



United Way of Forsyth County

# Frequently Asked QUESTIONS ?

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**Q: What is an Economic Mobility Roadmap and why is UWFC using it to guide the funding process of local programs?**

**A:** The economic mobility roadmap is a tool for evaluating the status of households, as they move from a state of crisis to thriving. Focused on long-term goals, it guides decisions regarding programs and services that focus on overcoming roadblocks and barriers related to health, basic needs, finances, and education.

**Q: How are funding decisions for the allocated dollars to partner agencies made? What are the funding priorities of UWFC?**

**A:** Funding decisions are made by the Impact Council's allocation committee which is made up of more than 50 community volunteers/donors. They review program information, projected outcomes and presentations from agencies and determine a level of investment. The funding priorities are the community priorities. All recommendations are board approved.

**Q: For 2020/2021, how many partner agencies does UWFC have, and how many programs are funded?**

**A:** We currently over 60 programs and almost 40 agencies. This funding may change on a quarterly basis, so check back to see the most current version of our funded partner agencies and funded program lists. See <https://www.forsythunitedway.org/our-impact/who-we-work-with/> for more details.

**Q: What about the four "impact areas" that UWFC used to talk about? What happened to those?**

**A:** The 4 focus areas are part of the evolution to the Economic Road Map (EcRM), which addresses the overall question of why we invest in problem solving to overcome roadblocks and barriers that prevent households from achieving economic self-sufficiency. UWFC is still focused on solving community problems and investing in a community where no resident must worry about fulfilling their basic needs.

**Q: Why should I give to UWFC and not directly to an organization /agency?**

**A:** The most significant problems in our community are interconnected and complex. They require a coordinated approach by many different organizations to solve. Additionally, UWFC and volunteers on the impact council are uniquely positioned to understand the needs in the community and how proposals from our partners will address these needs. We hold our partners and ourselves accountable for the money we invest in every program.

**Q: Where is the money I give as a donor going?**

**A:** In collaboration with our partners and community leaders, we identify our community's most pressing needs. The money we raise is used to address the root causes of those problems through strategic investments and partnerships that achieve measurable, lasting results.

**Q: Does any of the money raised in Forsyth County leave the local area?**

**A:** Apart from the membership fee we pay to UWW, when you give to the community investment fund all the money raised stays in Forsyth County.



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**Q: What are the initiatives I hear about occasionally, and how are they funded?**

**A:** United Way provides backbone support to initiatives such as The Forsyth Promise, Housing Matters and the Partnership for Prosperity. These initiatives are focused on cradle to career education success, homelessness and poverty. United Way serves as the vital backbone organization for these innovative and collective efforts. We're proud to provide some of the financial and staff support that helps sustain these initiatives

**Q: Can I designate my gift to a certain agency? Yes. If I do, are there any other fees associated with my gift other than the typical administrative fee?**

**A:** There is a 5% fundraising fee applied to cover the associated costs incurred by our fundraising.

**Q: Can I designate my donation to one of the initiatives?**

**A:** Yes

**Q: How is Place Matters funded?**

**A:** Place Matters receives 25% of the allocable dollars.

**Q: I hear about community-wide and Place Matters. What is that referring to and what is the difference?**

**A:** Community-Wide investments fund collaborative and integrated programs within a set of targeted outcomes focused on community issues that support growth along the Economic Mobility Roadmap. Place Matters is a resident-led, asset-based strategy developed from our belief that where we live matters and that our entire community is better off when all its neighborhoods are healthy and thriving.

Investments are focused on programs and services that are concentrated in the defined, 13 neighborhood footprints identified by the initiative. The overall goal of Place Matters is building thriving neighborhoods which supports residents moving along the Economic Mobility Roadmap and thriving.