

Why not donate directly to an agency?

Charitable giving is a personal and voluntary decision and you need to do what is most comfortable to you.

A gift to United Way Elgin Middlesex is an investment that benefits the entire community, not just one program, issue, or population. There are many valuable non-profit organizations in the area that you may care about. United Way provides an opportunity for your one gift to support a variety of local needs.

If everyone only gave their gifts to their favorite agency, many programs that are less well-known but essential to those in need would not be available to the community. Through one gift to United Way, you can accomplish so much good!

You can also be assured that your gift to United Way Elgin Middlesex goes directly to fund programs that help people most in need. United Way conducts periodic needs assessments to ensure donor dollars are addressing the most pressing community needs. We also monitor funded programs and initiatives annually to make sure they are efficiently and effectively improving people's lives and making a positive impact.

Finally, contributing through United Way guarantees agencies funds they can rely on every month rather than depending on sporadic contributions.

I don't have a lot of extra money to donate.

Every gift gives hope and improves lives.

Even a modest gift can help provide solutions to the most pressing health and human services in our community. It's not the size of one gift - it is all of us giving together that makes United Way a unique and powerful concept. Every donation matters!



I don't have a lot of extra money to donate.

Payroll giving makes it easy and affordable. By spreading your gift throughout the year, you often don't miss the amount from your pay-cheque and may be able to give a bit more. Your payroll gift will be tracked on your T4 and you will realize a savings on your tax return, making the net cost of your gift much less than you would think.

You can also contribute by attending and participating in United Way Events, volunteering or championing a campaign. Time, treasure and talent are valuable as well!

I've already made my gift this year to other charities.

Thank you for your commitment to making a difference.

In supporting United Way, you help ensure that the cause closest to your heart is supported by complementary programs in your community. Understanding all of the needs in a community can be complex and United Way works closely with agency partners to understand these needs and invests funds to help improve lives.

Our designated giving program allows donors to give to a charity of their choice. However, a gift to United Way's Community Fund has the greatest impact in our community.

I don't use any of the services funded by United Way.

You might be surprised. United Way funds many initiatives in our community. It's possible that you, members of your family, friends, colleagues, or neighbours access funded initiatives.



United Way helps to keep our community strong by dealing with the root causes of critical social issues. United Way is about creating measurably better communities. We do this through research, community dialogues, advocacy, communications for public awareness, and evaluation.

I pay taxes. The government should be responsible for looking after these services.

Unfortunately, shifts in government funding mean agencies find it increasingly challenging to deliver critical services. Many funded agencies rely heavily on stable funding from United Way to deliver additional services which have been identified as critical in addressing new and emerging needs.

It takes a community to care for a community. United Way mobilizes resources and brings together partners, labour, government, business, and volunteers to create sustainable change in the lives of our community members.

How do I know the money is getting to the agencies and the people who need them?

Our commitment to you is that we will continue to make every effort to ensure that your donation has maximum impact in people's lives right here in Elgin and Middlesex Counties.

We believe that in order to be effective, we must be efficient.

As a direct result of leveraging volunteer efforts and significant in-kind corporate support, United Way is proud to report that our independently audited fundraising costs over the past three years average only 19% of net donations and grants. This is far lower than Canada Revenue Agency's recommended guideline limit of 35%.



United Way Elgin Middlesex is proud to be the first social service organization in our community to be granted Imagine Canada Standards Program accreditation. Designed to strengthen public confidence in the charitable and non-profit sector, the Standards Program offers an independently assessed stamp of approval for organizations that demonstrate excellence and transparency in five key areas:

- Board governance
- Financial accountability and transparency
- Ethical fundraising
- Staff management
- Volunteer involvement

United Way Elgin Middlesex is also pleased to report that we have been given the top rating, 4-stars, by Charity Intelligence Canada. This is an unsolicited independent assessment and we are the only organization based in Elgin and Middlesex Counties to have received a 4-star rating. Charity Intelligence's mission is to provide Canadian donors with information that helps them make informed and intelligent giving decisions to have the greatest impact. They accomplish this by doing a deep analysis into a charity's transparency and accountability, need for funding, and operating efficiency.

Questions?

If you have any questions or need support in planning your campaign please connect with us uw@unitedwayem.ca.