

# What You Should Know About Donations TO UNITED WAY OF THE BIG BEND

## Three Important Facts to Consider



**OUR OVERHEAD IS LOWER** than most charities.



**WE CAN FUNDRAISE MORE EFFICIENTLY** than most charities, removing a large and expensive part of our partner agencies' overhead burden.



**AN ADMIN FEE CAN ONLY BE CHARGED ONCE.** Agencies cannot apply their own administrative fee to your UWBB donation. 100% of the money must go directly to health and human service programs.

## Understanding Our Overhead



### NON-PROFITS HAVE OVERHEAD

Paying professional staff to fundraise and provide fiscal and program oversight of our agency partners as well as keeping the lights on are essential costs that every charitable organization incurs – including those funded directly.



### UWBB'S OVERHEAD IS 17.5%

Operations costs account for 8.5% of this amount and the remaining 9% is our cost for fundraising.



### UWBB BRINGS MORE TO THE TABLE THAN JUST DOLLARS

We live here and are committed to the wellbeing of our neighbors. We keep our finger on the pulse of the community and our investors rely on us to be good stewards of their charitable dollars and bring people, organizations and resources together in order to have the greatest impact on our area's most pressing needs. With our focus on making a positive local impact, investors can rest assured that their money will make a difference right here in the Big Bend.

**LIVE UNITED**



United Way of the Big Bend

## Your Contributions Stay Local

### UWBB Certified Agencies

2-1-1 BIG BEND  
 ABILITY 1ST  
 A LIFE RECOVERY CENTER  
 ALZHEIMER'S PROJECT  
 AMERICAN RED CROSS  
 AMERICA'S SECOND HARVEST OF THE BIG BEND  
 BIG BEND CARES  
 BIG BEND HOMELESS COALITION  
 BIG BEND HOSPICE  
 BIG BROTHERS BIG SISTERS OF THE BIG BEND  
 BOYS AND GIRLS CLUBS OF THE BIG BEND  
 BOYS' CHOIR OF TALLAHASSEE  
 BOY SCOUTS OF AMERICA  
 BREHON INSTITUTE FOR FAMILY SERVICES  
 CAPITAL AREA COMMUNITY ACTION AGENCY  
 CAPITAL AREA HEALTHY START COALITION  
 CAPITAL CITY YOUTH SERVICES  
 CAPITAL MEDICAL SOCIETY FOUNDATION'S WE CARE NETWORK  
 CATHOLIC CHARITIES OF NORTHWEST FL  
 CHILDREN'S HOME SOCIETY OF FLORIDA  
 DICK HOWSER CENTER FOR CHILDHOOD SERVICES  
 EARLY LEARNING COALITION OF THE BIG BEND  
 ECHO OUTREACH MINISTRIES  
 ELDER CARE SERVICES  
 EPILEPSY ASSOCIATION OF THE BIG BEND  
 FLORIDA DISABLED OUTDOOR ASSOCIATION  
 GIRL SCOUT COUNCIL OF THE FL PANHANDLE  
 KIDS INCORPORATED OF THE BIG BEND  
 LEGAL AID FOUNDATION OF THE TALLAHASSEE BAR ASSOCIATION  
 LEGAL SERVICES OF NORTH FLORIDA  
 LIGHTHOUSE OF THE BIG BEND  
 LITERACY VOLUNTEERS OF LEON COUNTY  
 NEIGHBORHOOD MEDICAL CENTER  
 OFFICE OF THE PUBLIC GUARDIAN  
 PACE CENTER FOR GIRLS  
 REFUGE HOUSE  
 THE SHELTER  
 SPECIAL OLYMPICS OF LEON COUNTY  
 TURN ABOUT

TO LEARN MORE, VISIT [UWBB.ORG](http://UWBB.ORG) | 850.414.0844

## ON WEDNESDAY, NOVEMBER 4, 2015, THE TALLAHASSEE DEMOCRAT REPORTED UNITED WAY OF THE BIG BEND (UWBB) RECEIVED 29% OF STATE OF FLORIDA EMPLOYEE CONTRIBUTIONS IN 2011. THIS NUMBER IS MISLEADING AND WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO PROVIDE CLARITY.

Prior to 2011, United Way of Florida, our state umbrella organization, was awarded the Florida State Employees' Charitable Campaign contract. As the contract administrator, United Way of Florida allowed each local United Way to lead the campaign for state workers in their area. UWBB led the State of Florida's annual employee giving campaign within our 8-county region. With the bulk of state workers concentrated in our area, we administered 50% of the contract.

As was the case in prior years, UWBB collected 17.5% overhead for every charitable dollar raised. The Florida Department of Management Services (DMS) required that we withhold an additional 1% as part of their administrative fee, leaving the total amount withheld from state employees making a contribution in our area at

18.5%. In 2011, UWBB raised \$1.27 million through the Florida State Employees' Charitable Campaign and withheld \$235,000 or 18.5% of those dollars.

The contract was granted to Solix at the close of the 2012 campaign drive which effectively left UWBB bearing all of the costs of administering the program while Solix's only responsibility was to collect the money that had been pledged. Recognizing the impact this would have, DMS reimbursed UWBB approximately \$53,000 to pay for the costs incurred. However, instead of paying the money out 2012 funds, DMS deducted the money from the 2011 campaign dollars which made it appear UWBB charged more than our 17.5% administrative fee.

## TWO EXAMPLES OF HOW UNITED WAY OF THE BIG BEND IS MAKING AN IMPACT

### THE ALZHEIMER'S PROJECT

"Alzheimer's is difficult for everyone it touches. My dad had the disease and it was my privilege to take care of him, but it was devastating watching it take hold. It was also hard to keep up with it. Just as soon as you would think you've adjusted to the new scenario, the disease would shift and more of my dad would slip away. In many ways, **I felt alone, that is until I discovered the Alzheimer's Project. Their support groups connected me to a community of people that understood what I was going through on a day-to-day basis.** They also understood the tough decisions I faced and didn't want to make. It was one of the most difficult times of my life, but having that connection and sense of community helped me to get through it." - CLIENT



### KIDS INCORPORATED

"We love connecting children with services that will help them succeed. One little boy that comes to mind was delayed and unable to communicate. He lacked social and self-help skills and he wasn't potty-trained. We assisted with getting him enrolled in a childcare center that had a low teacher-student ratio and could provide him with the one-on-one care he needed, as well as speech therapy. In this environment he has blossomed! He's beginning to speak in sentences, serves himself at mealtime and is potty-trained. His gross motor skills continue to improve and he's even mastered running and jumping. **Statistically, his outlook on life has soared, but so has his current quality of life.** Now that he can communicate better, he's less frustrated. Now that he can help himself and even run, he's more carefree. That's the power of matching children with the right resources. That's what Kids Incorporated is all about." - STAFF