# FREQUENTLY ASKED QUESTIONS:

### DOES MONEY DONATED TO THE CAMPAIGN STAY LOCAL?

Yes, resources raised in Okaloosa and Walton counties, stay in Okaloosa and Walton counties, unless the donor specifically directs their donation elsewhere. One percent of our revenue goes to United Way Worldwide, allowing us to access resources, branding, marketing, training, and global campaigns. The return on this small investment is significant!

## WHY SHOULDN'T I JUST GIVE DIRECTLY TO THE AGENCIES?

Giving to United Way allows you to support 41 Non-profit Partner Agencies that are addressing the most pressing needs in Okaloosa and Walton counties with a single gift. In doing so, you strengthen the safety net of programs that help our community today and you invest in truly effective, long-term solutions to our most challenging problems.

### WHO DECIDES WHAT AREA PROGRAMS RECEIVE FUNDING AND HOW MUCH?

You do! Volunteer committee members review non-profit requests, deliberate with key stakeholders, then submit funding recommendations to United Way Emerald Coast for final approval. Community investment = community decisions! Any donor, like you, can serve in this process.

## WHAT DOES UNITED WAY DO WITH MY DONATION?



Throughout the year, generous donors make unrestricted gifts to UWEC.



UWEC gathers data to assess the most critical needs in our community.



Non-profits apply for certification, proving strong governance and fiscal accountability.



Certified non-profits receive funding to address our community's greatest needs.



UWEC increases the impact of its partners through training, collaboration, and funding.



Agencies report to UWEC, proving they're creating true, positive change in our community.

As needs arise, UWEC steps in to fill service gaps with programs and initiatives like Born Learning Trails, EmpowHER, and more!

