

FREQUENTLY 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 through five key priority areas: basic needs, early childhood and youth success, health and wellbeing, jobs and financial mobility, and community stability and crisis response. United Way also manages the region's largest [volunteer center](#) and 2-1-1, a [free, 24-7 helpline](#) for the community.

Who does United Way serve?

United Way partners with hundreds of nonprofits across a 16-county region: 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 community of more than 7,000 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 the community. 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! [See](#) the many local nonprofits your gift to 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 cancer, heart health, and Alzheimer's), children (such as education, after-school programs, childcare, 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.



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.

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 job training. Without the support of the community through United Way, many of these important agencies would not exist.

Helping people.



Greater St. Louis