

LIVE UNITED



United Way of Greater Yankton

Frequently Asked Questions

- 1) Why do we have a United Way of Greater Yankton Annual Campaign? Individual campaigns to support the 52+ local programs would be too costly in time and money. One annual fund drive is more economical and efficient. It frees agency personnel for more time for programs and services. In addition, United Way of Greater Yankton provides other community services in planning, budgeting, reviewing agency requests, volunteer recruitment, referral, placement, information and other programs.
- 2) Why should I give – I don't use the services? You may not use any of the services now but can you be sure that you will never have the occasion to use them? Stop and look sometime at the tremendous range of services provided by United Way agencies; most of us use some of them at some time in our lives. The fact that these agencies are meeting needs of many people in our area helps assure that this will be a better place in which to live and work.
- 3) How much should I give? In the final analysis only you can decide how much your FAIR SHARE should be to support the work of 52+ local programs. A suggested giving guide is 1% of your yearly salary or 1 hourly wage for the month or your place of employment may have its own suggestion for FAIR SHARE GIVING. Remember, your one-time pledge will be spread among all the different agencies, so give it the consideration it deserves.
- 4) If a husband and wife are both employed, are they both asked to contribute? Yes! Each person who has a job should contribute. United Way of Greater Yankton's plan is to give where you work. If the combined contribution equals \$250 or more, your names will be listed as a Heart Club member – PLEASE indicate your spouse's name and place of employment on each of your pledge cards for ease of identification.
- 5) Do some UW & VS agencies solicit on their own? YES! Some agencies do conduct fundraisers. Occasionally, they raise money, subject to approval by United Way of Greater Yankton Board of Directors. United Way raises money for the day-to-day operation of its participating agencies. Some conduct limited membership drives.
- 6) Aren't campaign costs too high? No! The actual cost of conducting the once a year campaign is far less than would be the cost if each agency were to launch a campaign.
- 7) Why is the goal often higher each year? A growing community creates an increasing demand for programs and services. The higher goal reflects the community's needs and the increase in the cost of operating the programs.
- 8) What if I don't have the cash now? United Way of Greater Yankton needs pledges for year-round support of services. Make your contribution by payroll deduction, credit card payment on our website or billed by the UW & VS office. (Billings should be \$100 or more to reduce cost of handling).

9) Who allocates the money? Community volunteers serve on United Way's Board of Directors. They review agency programs, services and finances on an annual and month-by-month basis and make decisions on which are most needed and should receive support.

10) I don't like agency "X". It's natural that people will know more about some agencies than others. United Way of Greater Yankton's Board of Directors makes certain that every agency meets a proven community need.

11) Is a dollar contribution all right? If all United Way Partner Agencies called on you separately over the course of a year, you would probably find yourself giving \$25 or more. That is why we stress the importance of making a really significant FAIR SHARE PLEDGE with payments spread through the year. Also United Way of Greater Yankton's work doesn't stop at campaign time --- it continues year-round; and the best support for it is payroll deduction pledges, which distributes your gift to last the entire year.

12) Why do we need United Way of Greater Yankton? – doesn't the government meet the needs with tax dollars? United Way Partner Agencies provide programs and assistance in ways the government is unable, and in many cases, unequipped to do. There are so many of the sick and aged, children and adults from every walk of life who need personalized care, local treatment and services, that government just cannot serve them all.

13) When somebody says that United Way of Greater Yankton "works" – what do they mean? They mean that a lot of people are working together to make the "idea" of United Way work. These people are your friends, your neighbors, your associates, and they are making it work by providing their FAIR SHARE pledges and volunteering their time to the annual Community Campaign and the year-round programs of the agencies. Many volunteer hours are contributed on behalf of the people served by the agencies, which are part of United Way of Greater Yankton. If average wages were paid for these hours, the cost would exceed by several times the amount raised in United Way's Annual Community Campaign.

14) I don't live in Yankton – Why should I give? Services extend throughout the area of the people who work within the Yankton area.



15) How much of my donation stays in the Yankton area? Over 99 cents of every dollar donated remains in the greater Yankton area. With many programs using their allocations for matching funds, your dollar multiplies for these local programs.