

# Frequently Asked Questions

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## ***What does United Way of Montgomery, Radford & Floyd do?***

United Way of Montgomery, Radford & Floyd (UWMRF) is a LOCAL community-based, voluntary, non-profit charity that partners with businesses, individuals, community volunteers, local charities and others to strengthen our local community through building and supporting health and human services.

## ***Can I designate my gift to a specific charity or another United Way?***

Yes – United Way offers flexibility. You are able to designate your gift to any of our 27 partner charities/programs -OR- another non-partner health and human service charity, (provided it meets standard eligibility requirements to receive charitable gifts), -OR- to another United Way. It is important to recognize the greatest impact of giving happens when gifts are not designated. Non-designated gifts are dispersed by our Community Investment team to ensure areas with the most need get appropriate funding.

## ***How does United Way impact our community?***

UWMRF's community efforts are focused on generating and providing our community with resources to build local support for local human needs. Through partnerships and collaborations with businesses and organizations, UWMRF is able to generate funding, services, ideas, volunteers, information, in-kind donations, and more. Some specific examples of United Way's community contributions are serving as a training and information resource to local charities; facilitating the receipt of federal funds to local agencies through the Emergency Food and Shelter Program for Montgomery & Floyd Counties & Radford City; facilitating the receipt and distribution of in-kind donations to local non-profits; developing and managing a virtual volunteer center for the NRV - **Volunteer NRV** - which also matches item donations (with grant funding from the Town of Blacksburg); partnering with Virginia Tech's VT Engage initiative; creating the United in Caring Fund after the tragedy at VA Tech - the only fund established to provide support for community-wide recovery efforts as well as aid to victims and families; and UWMRF is involved in numerous human service community-wide efforts such as the

free prescription medication discount program, FamilyWize, the annual National Association of Letter Carrier's food drive each May, and the new Back-to-School supplies drive..

## ***How much is spent on campaign costs and year-round administration?***

Just 15.4% of the annual budget covers the costs of year-round fundraising and organization administration. (*The nationally accepted standard is 35%.*)

## ***Is United Way local?***

**Yes!** United Way is a local, independent organization governed by a Board of Directors composed of volunteers from our local community. **UWMRF is NOT a chapter or a branch of any other organization!** UWMRF pays a small service fee, 1% of each campaign, to a national trade association, United Way Worldwide, in return for research services, national media advertisement, training for United Way staff and volunteers, a unified voice in national governmental relations, a national database for information, and a national network of United Way professionals and volunteers all across the country which share information and best practices, and use of the United Way name and logo.

## ***How do I know my donation is spent wisely?***

First, United Way of Montgomery, Radford & Floyd is local - so all operations, volunteers, activities, etc. are right here in our community and a valuable partner in many community initiatives. Second, volunteers from every facet of the community participate in the Community Investment process. They study local community needs and distribute available funds raised accordingly. Financial review is overseen by a volunteer finance committee headed by a volunteer financial professional with a CPA. These volunteers include professionals and educators in accounting, banking, and business. The United Way is audited each year by an independent certified public accounting firm and annual information is available on request.

**United Way of Montgomery,  
Radford & Floyd**



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## ***How do donor designations work?***

A donor designation goes to the requested charity, unless the charity is not eligible. *(If the charity is not eligible, United Way contacts the donor so he/she can make another choice.)* Designations are donor restricted funds. UWMRF incurs costs for fundraising, recording, collecting, and distributing donations, however, just 7% is retained from non-partner designations to help offset these costs. *(The 7% is NOT an addition to any other overhead.)* If more funds are designated to a partner charity than the charity requested in total from United Way, the charity still receives the designations. Each year UWMRF volunteers review each partner charity's request for funding and determine a total award. The final decisions are not made until after campaign results are complete. This process, known as Community Investment, insures that both well-known, popular agencies and lesser-known agencies which provide much needed services, are both as adequately funded as possible. Approximately 20%-25% of each campaign is donor designated.

## ***Who pays for events and meetings?***

Volunteers who attend United Way events or meetings pay for their own meals. Sometimes special events are sponsored by generous local businesses or corporations that assume the cost of the event over and above their annual contributions. This allows the United Way to honor its volunteers and contributors without taking money from programs. If no sponsor is available for an event, guests are asked to pay their own way.

## ***How do charities qualify for UWMRF partner status?***

An agency willing to meet the standards for partnership may be eligible to apply through the Community Investment process if they provide service in one of the four current impact areas that meets a community need; and are requested by the Community Investment team to submit an application. The primary factors considered include community need, the ability of the agency to provide effective programs, issues of service duplication, and available resources.

**Partner Agency Criteria** includes:

- Registration as a non-profit under IRS subsection 501(c)(3) & registration with the Commonwealth of VA as an organization eligible to receive charitable donations*
- Provision of health and human services to residents of Montgomery County, Floyd County & Radford City*
- Governance by a volunteer board of directors*

- Agreement to comply with UWMRF fund-raising policies*
- Compliance with UWMRF financial and service reporting requirements*
- Demonstrated community support & need for agency's programs/services*
- Other considerations including but not limited to: priority of needs served, stability of agency operation, need for funding, quality of program, and non-duplication of services*

UWMRF agencies agree to annual participation in the volunteer led community investment process. They voluntarily agree to abide by UWMRF partner agency policies. Agencies interested in becoming a partner agency of UWMRF must provide a program in one of the four current impact areas and proceed through a volunteer-led admission process.

Give. Advocate. Volunteer.  
**LIVE UNITED**

