

# FREQUENTLY ASKED QUESTIONS

## What is United Way of the Lower Eastern Shore, and how is it different from United Way Worldwide?

United Way of the Lower Eastern Shore (UWLES) is a member of the United Way Worldwide network, which provides critical cost saving services, support, advertising and brand recognition. UWLES is an independent, local, non-profit organization. Our independence allows us to focus our efforts on the critical needs of the counties we serve (Dorchester, Somerset, Wicomico and Worcester) with access to Health, Education and Financial Stability resources.

## Who is the United Way's team comprised of?

UWLES is governed by a local volunteer Board of Directors who represent all communities served on the Eastern Shore. **Meet the 2019-2020 Board of Directors at [www.uwles.org/leadership](http://www.uwles.org/leadership)**

Day to day activities such as fundraising, optimizing stewardship of all donations, supporting volunteer activities, producing information and materials, processing campaign pledges, recruiting and training volunteers, and planning special events are handled by a small professional staff located in the Salisbury office. **Meet the UWLES Staff at [www.uwles.org/staff](http://www.uwles.org/staff)**

## Where does my contribution go?

All contributions are designated in one of three ways:

1. The Community Impact fund, where gifts are distributed to programs through approved partner agencies based on need.
2. For a contribution of \$100 or more, a donor can specify which of the approved partners they would like to designate their gift to.
3. A benefit of being a member of United Way Worldwide is that we have a reciprocal program, allowing our donors to contribute to any other United Way, and allowing those not living locally to donate to us.

## How does United Way decide how much to distribute to each agency?

UWLES has a Community Impact Committee comprised of local volunteers who invest over 1,100 hours annually to visit and analyze each agency's application including budgets, programs, and efficiency in meeting local needs. Funds are approved by the Board of Directors based on the campaign dollars raised and then distributed to the approved partner agency programs

## What is United Way of the Lower Eastern Shore's administrative rate?

United Way of the Lower Eastern Shore's administrative rate is 19.88% which is far below the 25% standard to which we hold our non-profit partners, as well as the national average of 35%. For a copy of our annual 990 Form, visit our page on Guidestar where UWLES maintains a Platinum Seal of Transparency for non-profits.

## What about the pressure to give?

UWLES has specific policies against pressuring anyone to give. The decision to give is a personal one and no one should be pressured or coerced into giving.

For more information see page 5 or visit [www.uwles.org/voluntary-giving-policy](http://www.uwles.org/voluntary-giving-policy).

## How can I be involved beyond my Workplace Campaign?

There are many ways to stay engaged with UWLES all year long. We offer Affinity Groups such as Emerging Leaders, Women United, and volunteer opportunities which can be found through the Get Connected Volunteer Center at [www.shoregetconnected.org](http://www.shoregetconnected.org). Additionally, retirement and planned giving options are available. Also, there are a number of special events throughout the year which are great opportunities to learn more about United Way's work while having fun. And don't forget to engage with us on social media!

## What if I have additional questions?

UWLES staff are happy to help with any questions you may have. For additional information call the office at 410-742-5143 or visit our website at [www.uwles.org](http://www.uwles.org).