

POSSIBLE HESITATIONS

I/We Give to Other Nonprofits

United Way provides you and your employees with many options. You can give directly to United Way's Community Fund or nonprofits that you care about. The United Way Community Campaign is a well-organized opportunity for individuals to make a strategic investment and for employees to feel connected to the community.

Our Workforce is Offsite OR We Don't Have Time for a Campaign

United Way is dedicated to helping with workplace campaigns and can deliver materials and presentations at any location. We also provide videos and electronic tools that are easy to access.

Our Employees Aren't Interested OR We Don't Want to Pressure Employees

United Way does not want employees to feel pressured to give either; however, we often hear that the number one reason people don't give is because they were never asked.

I Can't Give a Large Donation

It's not the size of one gift - it is all of us giving together that makes United Way a unique and powerful concept. Every donation matters! Over 49% of our donors give \$100 or less annually.

I Want to Target My Gift

Investments made from United Way's Community Fund are monitored to ensure the programs are effective, meet current needs, and are financially stable. Should you choose to designate your gift, it is distributed to the agency of your choosing, but not monitored by United Way.

We Are a Small Company OR We Don't Have an Employee to Run a Campaign

United Way brings on volunteers during the campaign to make your workplace campaign easy! Your employees who help coordinate the campaign also develop skills that may translate to their other work with your organization. They also have opportunities to network with individuals from other organizations.

My Charitable Dollars Are Already Allocated

Please consider giving to United Way to maximize your gift next year. Certain gifts may qualify for matches. Plus, there are other ways to engage outside of a financial gift.

THE MYTHS

United Way is Just a Middleman

Donations made to United Way's Community Fund make the greatest difference and help the most people. United Way monitors results to ensure the programs are making an impact. You can be certain your money is well invested.

Local Dollars are Spent Nationally

Over 99% of the dollars raised here stay here in the community. Less than 1% goes to United Way Worldwide to provide services and support to our United Way and other local, independent United Ways. Oshkosh Area United Way has its own 501(c)(3) certification and is governed by a local board of directors.

United Way Funds Boy Scouts/Planned Parenthood

Currently, Oshkosh Area United Way does not fund any Boy Scouts or Planned Parenthood programs. For a complete list of partners that receive funding to help improve lives in Oshkosh, visit:

<https://www.oshkoshunitedway.org/funded-programs>.

I heard about a financial scandal at United Way.

Every United Way is local and independent, including your Oshkosh Area United Way. A volunteer board of directors comprised of industry professionals and leaders in the Oshkosh Area United Way makes decisions about investments for our region, and OAUW has never experienced any financial abuse. Over 25 years ago, a former United Way of America president, William Aramony, and two associates, were indicted for misusing funds. Neither United Way of America as an organization, nor any local United Ways, were charged with any wrongdoing in this matter. United Way instituted major governance and structural changes, and has become a model of accountability in the non-profit sector. Forbes magazine has since named United Way among the top five all-star charities for financial efficiency.



Oshkosh Area United Way