

United We

...make a difference!

United Way of Morgan County was founded in 1940 and is the nation's largest local non-governmental investor in health and human services. Each year, **more than 32,000 people in Morgan County receive services from one of our non-profit partners. That's ONE out of every THREE people. More than 7,000 individuals and 100 companies support the non-partisan work of our partners through payroll deduction, direct donation and fundraising.**

Here are the facts:

- United Way of Morgan County raised pledged donations of **more than \$1.8 million last year.**
- **Money raised here stays in Morgan County** (unless designated by a donor to an outside agency.)
- Approximately 85 cents of every dollar supports **local agencies and donor designations.**
- **Only 15 cents of each dollar is spent on overhead** - far less than the industry standard of 30%.

How can your company participate?

RUN A COMPANY CAMPAIGN

Allow your employees the option of contributing to United Way through payroll deduction. Don't offer payroll deduction? We can show you how to set it up in Quickbooks, work with your third-party payroll processor or find another solution that will work for you!

GET YOUR EMPLOYEES ON THE BUS!

Get on the Bus Tours are three-hour windows where we take your employees to visit three or four of our partner agencies so they can see first-hand the impact on our community. We have tours blocked out the last week of August, September and October - OR we'll customize a tour that works around your scheduling and staffing needs.

ADOPT A DAY OF CARING PROJECT

Day of Caring on September 12th is our way of helping our partner agencies with their tangible and material needs. Opportunities range from "hands-on" projects like maintenance and repairs to supply drives that raise much-needed resources. Projects are listed at www.vcomc.org.

PURCHASE UNITED WAY T-SHIRTS

Have "Live United" days and let your employees wear their t-shirts during the fall campaign - or throughout the year. Shirts are just \$6 each and available in all sizes.

LEADERSHIP GIVING

With a one-time gift of \$1,000 or more - OR through payroll deduction of just \$20/week, you will be designated as a Leadership Giver.

ALLOW YOUR EMPLOYEES TO VOLUNTEER

The Allocations Team is a group of local business leaders that reviews agency funding requests and helps allocate funding across all agencies, programs and services. Employees can also volunteer as loaned executives that support our campaign by calling on business accounts throughout Decatur/Morgan County.

WOMEN'S LEADERSHIP COUNCIL

This group of local ladies is united in their passion and resources to change lives in our community.

Agencies, Programs & Services

American Red Cross - North Alabama
The Arc of Morgan County
Big Brothers Big Sisters of Morgan County
Boys and Girls Clubs of North Alabama
Boy Scouts of America, Morgan County
Centers for the Developmentally Disabled
Community Free Clinic
Crisis Services of North Alabama
Decatur Morgan Senior Center
Decatur Youth Symphony
FACES
(Families and Children Experiencing Separation)
Foster Grandparents/Senior Companions
Girl Scouts of North-Central Alabama
Habitat for Humanity - Morgan County
HANDS Home
Hospice of the Valley
LifeSouth Community Blood Center
Meals on Wheels & More
Mental Health Assoc. in Morgan County
Mental Health Center of North Alabama
Morgan County Child Advocacy Center
Morgan County Rescue Squad
PACT (Parents and Children Together)
Salvation Army
Sterrs Day Care Center
Tennessee Valley Outreach
Tennessee Valley Training Center
Terrell Industries
United Way 211 Help Line
Volunteer Center of Morgan County



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I don't support United Way because....
Turn the page for the FACTS concerning some common misconceptions about United Way!

FACT OR FICTION?

Here are the FACTS concerning common misconceptions about United Way!

MY EMPLOYEES DON'T MAKE ENOUGH MONEY TO CONTRIBUTE TO UNITED WAY.

Certainly it may be hard for some people to write United Way a check for \$100, but almost everyone can spare \$2 a week through payroll deduction. Rest assured, when we talk to your employee group, we don't use "hard-sell" tactics. We simply give individuals information about the agencies we support and the services they provide; and we leave the decision to contribute to those individuals. By making low-wage employees aware of the programs we support, they become aware of services they might need. We have found that those who have received services are often eager to give back when they become able.

MOST OF MY EMPLOYEES ARE YOUNG AND PART TIME. THEY WON'T WANT TO GIVE.

One of our strongest campaigns is run by Publix Supermarkets, where many of their associates are young, part-time employees. They are proud to be UWMC supporters, and one cashier is a \$1,000 Leadership Giver. If you learn philanthropy when you are young, you'll be a philanthropist for life.

I HAVE HEARD YOU SEND MOST OF OUR MONEY TO WASHINGTON, DC.

This year, we will pay about \$21,000 in dues to United Way Worldwide (UWW). That pays for national advertising (NFL commercials) and use of the name and logo. UWW also allows us to use part of those dues to pay for transportation, accommodations and other expenses involved in attending regional and national training.

This year, Morgan County will receive more than \$58,000 in federal Emergency Food and Shelter funding through UWW - \$37,000 more than we paid in dues. That money goes to five local non-profits.

WHO DECIDES WHERE THE MONEY GOES AND HOW DO THEY MAKE THOSE DECISIONS?

Each agency completes a grant application and provides copies of their budgets, along with proof of their tax-exempt status and most recent IRS tax statements. Teams of community volunteers review the submitted documents and provide detailed questions for the agencies.

Those teams then meet with agency staff and board members to evaluate them and make sure services provided are vital, provide for immediate needs, make a lasting impact, are being provided efficiently and being successfully implemented. Teams then recommend an allocation plan to the United Way board.

I CAN'T DONATE TO JUST THE AGENCY I WANT TO SUPPORT.

Because the allocation volunteers have a more complete picture of the needs of the agencies, we do prefer that you donate to the general fund. However, if you wish to designate your pledge to your local United Way or another 501(c)(3) non-profit agency, there is a place on our pledge form to do so.

I HAVE HEARD THAT UNITED WAY FUNDS AN AGENCY I DON'T APPROVE OF.

UWMC currently funds 29 LOCAL agencies providing 31 services. Lists of UWMC funded agencies can be found on the front of this flyer, on our website at www.uwmc.org and on other materials.

Some of our partner agencies, including LifeSouth and TVTC, return far more to us in services than we provide to them financially. If you have concerns about the agencies funded, please contact UWMC CEO, Kathleen Ross, at 256-353-2609.

I HAD A FRIEND WHO NEEDED HELP, AND UNITED WAY DIDN'T GIVE HIM A DIME.

United Way doesn't give money directly to individuals. It gives money to agencies that provide services to individuals. We try to fund those that assist people that fall through the cracks of government assistance like healthcare for those who aren't eligible for Medicaid/Medicare, but can't afford insurance; food for children and homebound adults; shelter for the homeless, victims of domestic abuse and runaways; and indigent end-of-life care. We also support programs that help break the cycles of violence and poverty, teach children how to get/stay safe, help developmentally challenged children and adults and connect people who need help with those who can help them.

