

## Why Give?

### Best Reasons to Give

These are the reasons that we find most people mention when asked why this give to United Way. You may want to talk about them when you speak to your co-workers about giving.

#### **You care about where you work and live.**

All of us want to give back to our community and make it safer and healthier for our families, our friends and our neighbors. That's why they support the United Way of Marquette County. It's how the community comes together to work on community issues.

#### **You want to make a real difference.**

- A single donation to the Community Fund helps children, senior citizens, families in crisis, rape victims, teenagers in trouble, people with disabilities, and many others through United Way agencies.
- United Way holds together a network of services that touch all of us in some way. They are real services like affordable day care centers, food pantries, family counseling centers, scouting programs and emergency disaster aid.
- When you give through United Way of Marquette County, your money goes far, but not far away. It becomes an investment in the community.
- United Way can raise money for the human service agencies we fund far less expensively than they can ever hope to do themselves and allows the agencies to focus on providing services.

#### Why Give to United Way?

The United Way Community Impact allocates dollars towards United Way's Funding Priorities. These priorities, developed through a community- wide assessment process, focus on the most urgent health and human service needs in Marquette County.

Your United Way raises funds for local programs. As a result, your donation stays in Marquette County.

- Donations are targeted to programs of member agencies that assist your friends, neighbors and co-workers when they face unexpected challenges in their lives.
- Working with member agencies and other community organizations, United Way works year 'round to improve the health and vitality of our community. United Way is much more than a fundraiser.
- You have flexibility about how you give and where you direct your gift. United Way makes it easy to give. You tell us where you want your gift to go.
- Lastly, it just feels good to give and to help people in need.

***Why would I give to United Way when I can give directly to an agency?***

Your gift goes further when you give through United Way. By making a single donation to United Way, you are supporting a wide range of worthy causes. The power of your gift, combined with the gifts of others, is far greater than the power of your gift alone. By giving to United Way, you are supporting the combined efforts of a network of programs that provide the most comprehensive care for an individual or family in need, and helps solve a range of community-wide problems such as homelessness, unemployment, and lack of job skills.

We know that when people need help, it's often more complicated than simply going to one agency or accessing one program. United Way donors help to ensure that a comprehensive network of programs and services are available for people when they need them.

At United Way, prevention is a priority: we are looking ahead, working in a preventative manner to help lay the groundwork for a healthy community with healthy citizens.

While you choose to invest in your community, you might not have the time or resources to research where your charitable dollars would be best spent. When you choose the United Way to manage your charitable dollars, you are guaranteed experience, accountability and effectiveness. We ensure the charities you support through United Way's Community Fund adhere to sound fiscal policies and provide necessary services. United Way reduces costly and time-consuming fundraising efforts for agencies so their time can be spent helping others.