



United Way of Greater Simcoe County

DID YOU KNOW?

- That United Way of Greater Simcoe County has been making a difference in the community for 50 years by assessing local needs and distributing resources to help those most in need.
- That United Way's purpose is to raise money through community donations and then distribute those funds to more than 30 member agencies who provide services to those in our community who are most in need.
- That every dollar raised by United Way in Simcoe County stays in the county – unless designated elsewhere by the donor.
- That United Way is the largest non-government source of social services funding in Simcoe County.
- That United Way is making a difference in Simcoe County through leadership and advocacy roles in local initiatives like "Eat Well to Excel" for school children, The Simcoe County Alliance to end Homelessness, 211 and United Way Training and Consulting Services.
- That United Way is thoroughly audited every year and held accountable for its business and operating expenses.
- That United Way is a volunteer driven organization. Every facet of the organization from fund raising to fund distribution is monitored and managed by trained volunteers.
- That approximately 80% of funds donated to United Way are raised through workplace giving, either through employee payroll deductions and/or corporate donations.
- That donors may choose to target their gift to any of United Way's strategic service areas such as: Strong, nurturing families; healthy, thriving children & youth; living with independence and dignity; reduced cycles of poverty and abuse and healthy, stable communities. Donations

may also be designated to any registered charity (for a nominal administration fee) or to another United Way (no administration fee).

- That each year, United Way results continue to grow and each of the last five campaigns have surpassed a million. Yet for the past three years, requests for program funding have exceeded available dollars.
- That the fastest growing component of United Way campaigns is leadership giving. United Way of Greater Simcoe County has four leadership giving levels:
 - Partner (\$500 - \$999), Leader of the Way (\$1000 - \$2499), Patron \$2500 - \$4999 and Benefactor (\$5000 - \$9999). This year we have also added a new category of giving – “Everyday Hero” at \$365.00 per year. That’s just \$1.00 per day to the community fund.
- That United Way currently funds more than 60 programs hosted by 30+ member agencies. That’s approximately 1 in 3 people who are touched by United Way funding!
- That .84 cents of every dollar goes directly to those who need it most, making United Way an extremely efficient fundraising organization.
- That United Way supports agencies throughout Simcoe County not just through direct funding opportunities but also through United Way sponsored programs such as United Way Training and Consulting Services.