

CAMPAIGN ALLOCATIONS FAQ

What does United Way do?

United Way of Greater Lafayette **mobilizes our community to action so all can thrive**. We help move our community out of crisis and into self-sufficiency through our internal programs and our funded partners. We do this through being a critical fundraising arm for **23 local nonprofits**, providing direct programming and services, and collaborating with community partners to identify solutions to complex problems such as housing, childcare, mental health and substance use.

Where does the money go?

Money raised by United Way of Greater Lafayette is allocated **by the Community Investment Committee (CIC)** as approved by our Board of Directors. Our CIC volunteers visit partner agencies to understand their challenges, what the needs are and what the impact of United Way dollars is.

- Learn more about the CIC process: uwlafayette.org/cic
- View all funded partners: uwlafayette.org/funded-partners
- Annual reports and impact data: uwlafayette.org/about-us

Does my donation stay local?

UWGL is a local nonprofit with a local board and local volunteers making funding decisions. We have **23 local nonprofit agency partners** who receive funding each year. The money raised in Greater Lafayette stays in Greater Lafayette unless a donor has designated it outside of the area. All our funded partners and programs are listed on our website at uwlafayette.org/funded-partners.

Why not give to the agencies directly instead of giving to United Way?

United Way gives you a **higher return on investment** by utilizing leveraged grants, volunteer hours, and our direct service programs to take your donations even further. United Way can **nearly double** the donation impact. An investment in United Way



will ensure the availability of an entire network of human services.

For example, a homeless family needs food, clothing, and shelter. If you give it to a specific agency like LTHC (Lafayette Transitional Housing Center), you can help with this. But, what if the family also needs job training, daycare, and counseling to leave the shelter? No one agency can meet all the needs of this family. United Way helps to make sure all these services are available, from the temporary bed in shelter to the long-term solution of housing and employment.

Does my small donation make a difference?

Every dollar, just like every person, makes a difference. When combined through a community campaign like United Way, those funds are a force for good in our community. United Way of Greater Lafayette depends on the generous support of everyone in the community. By everyone doing their part, we can continue to provide these critical services to those in need.

- **9,000+ individuals, families, and businesses** contribute each year
- Gifts range in size from **\$1 to tens of thousands of dollars**

When everyone gives a little, it adds up and makes a remarkable difference throughout the region.

Does United Way only raise money for other organizations?

We raise money for our local funded partners, our internal programs, community activities, and more. United Way raises funds to keep our local social services network (**23 nonprofit partners**) funded so they can continue to thrive within our community impacting thousands of lives per year.

In addition to raising funds annually, UWGL provides direct service programs like **Read to Succeed, Volunteer Income Tax Assistance (VITA), Kindergarten Countdown Camp**, which have been in place since 2011. Outside of fundraising, UWGL facilitates community conversations to help determine challenges our community is facing and identify solutions around topics like **mental health**,

substance use, and homelessness.

Does Vanguard Leadership Giving only cover United Way salaries?

No. While Vanguards comprise only **10% of our donor base**, these donors contribute nearly **50% of all donations received**. In 2025, these donations were over **\$2M**. These donations, like all others, go through our Community Investment Committee (CIC) process where unrestricted funds are allocated to the areas of greatest need, as recommended by CIC volunteers.

Can I choose which partner agency or non-profit I donate to?

Yes. You can designate your gift to go to our partner agencies or any other **501c3 designated non-profit organization** (8% administration fee for non-profits that aren't funded partners). You can also designate to a particular program like **Read to Succeed, Kindergarten Countdown Camp, VITA**, etc.

What percentage of dollars raised goes toward overhead?

Every two years, UWGL has the opportunity for a grant from Indiana United Ways funded by Lilly Endowment, Inc. This fluctuation in revenue directly affects the calculated overhead rate, leading to variability in costs.

- The **four-year average for 2024**, which includes two grant years and two non-grant years, is **16% overhead**.
- This means **84% of dollars** go to programs and services.

CharityWatch reserves its **"highly efficient" rating** for organizations that spend less than 25% of their budget on overhead and save at least 75% of funds for direct impact.

What is the Return on Investment for my donation?

UWGL has an **ROI greater than 1**. This means for every **\$1 invested in United Way**, **more than \$1** is invested into our community through other grants and leveraged funds.



UWGL also saves our funded partners from higher overhead costs by reducing their time spent fundraising. For more information, visit our **Guidestar page** where we have earned a **Platinum Seal of Transparency**: guidestar.org/profile/35-0891621

How does United Way of Greater Lafayette's overhead compare to other nonprofits or United Ways?

Overhead rates vary at local United Ways. In the U.S., the local United Way network-wide overhead rate is **14.5%**, well below industry standards. CharityWatch reserves its **"highly efficient"** rating for organizations that spend less than 25% of their budget on overhead and save at least 75% of funds for direct impact.

How does United Way Worldwide impact local United Ways like United Way of Greater Lafayette?

UWGL is a **completely independent** not-for-profit charitable organization, just like every other United Way chapter. UWGL is not under the supervision or control of United Way Worldwide, except that it meets **rigorous certification standards** required for annual membership.

UWGL pays a small annual fee to United Way Worldwide. In return, UWGL receives access to fundraising, training, education, and advocacy materials, as well as the right to use the United Way logo and other proprietary materials.