

United Way of Southwest Minnesota KNOW THE FACTS

So you can share them with your co-workers!

#1: Donations to United Way of Southwest Minnesota only support people living in Marshall and/or Lyon County.

Incorrect.

OUR MISSION IS TO
improve
lives
AND
STRENGTHEN
our communities.



FACT: *United Way of Southwest Minnesota (hereafter UWSWMN) supports programs that help make a difference in the lives of people living in the following school districts: Canby; Clarkfield, Dawson/Boyd; Echo; Fulda; Hendricks; Ivanhoe; Lake Benton; Lakeview; Lynd; Marshall; Milroy; Minneota; Murray County Central; Russell-Tyler-Ruthon; Tracy Area; Westbrook-Walnut Grove; and Yellow Medicine East. Several of the internal initiatives that UWSWMN sponsors, including Stuff the Bus, Imagination Library book program and Student Emergency Funds are available to every person living in those school districts.*

Additionally funds are invested through our various grant opportunities to programs which apply for funding and serve people throughout the UWSWMN service area. For full details of programs currently funded go to UnitedWaySWMN.org/CI.

#2: A very small portion of my donation to United Way of Southwest Minnesota stays local.

Incorrect.

FACT: *United Way Worldwide (UWW) is the support organization for the nearly 1,800 local United Ways around the globe. UWW's work is supported by a 1.5% membership fee paid by individual United Ways such as United Way of Southwest Minnesota. The membership fee we pay to UWW is recouped by our local communities many times over in training, services and access to national corporate and employee giving campaigns.*

#3: I only have a few dollars to give and that can't possibly make a difference.

Wrong.

FACT: *Every dollar, just like every person, matters. When all the donations to United Way of Southwest Minnesota are combined, they are a force for good in our community. United Way of Southwest Minnesota depends on the generous support of everyone in the community. By everyone doing what they can, we*

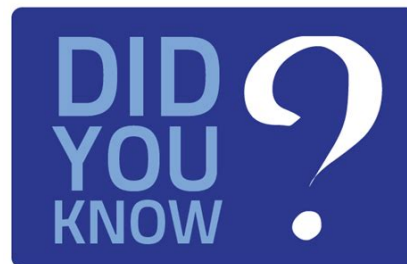
**United Way
of Southwest Minnesota**



can continue to provide these critical services to those in need. Over 2,500 individuals, families, service organizations, clubs, schools, foundations and businesses contributed to our previous campaign. Gifts ranged in size from less than a \$1.00 to tens of thousands of dollars. When many entities give it adds up and makes a remarkable impact throughout our service area.

Additionally, it is important to note what UWSWMN can purchase with a \$1.00 donation. That donation can buy any of the following for our Stuff the Bus back to school initiative: **1 box** of colored pencils; **2 boxes** of 24 count crayons; **50** eraser toppers; **7** two-pocket folders; **2** bottles of glue; **6** glue sticks; **1 box** markers; **3** notebooks; **20** pencils; **17** pens; **2** rulers; or **4** dry erase markers.

#4: United Way of Southwest Minnesota has extremely high overhead and hardly any of the funds raised actually go to the people and programs that need it.



Wrong.

FACT: *United Way of Southwest Minnesota takes pride in the fact that over 83 cents of every dollar donated is invested in local people and programming. Data taken from our most recently completed audit showed our overhead ratio, computed using the net method at 16.74%. Breaking that down even further, 10.28% is spent on local fundraising expenses and 6.46% is spent on local administrative expenses.*

The Better Business Bureau's Wise Giving Alliance recommends a minimum threshold of 65% of funds raised be directed to the organizations mission (i.e. programs). Charity Watch uses a grading system ranging from A+ (> 90%) to F (<35%), with 60% or greater required for a satisfactory rating.

*In 2013, GuideStar, BBB Wise Giving Alliance, and Charity Navigator wrote an open letter to the donors of America in a campaign to end the **Overhead Myth**—the false conception that financial ratios are the sole indicator of nonprofit performance. You can learn more here: <http://overheadmyth.com/>.*

The percent of charity expenses that go to administrative and fundraising costs—commonly referred to as “overhead”—is a poor measure of a charity's performance. We recommend that you pay attention to a broader set of factors about nonprofit performance: transparency, governance, leadership, and results, as well as finances.

#5: United Way of Southwest Minnesota doesn't tell donors where funds are invested.

Incorrect.

We have opportunities throughout the year for qualifying programs to apply for funding from United Way of Southwest Minnesota. All grant applications are reviewed by a team of volunteers who evaluated based on clear defined parameters. These volunteers then make recommendations to our board of directors for approval. United Way of Southwest Minnesota clearly defines the programs we support on our website at unitedwayswmn.org/CI and unitedwayswmn.org/community-initiatives.

