

FREQUENTLY ASKED QUESTION



WHAT IS UNITED WAY OF NORTHEAST LOUISIANA AND WHAT DOES UNITED WAY OF NORTHEAST LOUISIANA DO?

- United Way of Northeast Louisiana is a nonprofit, 501(c)(3) agency that works with volunteers, donors, and other local organizations to fight for the Education, Financial Stability, and Health of every person in our community
- Our mission is focused around Helping People & Improving Our Community
- Our Values are Inclusiveness, Compassion, Integrity, Respect and Dignity and Positive Impact



Together, our work is focused on:

- Children, Youth, & Young Adults Successful in School & Life
- Economic Opportunity for All
- Healthy and Safe Individuals, Families and Community



WHO RUNS UNITED WAY OF NORTHEAST LOUISIANA

- All United Ways are locally run and governed in each community. Our staff works with knowledgeable, well-trained volunteers representative of our community here in Northeast Louisiana.
- The Chairman of the Board of Directors and the Executive Committee of United Way of Northeast Louisiana is Blake Wheelis, Blake Wheelis State Farm Insurance Agency, Inc.
- A volunteer-led Board of Directors sets policy and strategic direction.
- The President of United Way of Northeast Louisiana is Janet S. Durden.
- Various volunteer committees oversee financial practices and provide counsel on operational issues.



WHAT DOES IT COST TO RUN UNITED WAY OF NORTHEAST LOUISIANA?

- Our administrative and fundraising cost is 16.25% for the most recently filed 990 (10/30/18)
- United Way of Northeast Louisiana overhead rate is well below industry standards and recommendations (like the Better Business Bureau Wise Giving Alliance at 35% and the Office of Personnel Management/OPM at 25%). United Way helps hundreds of other nonprofits maintain low overhead rates too.
- Overhead costs include important investments non-profits make to sustain and improve their work: investments in training, planning, evaluation, internal systems, and a professional staff, as well as their efforts to raise money so they can operate their programs. Other factors that contribute to non-profit performance include transparency, governance, leadership, and results.



WHICH PARISHES DOES UNITED WAY OF NORTHEAST LOUISIANA SERVE?

United Way of Northeast Louisiana is a regional organization, serving 12 Parishes. These parishes are Caldwell, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union and West Carroll. Parish-wide information on funded programs is available from your United Way staff person and on our website at unitedwaynela.org.





WHAT IS UNITED WAY WORLDWIDE AND HOW IS OUR LOCAL UNITED WAY RELATED TO IT?



United Way Worldwide is the leadership and support organization engaged in nearly 1800 communities across more than 40 countries and territories. It provides national media advertising including television Public Service Announcement broadcast during the NFL football season. It also sets national impact goals and provides brand leadership for local United Ways. Use of the United Way logo is based on United Way Membership Requirements regarding governance and fiscal accountability. In addition, United Way Worldwide conducts a vast array of research to assist member organizations in the development and implementation of their local community impact agenda. United Way Worldwide DOES NOT provide funding of any kind to any program, organizations, or any local United Way. United Way of Northeast Louisiana pays 1% of its annual campaign dollars to United Way Worldwide for dues.



HOW ARE DOLLARS RAISED ALLOCATED IN THE COMMUNITY?



When you give your undesignated gift to United Way of Northeast Louisiana, you are allowing local volunteers, representing all segments of the community, to determine how to invest the money in the issues and areas that need it most, ensuring our work is both focused on our community's aspiration and achieving measurable results. The recommendations for funding are reviewed and approved by our volunteer Board of Directors.



WHAT'S THE DIFFERENCE BETWEEN AN UNDESIGNATED AND DESIGNATED GIFT?

An undesignated gift takes advantage of United Way of Northeast Louisiana thorough, research-based program selection that gets the money to the issues and areas that need it most. You can also choose to direct your gift to any of our Community Impact Initiatives or collaborations centered around our work in Education, Financial Stability, and Health.



