



## **Frequently Asked Questions**

### **Who is United Way California Capital Region?**

Your local United Way is an independent local affiliate of United Way Worldwide, and we serve five counties: Amador, El Dorado, Placer, Sacramento and Yolo counties. The local United Way has spent the last nine decades actively working to make our community stronger and healthier, and we have changed the lives of hundreds of children and families.

### **Who runs United Way California Capital Region?**

Your local United Way is managed by a staff of 23 nonprofit professionals and is governed by a local board of directors that represent our community.

### **What do you do?**

United Way California Capital Region has launched the Square One Project, a 20-year promise to significantly increase the number of local students who graduate from high school ready for success in college and beyond. Through nine decades of work and research across Amador, El Dorado, Sacramento, Placer and Yolo counties, the local United Way now believes ending poverty starts in school and is working to ensure kids meet important milestones for success in college and beyond. Sacramento area kids who graduate from college are 62 percent less likely to live in poverty than those who drop out of high school. Through the Square One Project, we are working to keep kids in school, keep them on track, set high expectations and ensure they have strong support systems.

### **Why should people give to United Way?**

United Way is a thought leader, bringing together more than a hundred local nonprofits with schools, government bodies, companies, volunteers, donors and more as partners to create big change in our community. We have helped hundreds of people in our region, but now we are aiming for thousands. We want to transform our community and end poverty, and we are starting at Square One.

### **How does someone give through United Way?**

There are several options for giving and getting involved at Square One:

1. Donate to United Way to end poverty through the Square One Project.
2. Give to a favorite nonprofit, whether or not it is one of our certified nonprofit partners. Our only requirement is that it be a tax-exempt 501c3 organization in the United States.
3. Join one of our action groups: Women in Philanthropy, Young Leaders Society, Student United Way and Retiree Giving Club.
4. Volunteer by signing up for a one-time or ongoing project through our online Volunteer Center.



We also offer payroll deduction, which gives people the chance to give a little at a time instead of one lump sum at the end of the year. By paying a little at a time, donors actually give more in the long run, and nonprofits receive a steady stream of money without the costs of fundraising.

### **How did you choose your focus area?**

United Way's traditional model emphasized individual change, but we wanted to find a model that would create bigger change. We talked to other United Ways and discovered the collective impact model that focuses on making change from cradle to career. We held a community meeting to gather feedback from our donors, volunteers, nonprofit partners and more, and the Square One Project was born.

### **How does United Way raise money?**

Although corporations and foundations do invest in United Way, a vast majority of the money we raise comes from individual donors who want to see big changes in their community.

### **Which local companies support United Way?**

More than 400 local private and public sector companies and organizations support United Way through workplace giving campaigns.

### **Who is United Way's CEO?**

Our President and CEO is Stephanie Bray. Bray is a nonprofit professional with more than 25 years of experience in fund development and volunteer management for local, regional and national organizations. Prior to joining United Way, she served as executive director of the San Francisco General Hospital Foundation, a supporting organization for San Francisco General Hospital and Trauma Center. Before that, Bray was assistant dean for health sciences advancement at UC Davis Health System, overseeing fundraising for the School of Medicine, The Medical Center, the Betty Irene Moore School of Nursing and several other centers of medical excellence on UC Davis' Sacramento campus. She has served in fundraising leadership positions with the American Cancer Society, UNCF/The College Fund, Learning Ally, and the University of Medicine and Dentistry of New Jersey. Bray is a graduate of Douglass College, Rutgers University in New Jersey, and was a participant in Harvard Business School's Strategic Perspectives in Nonprofit Management in July 2012.

### **What is the relationship between our local United Way and United Way Worldwide?**

United Way Worldwide is the leadership and support organization for the nearly 1,800 local United Ways in 40 countries around the globe. Our United Way is a separately incorporated nonprofit with our own CEO and board of directors.

### **Does United Way California Capital Region support Planned Parenthood?**



United Way California Capital Region does not fund Planned Parenthood. Donors can designate their money to any 501c3 organization in the country, which includes Planned Parenthood.

**I thought the Boy Scouts weren't included on the list of certified nonprofit partners – why do I now see them?**

In order to be one of our certified nonprofit partners, a nonprofit must sign a statement saying that it does not discriminate on the basis of age, sex, religion, ethnicity or sexual preference. When we put this policy into place a number of years ago, the Boy Scouts opted not to reapply for certification. However, people could still give to the Boy Scouts by designating their money directly. In 2015, the Boy Scouts changed their policy that prohibited openly gay Scout leaders and chose to apply for certification this year.

**How is United Way associated with the NFL?**

United Way and the NFL have the longest running public service advertising campaign and sports/charity partnership of its kind. All NFL representatives appearing in United Way ads are volunteers who receive no compensation. The NFL pays for production costs and airtime. There is no cost to local United Ways for the spots.

**What is United Way's overhead?**

Our current overhead is 18.88 percent.

**Is United Way's overhead higher than that of other nonprofits?**

At 18.88 percent, we are well within the range organizations like the Better Business Bureau say is acceptable.

**Does United Way charge a fee for designating a gift to a nonprofit?**

We deduct a small amount (usually about 15 percent) from a gift before passing it on to a designated nonprofit. This covers our cost of raising the money and making sure it gets to where the donor wants it to go.

**Why should someone give through United Way and not directly to his or her favorite nonprofit?**

With United Way, donors do more than give to one nonprofit: They give to change. We have a team of the best and brightest nonprofits, companies, government bodies, volunteers and donors working at Square One to end poverty by making sure kids graduate from high school prepared for success in college and beyond.

**What can people do if they feel forced to give to United Way through a workplace campaign?**



Giving is a personal matter and decision; no form of coercion is acceptable to United Way. We work with campaign representatives to balance providing incentives with not making people feel coerced. If people feel coerced during a United Way campaign, they should contact us to ask questions and provide feedback.

**Can United Way provide someone with medical, health or some other kind of assistance?**

If someone needs non-emergency help, please dial 211 in Sacramento County.

**How can someone get in touch with United Way California Capital Region?**

10389 Old Placerville Road, Sacramento, CA 95827

Phone: (916) 368-3000

Fax: (916) 368-3029

Hours of operation: Monday – Friday, 8 a.m. – 4:45 p.m. (Closed on most major holidays)

[www.yourlocalunitedway.org](http://www.yourlocalunitedway.org)