

## Frequently Asked Questions

### **Why is it beneficial to give to United Way KFLA?**

The United Way KFLA supports a network of programs and services that help a wide variety of people in the community. A panel of informed community volunteers, who are aware of local needs, distribute the donations where they are needed most and monitor member agencies to ensure accountability to you. Your one gift to the United Way will reach every sector of the community and address multiple needs throughout KFL&A.

### **How much does United Way spend on fundraising and administration costs?**

United Way keeps fundraising costs to a minimum thanks to community partnerships and thousands of volunteers. Our audited financial statements show our fundraising costs to be 15.7% including administration. Imagine Canada puts the average cost of fundraising and administration at 35%.

### **If United Way raises funds for so many agencies, why do I still receive requests for money?**

There are many organizations in our community that are not funded by United Way. For member agencies, the United Way does not provide 100% funding for any one program or to any one agency. This is to ensure sustainability and viability of all United Way funded programs or services.

### **I live outside of Kingston. Where will my donation go?**

You can designate your donation to any specific United Way in your community or a specific charity (member or non-member agency) by indicating your choice on your pledge card.

### **My spouse gives at work. Should I give?**

United Way volunteers suggest that we all make a contribution based on our individual income level. Through payroll deduction, one smaller gift, added to another, equals a painless way to give a larger gift. You and your partner can combine your gifts for favorable tax-write offs and recognition.

### **Does the government provide money to help your agencies?**

United Way itself does not receive government funding. Many government departments fund or purchase services from United Way agencies. United Way is one of the only stable sources of funding for some agencies.

### **My family and I don't use agency programs, so how do I benefit by giving to United Way?**

United Way is a network of care that you support now so that essential programs and services will be available in the event that you do need to access them. Your gift ensures that you and those you care about will have support when it is needed. Your gift to the United Way helps the vulnerable in your community. Whether it helps your neighbour cope with a hearing or vision loss or supports children at risk, we all benefit from a healthy, supportive community.

### **I don't like Agency X. I don't want my money to go to them, so why should I give to the United Way?**

There are many agencies that the United Way funds that provide essential services to 75,000 local residents. Why penalize all of them because of one agency? You can designate to an agency or an impact area of your choice.

### **When will the agency I have designated to receive my donation?**

United Way spends a lot of time ensuring designations are paid as per donor choice. If you give cash, cheque or credit card, your donation will be sent to the agency in the spring of the year immediately following the campaign along with all other donations directed to that agency. If you give through payroll deduction, your donation will be sent to the agency a full year after the campaign once all payroll deductions have been collected, remitted, and consolidated to United Way. I.e. If you donate in the 2016 campaign through payroll deductions, your pledge is deducted from your pay in 2017 and the funds will be sent to the agency in the spring of 2018.

### **When will I get a tax receipt for my donation?**

If you give through payroll deduction, your contribution will be on your T4 at the end of the next calendar year. If you give by cash, cheque or credit card, your tax receipt will be mailed to your home address by February 28 of the following year. Please ensure you complete the home address section of the pledge form if donating by cheque, cash or credit card as Canada Revenue Agency requires that tax receipts be sent to home addresses.

### **What is Next Gen?**

Our Next Generation Cabinet and membership offers young professionals in KFL&A a place to mobilize donors and employees to give, speak up and take action in their community. Next Gen provides ways to become further engaged through fundraising, awareness and community development activities. The Next Gen movement is a unique opportunity for the next generation to become an integral part of our community and bring about change in areas that are meaningful to you. For more information on Next Gen, please call the United Way KFLA office at 613-542-2674.

### **What if an employee is close to retirement?**

Retirees may pay off the balance in a single payment and then continue their annual support as a retiree. If they provide their address on their pledge form and check the box indicating that you are retiring, United Way will send a pledge form to their residence in future years so that they can continue your support. Retirees can also continue to do so in monthly installments through credit card or preauthorized payment. Some workplaces allow pension deductions as well.

### **How much should I give?**

Every decision is personal. United Way impact statements show what different levels of donation can do. Find out what the average gift was in your workplace and match or surpass that. Consider a donation at the Friend of the Way (\$500-1,199 a year) or Leader of the Way (\$1,200+) levels and maximize tax benefits.

### **How are compensation levels for staff and the CEO set?**

The Board of Directors periodically benchmarks the CEO's salary with United Ways of similar size and with similar Canadian not-for-profit organizations. United Way regularly reviews the compensation levels of our staff to ensure they are within reasonable rates for the level of skill, knowledge and experience required for the role.

All charities are required to file a T3010 registered charity disclosure which includes the salary ranges of the ten highest paid employees. This is available at [www.cra-arc.gc.ca/chrts-gvng/lstngs/menu-eng.html](http://www.cra-arc.gc.ca/chrts-gvng/lstngs/menu-eng.html)