



UNITED WAY MYTH vs REALITY

A few misconceptions appear to exist about the role and work of United Way of Greater Milwaukee. Here are some points to consider:

- **MYTH:** The dollars raised in our community support national efforts.
- **REALITY:** The money raised in Greater Milwaukee stays in Greater Milwaukee, supporting local programs and helping local people. This makes United Way of Greater Milwaukee the largest health and human services funder in our community.
- **MYTH:** United Way of Greater Milwaukee only invests in programs in the City of Milwaukee.
- **REALITY:** United Way of Greater Milwaukee invests in more than 160+ programs across 80 agency partners in four counties improving lives in Milwaukee, Ozaukee, Washington and Waukesha Counties.
- **MYTH:** United Way is a middle man, so I prefer to give my donation directly to an agency.
- **REALITY:** There are several advantages to supporting United Way of Greater Milwaukee:

Community understanding. United Way of Greater Milwaukee assesses and identifies the most critical issues in our community, investing where the needs are greatest.

Program oversight. United Way staff and volunteers provide rigorous program oversight year round. This includes agency visits ensuring program compliance and progress, as well as quarterly financial reviews. United Way also offers program support through training and agency collaboration.

Cost efficiencies. United Way of Greater Milwaukee operates at a high rate of efficiency with nearly 90 cents of every dollar raised invested into community problem solving. (The national nonprofit average is 65 cents per Charity Navigator.)

Convenience. Workplace campaigns provide donors with an easy, year-round option to giving directly to United Way and its critical issue areas of Education, Income or Health or to a specific agency for those who prefer.

- **MYTH:** Our company is too small. You don't need me or my company's support with so many major companies giving to United Way.
- **REALITY:** It really takes everyone making a difference to address the problems in our community. No dollar investment is too small. It takes all of us Living United to create positive change. Last year 1,400 area organizations supported United Way of Greater Milwaukee through a workplace campaign and/or corporate gift. That's an impressive number and we appreciate all the generosity received. But our community would welcome the support of others. In fact, there are 39,000 companies in the Greater Milwaukee area according to the MMAC. If you look at the companies that support United Way currently, it is four percent of those which could get involved.
- **MYTH:** I can't ask my employees to give. Some of my employees are on tight budgets.
- **REALITY:** Most people appreciate the opportunity to participate in a workplace campaign. In fact, people with lower incomes sometimes participate more than their higher paid co-workers. Giving through payroll deduction is convenient, and even a small amount each pay period makes a difference. Over fifty percent of donors gave \$100 or less last year.
- **MYTH:** My employees are too busy to do a workplace campaign.
- **REALITY:** Running a workplace giving campaign can be as simple or as complex as a company wants to make it. Plus, United Way staff provides lots of resources and support to help you with the task. Several company representatives find running their organization's United Way campaign to be extremely rewarding and a welcome change from their daily responsibilities.
- **MYTH:** A workplace campaign will take too much employee time.
- **REALITY:** Campaigns can be a day to two weeks long. Many companies find the team building that occurs from the experience of helping others and uniting colleagues is more than worth the time investment.

Contact United Way to learn more about getting your organization involved: 414.263.8328.