable people in our communities who do need help. Consider an abused person, an isolated person, or a person with a disability or employment barrier. For many of these individuals a United Way Supported Partner provides the assistance they need to maintain their well-being and dignity.

Our vision is a better life for everyone. An altruistic and philanthropic attitude helps achieve that vision. Helping others is at the heart of the United Way. Many individuals face challenges and barriers beyond their control. United Way asks those who are able to donate and help ensure programs are available for those who need them.

Moreover, economic stability and growth are closely linked to community well-being. Investing in United Way helps build the social structure for a healthy community. Everyone benefits when people have the support they need.

If you do not receive support from a UWPH Supported Partner, it is likely that you know someone – a family member, friend, neighbour, or co-worker etc. — who does, or perhaps you have used services in the past. Many experience different seasons of life, and by investing in United Way it ensures social services will be available for everyone when they need it.

3. What is “United Way Centraide Canada” and how does it relate to local United Way Centraides?

United Way Centraide (which is the name of our national organization and includes the French translation for United Way) is a federated network of local United Way offices, each registered as its own non-profit organization and governed by an independent volunteer-led local Board of Directors. Each United Way works locally to raise funds and invest in improving lives in its community. Some nation-wide accounts are centrally coordinated by larger United Way offices to ensure that national corporate expectations are met.

United Way Centraide Canada is the national office and has a distinct role in providing leadership, guidance and support to local United Ways across the country. Together, local United Ways and United Way Centraide Canada form the United Way Movement.

4. What is United Way Worldwide?

A network of nearly 1,800 community-based United Ways in 45 countries and territories with a brand value estimated at \$14.3 billion.

5. What standards does United Way Centraide Canada set for individual United Way Centraides?

Paid employees and volunteer board members have a fiduciary and moral responsibility to businesses and individuals in the community who donate to a local United Way Centraide. Membership in United Way Centraide Canada is governed by a membership agreement, which gives individual United Way Centraides the right to use the United Way Centraide name and logo and requires that they abide by certain standards of excellence related to human resources, financial resources, financial support, communications and management.

6. What is United Way Centraide’s membership model?

Each United Way Centraide pays membership dues that are determined by a formula based on the amount raised by each United Way Centraide in its annual campaign. The formula is agreed upon each year by all United Way Centraides during the Annual General Meeting. Each member United Way Centraide has one vote when items are brought forward for ratification at the Annual General Meeting. The current membership rate is less than 1% of our revenue and the combined dollars provide affordable professional development, benchmarking and standards setting which ensure our 100% local efforts are the best they can be.

About Fundraising, Administration Costs and Financial Accountability

1. How much of my donation does United Way Perth-Huron use for fundraising costs?

About 16%. That means that 84% of funds raised are invested in our supported partners and other community based work we do.

Note: Costs of fundraising can fluctuate annually by a small margin due to variance in expenses and donations.

United Way is proud of its efforts to keep costs low through sponsorship and volunteers. United Way's fundraising costs are consistently and substantially below the national average.

- As a registered Canadian charity, United Way is obliged to file a T3010 report with CRA annually, detailing all of its fundraising, administration, executive compensation and other costs. The latest CRA T3010 data can be found at www.cra-arc.gc.ca. This form includes salaries for several community programs funded through UWPH.
- Every dollar donated and every dollar spent is accounted for in our independently audited financial statements and our annual report. Please visit our website at <https://perthhuron.unitedway.ca/about-us/> for links to view these documents.
- To learn more about the administration costs of UWPH, please contact our office at 519-271-7730 or info@perthhuron.unitedway.ca.

2. How is United Way Perth-Huron's transparency & fiscal accountability monitored?

Management, staff and volunteer vigilance to maximize community impact with donated dollars.

- Our volunteer Board of Directors conducts regular, in-depth reviews of United Way's financial and community investment performance.
- United Way Perth-Huron, as a part of United Way Canada-Centraide, follows internal Transparency, Accountability and Financial Reporting (TAFR) guidelines, which are intended to be defensible, acceptable, consistent, transparent and simple in providing standardized reporting by United Ways across Canada.
- The accounting firm Famme & Co. Professional Corporation ensures that our financial statements are accurate and we operate in a fiscally responsible manner.
- United Way Perth-Huron's annual T3010 filing with Canada Revenue Agency including all required financial and other disclosures can be found on the CRA website www.cra-arc.gc.ca/.

