

UNITED WAY myth busters



Sharing the TRUTH about your support of United Way of Midland County!

- 1 Only a small percentage of my donation actually goes back to the community.**
United Way of Midland County takes pride in the fact that over 91 cents of every dollar donated goes back out to the community to help those in need. We continue to be nationally recognized for our incredibly low fund-raising and administrative costs.
- 2 I can't exclude one of the United Way partner agencies from my donation.**
*All of our partner agencies provide valuable services to the community. The beauty of donating to United Way is that one person's investment is combined with others to have the biggest impact to meet **ALL** of the needs in our community. If you feel strongly about a particular service area, you may designate your contribution to that area, specific member agency, or even exclude an agency from your donation.*
- 3 Some United Way agencies charge for their services.**
United Way is never the single funding source for any of our partner agencies and many offer services to the community regardless of the persons ability to pay. Some of our agencies offer a sliding fee scale that allows those who can, to pay a portion of the fee. This allows them to stretch their United Way dollars to reach those who could not otherwise afford services.
- 4 I don't need to give locally, because I already support a number of national charities.**
We all have our favorite charities, but the needs in our community are much larger than any one agency can meet. United Way is your community solutions provider and is uniquely positioned to both identify the current and emerging needs, as well as providing the targeted solutions. Our broad mix of programs and services help our entire community.
- 5 United Way agencies only provide support to the poor.**
*United Way services are available to **EVERYONE** in Midland County. Some of our broad-based services include family counseling, cancer and health support services, youth programs, senior activities, and drug treatment programs. We never know when we might be in need of help, and everyone benefits from living and working in a healthy community.*
- 6 My spouse or my parents already give, so I don't need to.**
United Way depends on the generous support of everyone in the community. By everyone doing their part, we can continue to provide these critical services to those in need.
- 7 United Way donations support church-related activities.**
United Way funds agencies that offer a wide range of services including some that are affiliated with local churches. However, these programs are supported because they meet a critical community need. United Way funds only the health and human service programs, not religious activities.
- 8 I can't afford to give this year with the struggling economy.**
*We realize that many in our community are struggling. Times are tough, but especially for our most vulnerable neighbors. **EVERY SINGLE DONATION COUNTS.** We encourage you to give what you can of your time, talents and treasure. Working together through these tough times creates hope for a better tomorrow.*

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

