

# LOCAL ISSUES CAN BE EASY TO IGNORE...



**United Way**  
Lethbridge &  
South Western Alberta

Information for  
**New Campaigns**

# By showing your local love, you can help make them **#UNIGNORABLE**



## What is **United Way**?

Since 1941, United Way (Community Chest, as it was known back then) has been showing people that it's easy to do a lot when we each give a little. Fast-forward to today, we still believe that the best path to a stronger community is to work together.

Generosity from individual and corporate donors powers United Way's work in the community and allows us to tackle persistent #UNIGNORABLE issues that prevent far too many people from getting ahead.

United Way focuses on raising funds local organizations need to run essential community programs for people and families. The support United Way provides means organizations can focus less on fundraising, and more on delivering quality programs to people and families who need them. When you show your local love, you are helping to build communities where everyone can thrive.

### Poverty to possibility

People become homeless for many reasons - job-loss, family death, natural disasters... Together, we can help low-income families and those experiencing homelessness to find and maintain stability and independence.



### Strong communities

We support a thriving, inclusive community. When we support and encourage the overall well-being of individuals and families, we are building a strong network of safe, caring neighbourhoods.



### All that kids can be

We want to see kids grow and succeed! From early childhood to high school completion, we support paths of development which help youth achieve their full potential and live healthy lives.



## Did You **Know**?

In the past five years, funding from United Way has supported more than 30 organizations in Lethbridge and across South Western Alberta to run programs and services that help people improve their lives!



## What is a **Workplace Campaign**?

There are many different ways to run a Workplace Campaign. Most companies we work with run a campaign over the course of 1-2 weeks where employees are encouraged to sign up to donate to United Way through payroll deductions.

Most Workplace Campaigns take place each year between September and December - United Way's main campaign season, but can also take place at other times of the year, depending on what is reasonable for the workplace.

Some campaigns involve special events like casual-dress days, BBQs or fun-runs. Some consist of a simple pledge or donation drive. Your Campaign can be as minimal or as elaborate as you wish. The thing all campaigns have in common is that funds are raised for United Way to support essential, local programs.



## Why Should We **Get Involved?**

Many people WANT to be able to give back to their communities. **United Way makes giving easier** by allowing your employees the option to make small, recurring donations over the course of the year instead of a large lump sum, which may be prohibitive for some individuals. Small amounts add up over time.

When people are experiencing difficulty in life, it's often a nonprofit program or service they turn to for help. It's thanks to donations from individuals and companies that help is possible. **It feels good to help** others and to know that those same services are there if we should ever need them ourselves.

Accomplishing something together is a great way to foster team-building in a workplace. A United Way campaign can be a fun way for people to work together, get to know one-another, and show off a **culture of giving in the workplace**.

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## What Happens **To the Funds?**

Donations to United Way are pooled together to form a source of funding for local organizations to run programs for people and families. We call it **The Community Fund**.

Each year, organizations in the area apply to receive grants from the Community Fund. United Way's Allocations Committee, a team of community volunteers, reviews and evaluates each request to make sure donations are invested wisely, where they are most urgently needed.

Organizations selected to receive grants report back to United Way three times a year on the progress of their funded program, and the expenditure of their grant money.

Most importantly, the funds don't go to Edmonton. They don't go to Toronto. Donations to United Way's Community Fund stay **LOCAL** to help people here in Lethbridge and South Western Alberta.

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## How Do We **Get Started?**

**#1.** Connect with the individual or company who processes your payroll and have them prepare to make deductions from participating employees' paycheques. United Way can help by providing a template to keep track of deduction amounts.

**#2.** Complete the Campaign Sign-On form and return it to United Way. Share your campaign dates with us! We're happy to come to your campaign launch or special events to talk to your staff about how United Way works and how their support helps the community.

**#3.** Choose a staff member (or team of staff) to act as Employee Campaign Champion (ECC). The ECC rallies their coworkers, distributes and collects pledge forms, and encourages coworkers to join the campaign. They are in charge of planning any special fundraising events or games the company may approve, and are the main liaison between the company and United Way. We work to provide ECCs with information, and resources to run a successful, and fun United Way Campaign.

**#4.** At the end of your chosen Campaign period, return copies of completed pledge forms to your payroll department so they can arrange to remit employee donations to United Way. Return copies to United Way so we can prepare receipts for donations by cash, cheque or credit card.

## Quick Q and A

**Q:** The company I work for runs a United Way Campaign. Do I have to donate?

**A:** No. Many companies set a fundraising or participation goal, but we do not want employees to feel pressured to give. Your donation to United Way is completely voluntary and can be as large or as small as you wish.

**Q:** Do I get a tax deduction for my donation?

**A:** Yes. If you donate by way of payroll deductions, the amount of your gift will appear on your company T4 slip. If you donate more than \$20 by cheque, credit card or cash, United Way will send you a tax receipt automatically. You can request a receipt for amounts less than \$20.

**Q:** Something happened and I can't keep donating from my paycheque. Can I stop my donations?

**A:** Yes. We understand that life happens and circumstances change. If you need to stop your donation, please let us, and your company payroll department know as soon as possible. We won't be able to refund amounts previously given, however.

**Q:** I read on the Internet that the CEO of United Way makes \$375,000 a year. Is that true?

**A:** No. At United Way Lethbridge & South Western Alberta, compensation is benchmarked against other nonprofit salaries at similar-sized organizations in the region to ensure fair and liveable wages for our staff. We work to secure public and private grants to offset salaries and operating costs. We cannot speak for other United Ways around the world.

**Q:** How do I make sure my donation isn't supporting overhead?

**A:** Without a person earning a salary, or a safe, functional facility, many nonprofit programs would simply not exist. The "Overhead Myth" - the belief that organizations with the lowest overhead ratios are the most donation-worthy - creates a culture of nonprofit starvation that hurts everyone. We are committed to ensuring that costs and expenses are reasonable, while also investing in tools, technology and people who make our organization, and those of our partners more impactful.

**Q:** Does United Way fund abortion services?

**A:** No. No part of United Way's Community Fund is directed to charities whose missions are explicitly pro-life or pro-choice. United Way does offer donors the option to forward their gift of \$30 or more to any registered Canadian charity they wish, which may include pro-life or pro-choice charities. In those cases, we are required to honour the donor's wishes.

**Q:** I lost my tax receipt. Can I get another one?

**A:** Yes. Call our office and we'll send you a replacement. If your donation was made through payroll deductions, your company T4 slip will contain your donation information for tax purposes.

**Q:** You said volunteers help decide what programs get funding. Can I join that committee?




**A:** Maybe. The committee size is limited, and the workload can be heavy. Volunteers for the Allocations Committee are selected in order to make sure a broad cross-section of the community is represented. If you are interested, please let us know! We want to talk more about it with you to make sure it's a good fit, and that the timeline and workload are manageable for you.



**United Way**  
Lethbridge &  
South Western Alberta

#203B, 542 - 7 St. S.  
Lethbridge, AB T1J 2H1  
P: 403-327-1700  
E: together@lethbridgeunitedway.ca  
Registered Canadian Charity #131582355 RR 0001

[lethbridgeunitedway.ca](http://lethbridgeunitedway.ca)

   #LocalLove