



I'm Glad You Asked That Question!

Why should I give to the United Way?

Your contribution makes a significant impact and helps those in need by feeding the hungry, housing the homeless, and keeping people warm, for example. Contributions also help improve many people's lives by allowing the United Way to invest in long-term prevention efforts like mentoring programs or energy conservation initiatives. Giving through the United Way is a simple way to create long-lasting change. Your money is spent wisely, and your donation stays in Franklin County or northern Androscoggin County if you choose to designate it to a local non-profit organization, or the Community Fund.

What is the Community Fund?

The Community Fund is made up of undesignated contributions. It is the fund that allows flexibility for the United Way to fund programs that meet changing community needs. These funds are allocated annually by community volunteers who assess community needs, review funding applications, interview applicants, and then determine how that money should be reinvested in our community. This volunteer driven process ensures that your donation is invested wisely.

With agencies doing a lot of their own fundraising, why do they need United Way funds?

Need far exceeds available resources. Without the United Way funding, many agencies would have to increase their individual efforts to raise funds. United Way funding helps agencies spend more time providing services and less time fundraising. Contributing to the United Way is a proactive way to ensure many programs are available when an individual needs services – whether it is learning how to read, or help with housing after a devastating fire.

How do I make sure my contribution goes to a specific program or agency?

You can designate your contribution to a non-profit organization in Greater Franklin County or anywhere in the world. Donors always have the right to say where their donation will or will not go, and the United Way makes sure it gets there. Not interested in giving to a specific organization but you want to address community needs where you live? You can "give where you live," by designating to the United Way where you live. You can either put the name of the United Way on your pledge sheet, or simply the town where you live.

How much money goes for administration?

The United Way of the Tri-Valley Area is very efficient. Only 1% of every dollar raised goes to the United Way Worldwide parent organization for the privilege of being part of the trusted and recognizable United Way system. Your local United Way is also proud to have a low overhead rate of approximately 12%. Overhead includes expenses incurred to keep the doors open, raise money, print materials, and directly assist individuals.

I would like to contribute but am looking for additional ways to help; what can I do?

Every contribution counts, no matter what the amount! Even one dollar can buy one meal for an older adult through the Meals on Wheels Program. We also encourage you to get involved in a cause you care about and use your voice by advocating to make a difference; or volunteer to make a difference. Local volunteer opportunities can be found by visiting the United Way website at uwtva.org or volunteermaine.org. Also, please call 778-5048 for more information.