

Frequently Asked Questions



United Way of
San Diego County

What is United Way of San Diego County?

For more than 80 years, United Way of San Diego County has been a locally governed, non-profit community organization that focuses on bringing together people and resources to assist those in need and improve the quality of life for all San Diego area residents.

Is United Way a national or local organization?

United Way of San Diego County is a local, autonomous, non-profit organization. We are governed by a local volunteer board of directors. Like nearly 1,400 other United Way organizations across the country, United Way of San Diego County pays nominal dues to United Way of America in exchange for cost-saving services such as staff training, community research, campaign products, NFL partnership and ongoing consultation.

What is the United Way/CHAD Campaign?

The United Way/CHAD Campaign is one of San Diego County's most effective annual community fundraising efforts. Last year, more than 100,000 San Diego County residents—most donating at their place of work through payroll deduction—gave more than \$23 million to their community through the campaign.

What is CHAD?

CHAD stands for Combined Health Agencies Drive. Combined Health Agencies is United Way's partner in the United Way/CHAD Campaign. Founded more than 30 years ago, Combined Health Agencies is an association of 26 local and national health organizations dedicated to providing community services, public and professional education and funding to support research.

Why is United Way changing to a community impact model?

United Way can have the greatest impact in the community by focusing on the underlying causes of the region's most serious problems. United Way is unique in its ability to work with partner agencies, community leaders, businesses, government and our donors to achieve results and lasting change that no one organization can accomplish alone.

What is United Way focusing on?

United Way now offers donors the option of contributing to one or more of the following focus areas: *Stopping Child Abuse and Neglect; Homeless Outreach and Prevention; Equipping People with Essential Life Skills.*

Why should I donate to a focus area?

Your donation will support a collaborative community-wide effort that will work to solve each of these major problems. Your gift will enable United Way to create programs throughout San Diego County that really address child abuse and neglect, homelessness and the need for life skills.



How will this new approach increase the effectiveness of my United Way donation?

Your contribution will help United Way create programs that ensure measurable and lasting solutions that will transform the lives of those who need our help the most.

Why should I give to United Way instead of donating my money elsewhere?

- You can have greater community impact with a donation to United Way because your gift is combined with the contributions of thousands of other donors to address San Diego's most serious problems.
- United Way invests in programs designed to prevent problems before they start. Our experience tells us that the best way to help the most people is to focus on the underlying causes of the most serious problems.
- Community volunteers carefully review each United Way-funded program on an annual basis to ensure they adhere to sound fiscal policies and that your contribution is invested in health and human services that do the most good.
- When you donate to the United Way/CHAD Campaign, your gift can be spread out over the course of a year through payroll deduction, making it easier for you to support the human care needs of our community.

Why should I invest in United Way if I don't benefit from any of the services?

You might be surprised to learn how many organizations that touch our lives are supported by donations to United Way. We also address the root causes of issues that impact us all. For example, you might believe chronic homelessness does not affect you; however, the chronically homeless are the most visible in San Diego and they require a significant portion of our community's homeless program resources to meet their needs.

Is it easy to give through United Way?

United United Way offers several options that make giving simple and convenient:

- Payroll deduction
- Cash/check/credit card
- Stocks, bonds, mutual funds

These options are available through workplace giving campaigns at local companies and also through our suite of online giving products.

How does payroll deduction work?

Payroll deduction makes giving simple and convenient by allowing you to donate a portion from each paycheck. You will barely notice the deduction, but over a year's time the amount will add up to a sizeable investment in your community.

What are your online giving options?

Your company may offer United eWay, United Way's electronic giving system that allows you to go online to donate. You can also visit United Way's website—www.uwsd.org—and make a direct contribution by clicking on "Give Now."

How much of my gift goes for services versus administrative costs?

United Way works to keep the cost of fundraising to a minimum so more donor dollars go to help people. The past three years, United Way's overhead has averaged approximately 16 percent. United Way's overhead includes the cost of conducting workplace giving campaigns, monitoring program performance and designing and implementing United Way's new community impact strategy.

Does United Way offer major gift and planned giving programs?

For those with the ability and desire to give more, United Way offers the Leadership Giving Society for donations of \$1,000 to \$9,999 annually, and The Tocqueville Society for annual gifts of \$10,000 or more. For planned giving, United Way's Endowment Fund sustains your caring beyond your lifetime. For more information, call United Way's Major Giving Department at 858-492-2000.

Is my United Way donation tax deductible?

Your gift is tax-deductible if you itemize on your tax return, subject to IRS restrictions. Talk to your tax professional.

How can I learn more about United Way?

More information about United Way can be found by visiting our website at www.uwsd.org, or our Spanish-language site at www.espanol.uwsd.org. You can also contact your United Way representative for additional information

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