

FREQUENTLY ASKED QUESTIONS

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FREQUENTLY ASKED QUESTIONS

What is United Way?

United Way, an international, volunteer-led not-for-profit organization, has more than 100 local United Ways across Canada. United Way is known as Centraide in Quebec and in Ottawa and other French speaking communities in Canada.

Each United Way-Centraide raises money and allocates funds **locally** to support its community. Each United Way-Centraide is governed by an autonomous local Board of Directors that, with other volunteers and staff, helps build caring, vibrant communities and responds to a broad range of human needs.

What geographic area does United Way of the Alberta Capital Region serve?

United Way serves the Edmonton Census Metropolitan area including Edmonton, the City of Fort Saskatchewan, Sherwood Park, the County of Strathcona, the City of St. Albert, the City of Leduc, the County of Leduc, the City of Spruce Grove, the Town of Stony Plain and the County of Parkland.

How do I get involved with United Way of the Alberta Capital Region?

Sign the Statement of Support

This is a quick way to express your commitment on our website: www.myunitedway.ca. But don't stop there - encourage others to do so, as well.

Learn

Seek out information and further expand your knowledge about poverty in our community. Our website www.myunitedway.ca is a great place to start!

Build Awareness

Talk to your family, friends and colleagues - spread the facts about poverty and how everyone has a role in changing lives in our community.



Make a Donation

Donate to United Way and help generate the critical resources needed to fund programs and services. Then, celebrate the high-impact results that you help create.

Generate Momentum

Develop initiatives of your own, encourage support through the organizations and clubs you're a part of, and share your experiences with friends, family and colleagues across the community.

Advocate

Call your government representatives and tell them how important it is to end poverty in our community.

Volunteer

Find a volunteer opportunity:

- www.volunteeredmonton.com

United Way of the Alberta Capital Region offers a variety of short and long term volunteer opportunities. Options include:

- Workplace campaign involvement. For workplace campaign information, please email: campaignsupport@myunitedway.ca or call 780-990-1000.
- Give back to the community through United Way's Community Engagement programs. Customizes volunteer opportunities for employees with the needs of United Way community partners to make an impact where it's needed most.

Community Engagement programs include:

- Poverty Simulations
- Days of Caring
- Community Impact Tours
- Community Impact Speakers Series



Does organized labour support United Way?

Yes. In fact, in Edmonton, organized labour was a founding partner of United Way. United Way and labour work together to promote and co-operate in the establishment of joint labour-management campaigns in the workplace. For more information, please contact our office at 780-990-1000.

Why should I give to United Way of the Alberta Capital Region?

United Way is the **one local-based organization** focused on proven strategies, partnerships and high-impact programs, **providing donors with the chance to help** lift people out of poverty and prevent others from falling into it.

Currently, in the Alberta Capital Region, **120,000 people live in poverty – 40,000 of them are kids**. With the economic challenges our region experienced in the past year, more community members, neighbours, families and friends find themselves in difficult situations and there is a greater need for help.

United Way partners with 50+ agencies, in the region, to offer a broad range of social service support and solutions with 100+ programs and services to help people in the community.

United Way and its partners focus on three areas – helping children **succeed in school**, helping families achieve **independence and financial stability**, and helping **strengthen the well-being** of individuals and community members experiencing poverty.

Your donation is an investment – and that’s exactly how United Way treats it, stewarding your dollars to 100% local programs to make the biggest difference possible.

Why would I give through United Way when I can give directly to an agency?

We have partnerships with more than 50 agencies in the social services sector, delivering 100+ key community impact programs and initiatives. It is why, with United Way, donations and support go farther and wider than any other charitable investment a community member can make. Visit: <http://myunitedway.ca/why-united-way/>



How are agencies evaluated?

