

# United Way Galveston County Mainland

PROVIDING MAXIMUM IMPACT TO CRITICAL ISSUES WITH **91.8%** OF EVERY DOLLAR RAISED

## A Unique Organization.

United Way Galveston County Mainland (UWGCM) is a local, volunteer-driven nonprofit organization. United Way brings the community together to address critical issues such as care for the elderly, youth at risk, disaster relief and more.

United Way Galveston County Mainland serves all of the Galveston County Mainland, which is comprised of 243,566 people in 13 cities and 7 school districts.

## Coordination of Social Services.

United Way is actively involved in coordinating various health and human services to provide maximum impact to Galveston County. United Way also regularly conducts research to determine the community's greatest needs and what services are available to address those needs.



## Efficient Fund Raising.

United Way raises funds each year with the help of industry and communities to support programs at local nonprofits and to provide direct community services. Its fund raising is extremely efficient, with only 8.2% used for administrative costs (compared to special event fund raising that often uses 35 percent or more). UWGCM requires that our funded agencies not exceed 25%, but most keep their overhead expenses between 10-18% of their total budget.

## Local Dollars Stay Local.

Your gift to UWGCM stays right here in Galveston County to address local needs and problems.

## Supporting Volunteerism.

United Way Volunteer Center supports and promotes volunteerism across Galveston County Mainland by recruiting volunteers and coordinating group projects like agency training and youth involvement.

## Accountable Fund Distribution.

Approximately 60 volunteers spent about 1000 hours reviewing local agency programs and community needs to direct funds where they will do the most good. UWGCM requires all partner agencies to adhere to stringent reporting requirements, which we constantly monitor via Charity Tracker and detailed quarterly reports.

## Issues that Matter.

Funding supports programs in these impact areas:

- **EDUCATION** Helping children achieve their potential
- **INCOME** Promoting financial stability
- **HEALTH** Improving people's health

## Helping People Find Help & Give Help.

United Way operates a 2-1-1 call center that connects people to nonprofit and government human services with an easy-to-remember phone number. Callers can find needed services or find volunteer opportunities.

- By phone: Dial 2-1-1
- Online: [www.211texas.org](http://www.211texas.org)

## United Way Galveston County Mainland

922 14<sup>th</sup> St N  
Texas City, TX 77591  
(409) 948-4211

## Online:

- [www.uwgcm.org](http://www.uwgcm.org)
- [www.twitter.com/uwgcm](https://www.twitter.com/uwgcm)
- [www.facebook.com/uwgalvco](https://www.facebook.com/uwgalvco)



# STRONGER TOGETHER

Bacliff | Bayou Vista | Clear Lake | Dickinson | Friendswood | Hitchcock | Kemah | La Marque | League City | San Leon | Santa Fe | Texas City | Tiki Island

# Frequently Asked Questions about United Way

## Q: What are the advantages of giving through United Way Galveston County Mainland?

A: The biggest advantage is the real, measurable impact that we can provide to our community with your contribution. UWGCM combines your gift with thousands of others and then focuses your dollars on having measurable impact on key issues that matter in our community: **EDUCATION, FINANCIAL STABILITY & HEALTH**. UWGCM facilitates collaborations that reduce duplication of services and stretches your donation to make the Mainland Communities of Galveston County **STRONGER TOGETHER**.

**It's Local.** Your gift stays in our community to support local programs that serve local people. Funds raised in our area stay right here to address local problems.

**It's Accountable.** Volunteers decide which programs receive funds and ensure that services are high-quality and meet high-priority community needs.

**It's Efficient.** Volunteers help conduct the campaign, which helps keep costs low.

**It Feels Good.** Your gift goes to help people who really need help.

**It's Easy.** Payroll deduction makes giving to UWGCM simple and easy.

## Q: Does the money I donate really go where UWGCM says it will go? Who decides how my contribution will be spent?

A: More than 60 volunteers from our community spend more than 1,000 hours studying and prioritizing community needs, monitoring UWGCM funded agencies, and considering funding requests. Then they decide how to best invest the dollars to help the most people. They review each agency's budget and programs to ensure that every dollar will be spent wisely and funds measurable outcomes. All UWGCM agencies must meet stringent guidelines. This process ensures that you, the contributor, are receiving accountability for the funds you contribute to UWGCM.

## Q: I've heard of people being forced into giving.

A: The United Way has always supported the concept of "voluntary giving". Occasionally companies or volunteers will get so enthusiastic about their role in helping United Way that they might appear to be "twisting arms". UWGCM stresses the importance of voluntary giving and emphasizes that giving is a personal choice.

## Q: May I give directly to my favorite agency?

A: We all have favorite agencies, but UWGCM believes in the concept of investing in programs that work together to ensure a variety of services are available regardless of their public popularity. That is why the Community Investment process was begun – a concept where volunteers make the decisions regarding funding of the United Way programs based on priority needs in the community. This guarantees that you are receiving accountability for funds you contribute to our United Way. If you designate, you may indicate the agency of your choice on our Contributor's Choice form.

## Q: I know United Way is a local agency, but doesn't some of the money go to the National Agency, United Way Worldwide?

A: United Way Galveston County Mainland is a totally autonomous agency, run by local volunteers. 91.8% of every dollar raised goes to fund programs in our community. But, we do send one penny from every dollar raised to United Way Worldwide. In return, UWGCM receives national advertising, research, government relations and continuing education worth many times more than this minimal investment. United Way is the only non-profit organization for which corporate America will allow payroll deductions.

## Q: I've heard about someone who did not get help when they needed it. Why?

A: It is very frustrating for individuals who need a specific service to not be able to find the type of help needed. UWGCM member agencies can't always provide the help requested, but will do everything they can to help people in need identify the referral sources that do exist. While UWGCM does not provide direct services to individuals and families, it operates United Way 2-1-1. United Way's 2-1-1 program makes free, confidential referrals to organizations that can help with counseling, job training, emergency assistance and other needs.

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