United Way of Southwest Virginia
2020 Campaign
Give to your workplace campaign today!
United Way of Southwest Virginia is YOUR United Way
YOU can make a difference!

Give to your workplace campaign today
Why should I give?

Your donation helps FEED hungry kids in your community.
Why choose United Way?

Your donation STAYS in Southwest Virginia.
Why should I give?

Your support provides OPPORTUNITY for students in Southwest Virginia.
Impact Areas

Health
Education
Financial Stability
Childhood Success

United Way of Southwest Virginia provided $43,096 for child care centers to operate during COVID-19.
Community Engagement

In 2020 United Way of Southwest Virginia invested $55,800 in approximately 50 community WiFi hot-spots in Southwest Virginia.
Youth Success

In 2020 United Way of Southwest Virginia provided 30,733 students access to MajorClarity for online career planning and exploration.
Financial Stability

In 2020 United Way of Southwest Virginia provided $185,000 for food, shelter, transportation, utility assistance, and prescription medications during COVID-19.
Health

In 2020 United Way of Southwest Virginia provided 500+ Gallons of hand sanitizer for childcare centers and nonprofits.
Financial Stability

In 2020 United Way of Southwest Virginia helped 4,071 families in Southwest Virginia.
Health

In 2020 United Way of Southwest Virginia provided 125,825 Face masks to childcare centers, local schools, and non-profits.
Community Engagement

Your donation supports YOUR community
YOU can make a difference!

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HOW MUCH OF MY GIFT IS USED FOR OVERHEAD?

- The administration and fundraising overhead for United Way of Southwest Virginia is only **17%**.

- The recognized national average is considered to be **30%** by the Better Business Bureau.
WHO RUNS UNITED WAY OF SOUTHWEST VIRGINIA?

- A volunteer Board of Directors made up of LOCAL RESIDENTS sets policy and strategic direction, oversees financial practices, and provides guidance on operational issues.
United Way Worldwide has NO INPUT on how a local United Way invests contributions in its communities.

All local funding decisions are made by the individual United Way Board of Directors.
Why give to United Way of Southwest Virginia vs. another charity?

➢ Your gift to United Way of Southwest Virginia, becomes part of a collective effort having a greater impact in YOUR COMMUNITY.
DOES UNITED WAY OF SOUTHWEST VIRGINIA PROVIDE FINANCIAL SUPPORT FOR PLANNED PARENTHOOD?

➢ **NO!**

➢ United Way of Southwest Virginia **DOES NOT** currently, nor has ever funded, abortion services in our communities.
IS MY GIFT TAX DEDUCTIBLE?

- **YES!** United Way of Southwest Virginia is a nonprofit 501 (c)(3) eligible to receive tax deductible gifts.

- You should discuss the tax deductibility of your gift with a tax professional.
YOU can make a difference!

Give to YOUR workplace campaign today
THANK YOU

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