



TOP 10 BENEFITS OF GIVING TO UNITED WAY OF THE LOWER EASTERN SHORE

#1 Local ~ All dollars stay local in Dorchester, Somerset, Wicomico & Worcester Counties to make an impact for our neighbors in all Lower Shore communities. Though UWLES is a member of the United Way Worldwide network, we have served the Lower Shore since 1944 as an independent 501(c)3 with local donors, local leadership and local impact.

#2 Stewardship ~ We spend over 1,100 hours annually to ensure each contribution is directed to programs that are efficient and demonstrate measurable results. Each year, United Way's Community Impact Committee performs a comprehensive review of all applications including financials, internal controls, and program management & outcomes - plus visits each agency to see programs in action - to ensure donors' dollars are invested in local programs having lasting impact.

#3 Accountability ~ Our United Way maintains the highest level of accountability to ensure we and our partners comply with all federal, state, and local non-profit standards. Our administrative rate is 19.8%, far below the national average of 35% for charities. We proudly maintain a Platinum Seal of Transparency on Guidestar.

#4 Efficiency ~ Our United Way provides services for the Lower Shore's four counties with a small staff. Additionally, we save the non-profit community thousands of hours in administrative dollars allowing agencies to concentrate on providing services instead of fundraising all year long.

#5 Impact ~ Our United Way impacts 1 in 3 Lower Shore residents annually through our direct and partner programs. Our ability to combine donors gifts of any amount allows us to create impact throughout the community that otherwise could not be done by individuals alone. We continue to be a significant source of funding outside of government for nonprofit partners, and beyond the funding provide nonprofits with training and development opportunities.

#6 Focused ~ United Way focuses all of our resources to three impact areas: 1) Education: Helping students of all ages succeed; 2) Financial Stability: Providing individuals and families emergency supports and opportunities to achieve economic security and reach their goals; 3) Health: Improving access to and awareness of local health & wellness services to empower all neighbors to achieve a healthy lifestyle.

#7 Payroll Deduction ~ Through payroll deduction, our United Way creates the opportunity for everyone to give back to the community. It is convenient, affordable and an easy way to make a difference.

#8 Designations ~ Although 90% of local donors choose not to designate to a specific United Way agency, impact area or location, the option is available for those who give \$100 or more. If an employee wishes to designate their gift of any size to their hometown, their contribution will be directed to that United Way.

#9 Leadership ~ All staff and board have experience serving our community personally and professionally through our local United Way and other non-profit organizations. The Board of Directors is comprised of 35 volunteer leaders from all four Lower Shore counties. They, along with volunteers who serve on other UWLES committees, roll their sleeves up to LIVE UNITED and make a difference for our neighbors all year long.

#10 Incentives & Recognition ~ Thanks to our generous sponsors - PNC Bank, First Shore Federal, Perdue Farms, and Avery Hall Insurance - all donors who contribute at least \$500 annually have a chance to win a \$2,500 Dream Vacation Package. Those who contribute at least \$250 receive a chance to win a \$1,000 shopping spree. Additionally, all donors who contribute \$75 or more annually are entered in a drawing to receive a diamond watch to commemorate our 75th Anniversary!