3. How are executive salaries determined?

Executive salaries at United Ways and Centraides across Canada are established through a comparison of executive compensation at other comparable organizations and charities, an assessment of roles and responsibilities, and a commitment to spending dollars wisely with the oversight of the organization's Board of Directors.

United Ways and Centraides strive to ensure that the funds raised are used as efficiently and effectively as possible. We rely on the generous contributions of community members and engage thousands of volunteers every year to keep our costs as low as possible.

The Canada Revenue Agency (CRA) requires charities to provide the salary ranges of their highest-paid employees. The salary ranges, without the names and actual salaries, are currently published on the [CRA website](http://www.cra-arc.gc.ca/):

1. Click on "Charities and Giving" in the left sidebar
2. Click on "List of Charities and Other Qualified Donees"

3. Click on “Charities”
4. Type United Way in the Charity Name field and click “Search”
5. Click on the name of any United Way of your choice

Under “Compensation”, you will see a breakdown of the compensation for all positions. Note that the number of employees and compensation can fluctuate greatly in years when UWPH adopts select community initiatives. For example, in recent years we incubated a food security program that had more than 10 staff members. It is now an independent charity, but showed in our financial statements until year-end 2017. If you have any questions about compensation levels, please contact our office at 519-271-7730.

About Our Campaign

1. Why is the campaign necessary?

Without the campaign, UWPH’s Supported Partners would have to raise funds on their own, taking them away from the frontline work where they are needed most. United Way offers a proven, effective and economical method of raising funds. One donation can help multiple partners provide services to those who need it most. The UWPH campaign is the best way to leverage dollars so they affect the maximum amount of impact in the community.

2. Will my donation stay in my community?

Yes. Donor dollars are invested 100% in the Perth-Huron geographic region. The only exception is if a donor indicates they prefer their gift go to another United Way — in which case the dollars are designated out. Unless you designate otherwise, your donation will be used in the community you live or work in.

People who live in Perth or Huron but work outside the geographic region can request their donation be designated to United Way Perth-Huron. Either check the box on our pledge form to select a designation or write a designation request. United Ways complete designations to one another on a regular basis.

3. Why would I give through United Way when I can give directly to an agency?

United Way invests and enables local social research that sheds light on root causes and unique local issues and challenges. UWPH collects and publishes data that our partners can use to advocate for their causes and provide a case for support to other funding sources. An increased understanding of local issues can facilitate a more holistic and comprehensive approach to solving complex societal issues and help in the decision making process. Research will inform responsible and effective planning.

Through active research and planning, United Way monitors evolving social issues and recognizes that new programs are often part of solutions. Thus, United Way gives new agencies and programs admin and governance support during initial stages to ensure they come to fruition, facilitating innovation and new ideas (e.g. incubation of the Local Community Food Centre).

With United Way, donations and support go further than any other charitable investment a community member can make as an individual.

- United Way is a proven, effective and economical method of raising funds. One campaign that benefits almost 50 social services enables a great amount of efficiency.

- United Way has the capacity to process a large amount of donations using a sophisticated database, and maintains donor privacy by using an independent and secure server. United Way completes the administration of thousands of donations, saving time and money for the supported partners.
- United Way staff are trained and have experience in resource development. We also have the advantage of decades of donor relationship building. United Way's expertise in fundraising enables frontline workers at our supported partners to spend more time helping clients.
- Agencies benefit from the increased awareness a relationship with United Way brings. United Way has the capacity to communicate on a greater scale with national businesses, as well as collaborating with over 300 workplaces in Perth and Huron. United Way speaks on behalf of its partners in multiple ways including Facebook, website, Twitter, e-newsletters, media releases, speaking engagements and printed material. Search engine optimization is also improved with hyperlinked websites, increasing our partners' digital footprint.
- United Way enables collective efforts, the sharing of knowledge and resources.
- United Way has a formal allocation process that prioritizes applications and awards funding based on demonstrated needs. Not all service providers have the same public awareness and brand power to bring in necessary dollars to serve clients. A federated funder allows the opportunity for all agencies, no matter their size, popularity, or awareness to acquire funds they need in a crowded non-profit space.
- Donors can rest assured their money is used with integrity, as United Way requires agencies to submit outcome data, thereby increasing accountability.

4. Is United Way a professional fundraiser?

No. While we have become experts at the activity of fundraising, United Way is not a professional fundraiser and does not take a percentage of donations as profit.

5. Does United Way use paid fundraising organizations?

No. Thanks to our staff and volunteers, we are able to conduct our fundraising efforts with internal resources.

