

# TOP 6 MYTHS ABOUT UNITED WAY



**MYTH:** I don't have a lot to give so I can't make much impact.

**FACT:** Your investment in United Way makes a huge difference for our community. There are so many things in this world that are out of our control, but today in Northwest Michigan there are thousands of people who don't know where to get their next meal. From \$1 to \$1 million, investments in United Way's Community Fund fuel the support for thousands of people in need to help change their lives for the better.

**MYTH:** United Way programs just provide handouts and are a band-aid solution to our community's problems.

**FACT:** The only band-aids we hand out are for papercuts. United Way is dedicated to identifying the greatest needs in the community and investing dollars into evidence-based and preventative programs. All United Way partner programs and initiatives are monitored, measured and evaluated regularly to ensure they're achieving positive results for our community and local people in need.

**MYTH:** My donation doesn't stay here in my community.

**FACT:** Every dollar invested in United Way stays here in the Northwest Michigan community. We believe in taking care of our own and we want to build a thriving community where we all live, work, and raise our families.

**MYTH:** United Way doesn't provide any volunteer opportunities.

**FACT:** While United Way doesn't have volunteer opportunities on-site, we do plan the biggest volunteer party in Northwest Michigan every year. Every May, we get over 500 of our closest friends together to participate in Day of Caring. They help area non-profits with everything from painting, planting and mulching to getting camps ready for kids. Visit our website to learn more. We can also help to connect you with partner programs that have volunteer opportunities.

**MYTH:** Most of my donation is going to overhead and operating expenses so I should just give to agencies directly.

**FACT: 84 cents** of every donated dollar goes back into the community to support critical programs and services. Charity Navigator awards scores for non-profits' financial health and accountability/transparency. United Way of Northwest Michigan has been awarded the highest score of four stars.

**MYTH:** Nobody gives through their workplace anymore. The United Way model doesn't work.

**FACT:** We are fortunate to have the support of so many companies and employees in the Northwest Michigan area and feel honored that they connect with us for their philanthropic giving. From the largest companies in Northwest Michigan to the smallest startups – thank you to everyone who has been a part of our story, and our workplace campaign, for the past 75 years.

Whatever form of support you choose, your gift matters to us. Whether it is a donation, your time, or just a friendly smile and word of support, from everyone at United Way of Northwest Michigan, thank you.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.**