

FREQUENTLY ASKED QUESTIONS



United Way of the
Columbia-Willamette

FREE THE FUTURE

INVEST IN OUR REGION'S KIDS



What is United Way?

United Way of the Columbia-Willamette has been bringing our community together to do good for nearly 100 years. We're partnering with the best nonprofit organizations in our region (Clark, Clackamas, Multnomah and Washington counties) to create solutions for kids to the challenges created by poverty. Together, we're investing in our region's kids and working hard to create a future where kids are free from poverty so they are free to reach their potential.

How can I make the most of my donation?

Every dollar counts, no matter the amount, and we appreciate whatever you are able to give. Payroll deduction is a great way to break down the cost of a gift into smaller amounts that will add up over the course of a year. For example, let's say that you pledge to donate \$10 per pay period and you're paid twice a month. By year's end, your gift will add up to \$240. That has a big impact on making schools, families and communities stronger for the kids of our region and/or for the organization(s) of your choice.

Is my donation tax-deductible?

Yes, it is! Our tax ID number is 93-0582124.

Does United Way of the Columbia-Willamette charge a processing fee on my donation?

No, United Way does not charge processing fees on donations. This ensures that your gift can have a bigger impact for kids and families in our region.

How can I find health and social services for me or my family?

Please contact our partner organization 211info. You can:

- Dial "211" on your phone
- Visit 211info.org
- Text your zip code to 898211

211info can refer you to local nonprofit and public resources for financial assistance, health, housing, childcare, food, legal services and more.

How do I know that my dollars will be used wisely?

United Way of the Columbia-Willamette is committed to using your donation effectively and responsibly.



FAQS (continued)

Operating Costs: Charity evaluators recommend operating cost ratios between 17.5 and 35 percent. We finished our 2017 fiscal year with an operating cost ratio of 12.91 percent.

This means 87 cents of every dollar you donate goes to programs directly supporting kids and families in your community.

Recognition: Independent charity evaluators recognize us for financial accountability and transparency.

- **Charity Navigator:** Highest rating of four stars for four years in a row. Only seven percent of organizations rated by Charity Navigator receive four-star ratings for four consecutive years.
- **GuideStar:** Gold level (highest rating). Only 10 percent of GuideStar nonprofits achieve the Gold level.
- **Better Business Bureau:** We have received the BBB Charity Seal meaning that we have been extensively evaluated and passed its standards.

Can I give outside of my employer's workplace campaign?

Yes, if you're giving directly to United Way of the Columbia-Willamette, you can donate in several ways. You can give:

- Online at unitedway-pdx.org;
- By mailing a check to our offices at 619 SW 11th Ave., Portland, OR 97205; or
- Through bequest, estate planning, stock, or securities. Call 503.226.9338 for more information.

Can I give to another nonprofit through my employer's United Way workplace campaign?

Yes, we are happy to support philanthropy in our region by processing your donation to the 501c3 nonprofit organization(s) of your choice. We encourage you to consider an additional gift directly to United Way, which will make schools, families and communities stronger for kids in our region.



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www.unitedway-pdx.org