6. Does United Way Perth-Huron accept in-kind donations?

United Way Perth-Huron relies on the generous contributions of community members and engages hundreds of volunteers every year to keep our costs as low as possible. Some of these contributions come in the form of in-kind donations, such as equipment donated to aid in office operations, resource for events, etc. United Way Perth-Huron also receives services rendered on a pro-bono basis.

7. Do I get a tax receipt for my donation?

If you contributed via payroll deduction through your workplace or if you contributed through a pension plan, your contribution should be reflected on your T4 and a tax receipt is not required.

If you donated by cash, credit card or cheque, your contribution will be receipted by UWPH approximately three weeks after donating

Special Event contributions such as draw tickets, 50/50 and lottery tickets, auction and garage sale purchases, coin drives and food purchases are not eligible for a tax receipt. A

receipt cannot be issued when you receive something of value in return for your contribution (or the chance to receive something of value in return).

8. How does United Way Perth-Huron protect donors' privacy?

United Way is committed to protecting the privacy and confidentiality of your personal information. The information you provide us will be used to assist in the proper administration and acknowledgement of your gift, to issue tax receipts, and to fulfill your information requests. We do not sell donor information, nor do we share donor information with other agencies, unless donors ask us to do so. We protect information through secure computer systems, use of an independent server, and proper document handling.

9. I feel pressured to give to UWPH. What should I do?

No one should feel forced to give to UWPH. Giving is a personal choice that should be made voluntarily and with the provision that you, the donor, have adequate information to make an informed decision. If you feel pressured to give, please contact our office.

About Our Investment in the Community

1. How will the funds raised during the campaign be allocated?

Local agencies are given the opportunity to submit applications requesting funding from UWPH. These requests are reviewed in-depth by a committee of community volunteers, referred to as the Community Impact & Allocations Committee, who determine whether the agency's application meets the UWPH mission, eligibility criteria and focus areas. The committee attempts to evaluate and prioritize applications in order to serve the community's needs. After review of agency funding application(s), financial information and sometimes meetings with representatives from the agency, the Allocations Committee develops recommendations that are forwarded to the Board of Directors for consideration. Funds are then allocated to qualifying agencies.

2. Where does my money go?

Funds are allocated to almost 50 Supported Partners annually throughout Perth County and Huron County.

Visit our website at <https://perthhuron.unitedway.ca/your-impact/> to view our most recent *Investing in Impact* report. This report provides more information on the impact of the projects, programs and agencies UWPH donations are invested in. A list of supported partners is also listed on our website. Additionally, you are investing in our work to advocate for change, provide local research and social planning, and incubate new programs when needed.

3. Does UWPH fund medical procedures?

The United Way DOES NOT fund medical procedures. We recognize the public has potentially divisive opinions regarding some medical procedures. In an effort to maintain UW's original intent to remain non-partisan and unbiased, we do not fund any services supporting either side of controversial issues.

UWPH does fund some health-related programs not funded by provincial or other sources.

4. Does United Way fund partisan organizations?

No. While we may support some programs and agencies with religious or political affiliations, our funding goes only to programs that are open, unbiased and accessible to ALL members of the community.

Getting Involved

1. Our organization is interested in applying for funding. How do we do this?
Through an application form. To find out more about funding available from UWPH and how to apply, please visit our website at <http://perthhuron.unitedway.ca/funding/>.
2. How can my business or organization get involved with United Way Perth-Huron?
There are a number of ways your organization can get involved. UWPH offers both short-term and long-term volunteer opportunities, from getting involved in your workplace campaign, to volunteering on a board/committee, to participating in a special event. The best way to find out how to get involved is to check website at <http://perthhuron.unitedway.ca/funding/>.
3. I need help. What do I do?
Contact 211 Ontario –a three-digit telephone number that connects you to a full range of non-emergency social, health and government services in your community. To access 211, simply dial the digits “2-1-1” or visit 211ontario.ca
4. Do you have any volunteer opportunities?
Thank you for your interest in volunteering with UWPH. Volunteers are critical to our operation and we would not be able to inspire change without you.

To find the volunteer opportunity that is right for you, please [contact our office](#). For other volunteer opportunities, please visit: ivolunteerperthhuron.ca.
5. I would like to work for United Way Perth-Huron. How do I apply for a job?
Thank you for your interest in UWPH. To learn more about a career with UWPH, please visit our website at <http://perthhuron.unitedway.ca/get-involved/> for current employment opportunities.

We are happy to further discuss any questions upon request. A United Way representative can be contacted during business hours, Monday to Friday, by phone or email.

United Way Perth-Huron

United For Good

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