All funded partner agencies are evaluated by United Way on an annual basis with the following criteria:

- **Alignment with United Way Priorities** – does the program continue to fit with United Way priorities as determined by the changing needs of the region?
- **Organizational Stability** – is the agency positioned, financially and structurally, to leverage United Way resources effectively and efficiently?
- **Program Effectiveness** – did the agency deliver on agreed-upon results and did they demonstrate positive impact in the community?
- **Accessibility** – is the program or initiative accessible to those it intends to serve and/or have steps been taken to address barriers?
- **Resource Management** – does the agency review financial statements on a regular basis and did they submit to an audit or review engagement in the past year?
- **Need for Funding** – does the agency demonstrate a practical need for United Way dollars and is the proposed budget realistic?
- **Agency Support for United Way of the Alberta Capital Region** – has the agency helped to promote United Way of the Alberta Capital Region and have they adhered to relevant policies and procedures?
- **Follow-Up from Previous Report Recommendations** – has the agency addressed outstanding items identified by United Way staff and/or volunteer committees from past reviews?

Why aren't all agencies a part of United Way?

There are many important programs in the community responding to individual and family needs. Our ongoing support of local social services agencies is a business decision that involves a long-term financial commitment. In order to continue that support, we



must make decisions that keep us within our financial abilities. The number of agencies or programs funded depends on campaign dollars raised.

There are currently more than 50 funded community partner agencies, and new investments are considered annually. In addition, some agencies choose not to apply for funding.

Does United Way fund agencies with religious affiliations?

Some of our agencies have religious origins, such as the Young Men's Christian Association (YMCA), the Young Women's Christian Association (YWCA), the Mennonite Centre for Newcomers and Jewish Family Services.

The services and programs offered by these agencies are open to all individuals regardless of religious affiliation.

Before an agency receives funding, we ensure that agencies do not exclude people from participating in agency affairs or programs by virtue of religion.

Does United Way ever discontinue funding to an agency or program?

Yes. Some programs are designed as 'pilots' specifically funded or planned for a pre-determined duration.

Also, United Way will reduce or discontinue funding for agencies for a variety of reasons. Our agency review process identifies the need to consider a phased reduction or cessation of United Way funding to a funded agency. It may be the agency has governance issues, outcome measurement shortfall or simply no more requirements for United Way funding due to government or other funding sources meeting its financial needs. United Way has an evolving community investment strategy that requires agency community impact plan alignment.

Before de-funding an agency, United Way engages in a discussion with the agency to remedy any performance or accountability issues, implement efficiency building strategies or engage United Way volunteers to assist with governance, financial



management or program delivery assistance. Discontinuance of agency funding from United Way is usually a phased, collaborative process.

How can I give?

Here's how you can contribute to United Way and support your community:

- **Workplace campaign:** If your workplace runs a United Way Campaign, you can fill out a pledge card (electronic or paper) available through your workplace employee campaign chair (ECC).
- **As an individual donor:** If you are not involved in a workplace campaign - donate online at myunitedway.ca
- **Leave a legacy:** Give a legacy gift to United Way. Learn more by visiting myunitedway.ca/legacy

How much should I give?

Making a monetary contribution to United Way is a personal decision. It's up to you to decide what gift level best reflects your ability to give and your commitment to helping those in need in our community.

Learn more about giving options at www.myunitedway.ca/givingoptions.

How will I get a charitable tax receipt?

To maximize efficiencies and provide a better service to our donors, where possible, all charitable giving will be consolidated on one receipt per donor. Tax receipts for all donations made in the calendar year will be distributed to donors by February the following calendar year.



If you have any questions, please contact our Information Services department at 780-990-1000 or informationservices@myunitedway.ca. For additional information about receipting, visit the Canada Revenue Agency website [here](#).

Please note: If your gift to United Way was part of a workplace campaign by payroll deduction, you will not receive a separate tax receipt. The donation will be recorded on your T4 statement from your employer.

How do I cancel my PAD authorization?

You may cancel your PAD authorization at any time; subject to providing 21 day notice. Simply contact our office at 780-990-1000 or email donorservices@myunitedway.ca.

You have certain recourse rights if any debit does not comply with the PAD agreement. For example, you have the right to receive reimbursement for any debit that is not authorized or is not consistent with the PAD Agreement. To obtain more information on your recourse rights, contact your financial institution or visit www.payments.ca.

