FREQUENTY ASKED QUESTIONS: UNITED WAY CAMPAIGN

Employees have a right to feel good about their gift, and some may have questions about what United Way is all about. Whether someone is new to your company or they just want to learn more, here are some common questions you may receive during the campaign and tips on how to respond.

What is United Way?

United Way of Greater St. Louis mobilizes the community with one goal in mind – helping people live their best possible lives. By supporting more than 160 local nonprofits, United Way doesn't help just one cause, but hundreds of causes that are all necessary for people to succeed – fostering learning, providing food and shelter, establishing financial stability, improving health and strengthening communities. United Way also manages the region's largest volunteer center and a free, 24-7 helpline.

Who does United Way serve?

United Way partners with hundreds of nonprofits across a 16-county region in Missouri and Illinois, including Calhoun, Clinton, Greene, Jersey, Macoupin, Madison, Monroe, Randolph and St. Clair counties in Illinois and Franklin, Jefferson, Lincoln, St. Charles, Warren and St. Louis counties, as well as the City of St. Louis in Missouri. The causes that United Way supports strengthen our community as a whole by helping children, adults, seniors, individuals and families.

What is Leadership Giving, and how can I become a Leadership Giver?

Leadership Giving is a growing community of more than 8,000 members who have a deep commitment to helping people. By making an annual gift of $1,000 or more to United Way, Leadership Givers inspire others and infuse hope into those who need it. Learn more here.

I already give to another charity. Why should I give to United Way?

Giving is a personal decision, and it's great that you've found a cause you care about! One thing to keep in mind: United Way partners with hundreds of local nonprofits to meet the different needs of our community, from housing and job training to education and senior services. So, when you make a gift to United Way, you are not only supporting one cause but also a variety of needs! Take a look at our United Way brochure to see the different types of nonprofits United Way supports.

Nobody I know uses these services; why should I help?

When we give to United Way, we're often helping people closer to home than we think – we're all bound to know someone who has been helped. In fact, United Way helps 1 in 3 people in the Greater St. Louis region. United Way supports hundreds of causes to strengthen our community, including services related to health (such as diabetes, heart health, and Alzheimer's), children (such as education, after-school programs, child care, and adoption), and seniors (such as in-home care, transportation, and recreation). Take a look at United Way's website, HelpingPeople.org, for a complete listing of United Way agencies and services.

Helping people.

United Way
Greater St. Louis

I can't give a lot; will my donation make a difference?
Every dollar really does make a difference. The great thing about United Way is with so many people choosing to help, when we each give a little, it has a huge impact and helps to create a better St. Louis community for all. I hope you will consider supporting our region through United Way in a way that makes sense for you.

My spouse gives to United Way at their company. Why should I give too?
Thank you for your spouse's donation! Many couples choose to give at both workplaces because they want to participate with their coworkers. It's also a great way to support the campaign effort at your individual companies.

United Way supports a cause I don't like. Why should I give?
It's important that you feel comfortable with your decision to donate. Although you may not care for one cause, United Way partners with hundreds of nonprofits. These agencies help meet the varied needs of our community - from child abuse prevention to elderly care. Without the support of the community through United Way, many of these important agencies would not exist.