UNITED WAY Q&A

HOW MUCH IS SPENT ON UNITED WAY’S OVERHEAD?

14.6% is used for administration and fundraising. This is less than half of what the Better Business Bureau considers reasonable. And United Way’s focus on measurable results and working collaboratively to make lasting change means your gifts are used efficiently and effectively.
UNITED WAY Q&A
WHERE DOES MY MONEY GO?

Your gift helps create positive, lasting change for people in need in Rockingham and Strafford counties and Kittery and Eliot, Maine. Learn more about United Way’s groundbreaking projects and partnerships and read stories of impact at uwgs.org.
UNITED WAY Q&A

HOW DO I GIVE A GIFT TO UNITED WAY?

You will receive an email link to a website created just for our company. If you haven’t seen your link please contact our employee campaign coordinator. Gifts of all sizes make a difference in the lives of people in need in your community.

United Way of the Greater Seacoast
Uwgs.org
UNITED WAY Q&A
WHY SHOULD I GIVE TO UNITED WAY?
United Way helps families move out of poverty and children succeed in school, two foundations for better lives. United Way partners with non-profits with proven track records and collaborates to solve community problems. With your help, lasting change can happen in our community.

United Way of the Greater Seacoast
Uwgs.org
WHO DECIDES HOW UNITED WAY USES ITS DONATIONS?

Funding decisions are made by local volunteers after extensive reviews of agency finances, organizational strength, track records of success and willingness to commit to measurable results.

United Way of the Greater Seacoast
Uwgs.org
UNITED WAY Q&A

CAN I SELECT A SPECIFIC ORGANIZATION TO SUPPORT?

Yes, during the pledge process you will have the option to direct your gift to an issue area or a specific agency. An undesignated gift to United Way is used where it is most needed to help families provide for their basic needs and children to succeed in school.

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UNITED WAY Q&A

HOW DO I KNOW MY MONEY IS BEING USED WISELY?

Funded partners are chosen after rigorous review and report twice a year on progress against measurable outcomes. Performance is monitored by volunteer committees and United Way’s Board of Directors.