**United Way
of Southwest Minnesota**

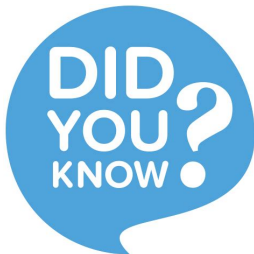




In 2021, United Way of Southwest Minnesota was re-certified in accountability and awarded the Charities Review Council "Meets Standards" Seal. The Certification and Seal indicate that we meet all twenty-five of the Council's Accountability Standards. The Accountability Wizard addresses a nonprofit organization's performance in four critical areas: Public Disclosure, Governance, Financial Activity and Fundraising Practices. By participating in the Accountability Wizard, nonprofit organizations demonstrate responsibility, integrity and transparency to constituents.

We are also listed as a certified organization on the online Giving Guide of the Council's Smart Givers Network, www.smartgivers.org and in the Council's Smart Giver newsletter distributed to households, businesses and nonprofits. The Council's Smart Givers Network is the one source of unbiased information where smart givers go for resources on informed giving. The general public can use this website to investigate an organization's mission and programs and verify that the organization meets widely accepted standards.

You may also review our organization's most recent audit, annual report and 990 on our website at www.UnitedWaySWMN.org/PA. These documents detail program investments as well as our fundraising and administrative costs. You can also email us at unitedway@unitedwayswmn.org to request a copy.



#6: I've seen this chart on the internet which shows very little of my donation to United Way goes to those who need support, AND their CEO is vastly overpaid.

Incorrect.

FACT: We believe donors have the right to contribute funds to organizations and causes that make a difference and an impact. The chart referenced (and others similar to it) that appear on social media is inaccurate for all charities listed. Accurate information should always be pulled from a nonprofit's 990, audit and annual report. Reputable charities make them available on their websites. This information is also a matter of public record. Those documents include information such as what charities are spending funds on top staff, overhead costs, fundraising costs and investments in programs.

United Way of Southwest Minnesota is an independent nonprofit organization reporting to its own local board of directors. You can view our 990 and financials on our web-site at www.UnitedWaySWMN.org/PA. You will also find a list of our current board of directors and staff on our website. Our records are audited every year by an associate at Dana F. Cole & Company who has a local office located in Marshall, MN. Our organization was awarded the Charities Review Council Meet Standards seal which addresses a non-profits performance in: Public Disclosure, Governance, Financial Activity and Fundraising Practices. You can view our profile at www.smartgivers.org.

**EVERY PERSON. EVERY COMMUNITY.
EVERY DAY OF THE YEAR.**



**United Way
of Southwest Minnesota**



Non-Profit CEO compensation and how much of each dollar contributed REALLY goes to do good (<i>via Snopes</i>)		Am't of each dollar that goes to the needy
these are the good guys - they really help		
Salvation Army	CEO salary \$13,000	\$ 0.93
Ronald McDonald Houses	CEO has NO salary	\$ 0.90
Lions Club International	\$ 196,847	\$ 0.84
The Veterans of Foreign Wars	\$ 238,211	\$ 0.83
St. Jude Children's Research Hosp	\$ 824,000	\$ 0.81
World Vision	\$ 184,000	\$ 0.81
Make a Wish Foundation	\$ 441,336	\$ 0.75
watch your back here - don't be a sucker		
UNICF (CEO has use of a Rolls Royce)	\$ 1,200,000	\$ 0.14
March of Dimes	\$ 495,000	\$ 0.10
United Way	\$ 1,026,017	\$ 0.09
American Red Cross	\$ 1,030,022	\$ 0.08
Goodwill Industries	\$ 2,300,000	\$ 0.08

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#7: United Way of Southwest Minnesota financially supports and/or endorses political candidates.

Incorrect.

FACT: United Way of Southwest Minnesota does not engage in political campaign activity. IRS regulations mandate that charitable nonprofits will lose their tax exempt status if doing so. Political campaign activity is defined as actions “support or oppose a candidate for public office” and is separate from lobbying for legislative activities, which charitable nonprofits ARE permitted to engage in with limitations.

United Way of Southwest Minnesota does engage in advocacy work with local, state and national political representatives regardless of political party by talking about the issues facing southwest Minnesota constituents.

We are one of a handful of southwest Minnesota non-profits to have earned the Charities Review Council’s ‘Meet Standards Seal’ for performance in Public Disclosure, Governance, Financial Activity and Fundraising Practices. Read more at: www.SmartGivers.org.

#8: United Way of Southwest Minnesota only supports programs for the poor.

Incorrect.

FACT: United Way fights for the health, education and financial stability of **every person in every community**. In southwest Minnesota, we focus on health, education, financial stability, hunger and safety & well-being. **More than 40,000 local people** are being served in 2021-22 through United Way of Southwest Minnesota initiatives, community partner programs and partnerships. Included in these programs is the Imagination Library book program which is available to every child, birth – age 5 who lives in our service area (there are no income requirements). You never know when you or someone you love might need help, and everyone benefits from living and working in a healthy community.