

84% of your donation to United Way of the Greater Lehigh Valley is invested directly into community solutions that create measurable results and lasting impact.

This rate falls well above the target range of 65% for charitable program expenses, according to Better Business Bureau Wise Giving Alliance.

Our **transparency, efficiency** and ability to communicate our **mission and strategy** have earned:

- Charity Navigator's highest rating of "4-Star Exceptional"
- Charity Navigator's perfect scores of 10/10 for program, administration and fundraising expenses
- GuideStar's Platinum Seal of Transparency

What's more important is that we're not only efficient, we're **effective**:

- Our investments directly improve the lives of well over 175,000 people each year.
- Our work in Education and Impact is nationally recognized.
- 14 consecutive years of revenue growth
- We are two-time United Way Center of Excellence.
- Recently invited to speak at the White House about our collaborative work in pandemic response
- United Way Community Schools being considered a national model by U.S. Secretary of Education and Second Gentleman
- Grade-level reading and kindergarten readiness programs recently awarded by the national Campaign for Grade-Level Reading
- Resilient Lehigh Valley was the model for Resilient PA and is now being replicated by 16 communities across the country and counting.
- First dual-county community of our kind to be recognized as an Age-Friendly community by AARP and World Health Organization



FREQUENTLY ASKED QUESTIONS

What's a healthy or appropriate program to expenses ratio?

Better Business Bureau's Standards for Charitable Accountability recommend spending at least 65% percent of total expenses on program activities. We are well above that guideline – with 84% going directly into community solutions.

Are there processing fees on my nonprofit designations?

- There are no fees on Tocqueville Society donations.
- There are no fees on donations made by nonprofit partner staff.
- Fees are often covered by your employer. For information, please contact your relationship manager.
- 14% of designations or a maximum of \$250 is invested in UWGLV core functions.
 - ▶ \$1-\$1,785 = 14%
 - ▶ \$1,786-\$9,999 = \$250
 - ▶ \$10,000+ = no fees

What do your administration expenses support?

Core functions and infrastructure including:

- Accounting and finance
- UWGLV development activities and community fundraising
- Technology

What other funding sources offset your administration expenses?

- Grant revenue
- Endowment income
- Investment income
- Sponsorships
- In-kind services
- Event fees

What is the advantage of donating to UWGLV?

- At United Way, we are constantly assessing community needs to identify the greatest challenges facing the community and invest in solutions that produce measurable impact and create lasting results.
- We meet immediate needs for well over 175,000 people each year while building long-term solutions for the future.
- We believe that big problems require bold and United solutions, and we use a collective impact approach – engaging hundreds of partners around a common goal to address the issues' root causes from multiple angles and create community-wide change.
- All United Way partners are thoroughly vetted, and we evaluate all programmatic investments annually.
- By supporting the work of United Way, your dollars go further:
 - ▶ Your dollars combine with other donors to create a greater impact.
 - ▶ We leverage matching gifts and grants.
 - ▶ You can support 150+ local organizations and programs with one donation.
 - ▶ It's all invested into proven solutions aligned around common goals with a track record of success.