Can I designate my donation to other charities?

Yes. The option of designating to specific agencies is an added service United Way provides to its donors. Agencies must be Canadian registered charities.

United Way retains 10% of the designated gift to recover the costs associated with this service. In the case of one-time cash, cheque or gift of stock contributions from individuals, a maximum designation fee of \$100 per donor will be withheld.

What happens to my money after I donate?

United Way determines where funds will be invested by conducting research to find needs and opportunities in the community. With this understanding, we are able to make sure funds are distributed to the most urgent issues that exist for people in the Alberta Capital Region. Please visit myunitedway.ca/investments for a list of our 50+ partner agencies.



Where can I find information on the impact and results United Way and partners are making in the community?

United Way and partner agencies regularly track the impact and progress we're making together in the region, with results covered in annual reports, promotional and educational documentation, and online.

A broad selection of the latest results under each of United Way's three focus areas (Education, Wellness, and Income) can be found on our website. Please visit myunitedway.ca/our-work.

United Way provides an Impact Report that outlines five strategies and specific targets to achieve in the next three years. You can find the latest 2016 Impact Report at myunitedway.ca/our-work.

Also, WE Magazine is a magazine about our community, for our community. WE Magazine is published by United Way of the Alberta Capital Region and shares United Way's mission to inspire people to come together to make a lasting difference in our communities. Subscribe to your free edition of WE Magazine and read about some real success stories at www.wemagazine.ca.

What are United Way costs?

For 2016, United Way of the Alberta Capital Region is planning to raise an estimated \$24,830,000 at an approximate cost to the organization of \$4,950,000.

How does United Way keep its costs so low?

Approximately 5,000 volunteers help United Way carry out its community work. During campaign, approximately 25 employees and Sponsored Campaign Representatives assist with our fundraising work. This helps United Way leverage resources and maximizes efficiencies.



Where can I learn more information about fundraising costs?

Imagine Canada is the national umbrella for charities and provides standards for charitable organizations to manage and report their financial affairs and fundraising responsibly through the Ethical Code Program. Suggestions on evaluating a charity are at www.imaginecanada.ca.

Canada Revenue Agency (CRA) requires all registered Canadian charities report salary ranges that are subsequently published on the CRA website for public review. CRA also requires accountability, transparency and stewardship of the dollars raised by Canadian not-for-profits in order to maintain charitable status.

Visit the “Charities and Giving” section on the [CRA website](#) for more information:

- 1) Click on “Charities Listings”
- 2) Type in the charity name field and click “Search”
- 3) Click on the name of your choice

United Way of the Alberta Capital Region encourages all individuals to contact their charities of interest and learn the costs associated with each in order to make an informed decision.

What practices does United Way have in place to ensure financial accountability and transparency?

When you make a contribution to United Way, we promise to administer it with great care. We set high standards for our conduct in all areas of our organization and continuously measure our performance.

It is up to us to ensure that our donors remain informed & confident that their contributions will be well managed and result in positive impact.

- Our volunteer Board of Directors conduct regular, in-depth reviews of United Way’s financial and community investment performance.
- United Way of the Alberta Capital Region, as part of United Way Canada – Centraide, is a flagship member of Imagine Canada’s Ethical Fundraising and Financial Accountability Code. (In addition, we continue to follow internal



transparency, accountability and financial reporting guidelines which are intended to be defensible, acceptable, consistent, transparent and simple in providing standardized reporting by United Ways across Canada).

- United Way of the Alberta Capital Region is externally audited to ensure that we operate in a fiscally responsible manner.

Follow the link report.myunitedway.ca to review the United Way of the Alberta Capital Region Report to Community.

For past Annual Reports go to myunitedway.ca/annual-report/.

How do I know my personal information will be protected?

United Way is committed to protecting your privacy and does not share or sell your personal information. For further information about our privacy policies and practices, please contact our Privacy Officer at 780-990-1000 or at privacyofficer@myunitedway.ca.

