

**United Way of the  
Greater Lehigh Valley  
INVESTS**



**of every dollar in  
community programs.**

## ***Frequently Asked Questions***

### **What portion of my donation goes to overhead?**

- 86% of your donation going to the agencies you have designated to. 14%, with a cap of \$250, is invested in United Way Core Support

### **Define Core Support:**

Examples of expenses related to critical functions of any nonprofit

- Governance
- Accounting
- Strategic planning
- Development Activities for UWGLV

### **Giving Levels & Core Support**

- 14% with a cap of \$250
- \$1 - \$1,785 – charged 14%
- \$1,786 - \$9,999 – charged \$250
- \$10,000 and above – donors encouraged to give \$2500 to Live United Fund, \$250 from this to Core Support

### **Are there fees on partner agency's donations?**

For Partner Agencies, there are no fees on employee giving regardless of where designated

- Employee at Boy Scouts designates \$100 to Boy Scouts – \$100 sent to Boy Scouts
- Employee at Boy Scouts designates \$100 to CACLV - \$100 sent to CACLV
- Employee at Boy Scouts designates \$100 to Wounded Warriors - \$100 sent to Wounded Warriors

### **Are there fees on Tocqueville donations?**

No, there is no fee on Tocqueville donations. However, we do request that a minimum of \$2,500 of \$10,000 or more be designated to UWGLV or one of our programs.

**What is the difference between a fee on my donation and United Way's overhead number?**

- UWGLV takes a 14% fee, or a maximum of \$250 out of designated gifts to fund Core Support.
- UWGLV's overhead rate (often referred to as "administrative costs" or "supportive services") is 18% and remains extremely competitive with the top 100 nonprofits in the U.S. It is well below industry standards and recommendations (such as the Better Business Bureau Wise Giving Alliance at 35% and the Office of Personnel Management/OPM at 25%). Moreover, United Way support helps other local non-profits maintain low overhead rates.

**What other funding sources offset Core Support?**

- Third party revenue from other United Ways
- Sponsorships
- Grant Revenue
- Endowment Income
- Investment Income
- In-Kind Services
- Event Fee

**What is the advantage of donating to UWGLV vs. donating directly to the agency I choose?**

- UWGLV monitors community agency's performance every year
- Occasionally, agency legal status (501C3) can change without investors knowing. UWGLV's confirmation process can help ensure your donations are legally tax deductible.
- UWGLV maximizes the impact of your donation by assessing community needs and investing in the agency best suited to serve that need.
- The United Way brand is trusted and employers give us access to their employees because they know us and believe in our work. It would be cumbersome to allow several thousand non-profit agencies into their worksite so they rely on the best of the best.
- Payroll deductions for charities started with the United Way and it has proved to be the easiest, safest and most effective way to donate financially. Not all employers allow payroll to other agencies but they trust United Way.