By completing a Specific Care Form and submitting it with the pledge for, a designated gift restricts your gift to a specific 501(c)3 non-profit health and human service agency:

- Designated gifts must be \$100 or greater.
- Gifts of less than \$100 will be directed to the general fund.
- These gifts will be adjusted for pledge loss and an administrative fee.
- Specific Care Forms must be turned in to your Campaign Coordinator with the pledge amount and signed by the donor along with address and or email address by February 15th to be honored.



HOW IS UNITED WAY OF NORTHEAST LOUISIANA ACCOUNTABLE TO ITS DONORS?

United Way of Northeast Louisiana is committed to the highest standards of accountability and transparency when investing donor dollars. As a matter of practice, no single staff member is able to process any transaction from start to finish and all checks must be signed by two authorized signers. The Finance Committee and Board of Directors review financial statements monthly to ensure adherence to the budget. An independent accounting firm audit United Way of Northeast Louisiana once a year and the Audit Committee and Board of Directors must review and approve this audit each year.



In order to receive funding from United Way of Northeast Louisiana, a partner agency program or organization must demonstrate that it is meeting strict accountability requirements:

- Be a tax exempt, non-profit corporation
- Be governed by a volunteer board whose members are elected and supported by trained, professional staff
- Have an annual, independent financial audit (Agencies with under \$100,000 in revenue may have an independent review)
- Meet reasonable standards of financial responsibility and efficiency
- Quantify or measure the changes that the agency/program is making in the lives of the people it serves



WHO IS ULTIMATELY RESPONSIBLE FOR THE PARTNER AGENCIES?

While United Way of Northeast Louisiana has standards for Partner Agencies, each agency is autonomous and is governed by a Board of Directors. The agencies determine the programs they provide to the community and their criteria for receiving services.



Agencies are not totally funded by United Way of Northeast Louisiana dollars and may depend on service or membership fees for financial support. Frequently, agencies offer sliding fee schedules so that people who are unable to pay the total fee can be charged based on their ability to pay.



WHY ARE SOME COMMUNITY NON-PROFITS NO LONGER UNITED WAY OF NORTHEAST LOUISIANA PARTNER AGENCIES?

Some agencies choose to discontinue their partnership with United Way of Northeast Louisiana; others do not continue to meet partnership standards and are asked to exit AFTER every effort is made to help the organization meet the partnership criteria and standards.



HOW DOES AN AGENCY BECOME FUNDED BY UNITED WAY OF NORTHEAST LOUISIANA?

Any registered nonprofit agency in our service area that provides health and human services, is aligned with our Community Aspirations and goals identified by United Way may contact Kim Lowery, Director of Strategy (klowery@unitedwaynela.org) to get information regarding available funding opportunities.



DOES UNITED WAY OF NORTHEAST LOUISIANA FUND THE SALVATION ARMY?

No, not directly at the present time. The Salvation Army does not currently receive United Way funding however, the Salvation Army is a part of the collaborative efforts being facilitated by United Way to address both short and long-term solutions to reduce homelessness. This approach aims to connect homeless individuals and families with those who can provide needed services. Over the past two years UWNELA has contributed \$35,000 to the Community Shelter Collaborative for homeless sheltering at the Salvation Army.



IF I KNOW SOMEONE WHO NEEDS HELP OR ASSISTANCE HOW DO I GET INFORMATION ABOUT WHAT IS AVAILABLE?

The fastest way to find out what is available is to call United Way of Northeast Louisiana 2-1-1. With just one phone call to 2-1-1 by cell or landline phone, anyone who needs help can speak with a caring, highly trained person who will listen, assess their needs, offer emotional support, and get them connected to the services that could meet their needs. Call specialists have access to a vast array of community and social service resources. For more information, visit the 211 Community Services Directory on the United Way of Northeast Louisiana website at www.unitedwaynela.org, or simply call 2-1-1.



IS MY CONTRIBUTION TAX DEDUCTIBLE?

YES. United Way of Northeast Louisiana is a 501(c)(3) not-for-profit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual's or corporation's circumstances.

