

## **ABOUT HEART OF FLORIDA UNITED WAY**

### **What is Heart of Florida United Way (HFUW)?**

In Central Florida, Heart of Florida United Way helps people achieve their full potential by focusing on education, income, health and basic needs, which we consider to be the building blocks to a good life. We strategically convene the people, organizations and stakeholders from all across the community to collaborate, bringing together the passion, expertise and resources needed to change lives. Our hope is to drive lasting change and we need you to join us. You can give, you can advocate and you can volunteer. When we all do this, we're united. That's how we LIVE UNITED.

### **What are United Way's focus areas?**

In order for people to achieve their full potential, United Way works within four core areas as essential building blocks to a good life:

- Education – Helping Children and Youth Achieve Their Potential
- Income – Improving Financial Stability
- Health – Developing Healthy Children and Families
- Basic Needs – Alleviating Hunger and Homelessness

### **What's the scope of Heart of Florida United Way's reach?**

The estimated total resources were over \$26 million, which included more than \$18.6 million raised through the annual workplace giving campaign. Those dollars allow United Way to provide direct service and fund community programs serving Orange, Seminole and Osceola counties.

### **Who operates and oversees Heart of Florida United Way?**

An independent board of directors, comprised of volunteer leaders representing all sectors of community life, guides United Way's operations. The board oversees financial operations, audits and controls to ensure that all funds are prudently and responsibly managed and disbursed. In addition, the board determines policies and procedures for the organization, which is staffed by approximately 95 full-time employees who work in various aspects of operations, including finance, fund distribution, the 2-1-1 Information & Assistance helpline and fundraising.

### **How does Heart of Florida United Way's overhead costs compare to those of other organizations?**

The operational overhead for administrative and fundraising expenses is less than 14%, which is extremely competitive with other industry organizations. Funds raised go directly to funding essential programs to serve those in need within the Central Florida community. In fact, Charity Navigator, an organization that evaluates nonprofit organizations, granted Heart of Florida United Way four-stars, its highest possible ranking, indicating that Heart of Florida United Way has

exceeded industry standards and outperforms most charities in the areas of financial accountability and transparency.

### **What does LIVE UNITED mean?**

LIVE UNITED is about coming together as a community to make substantial change. Together we can build the strength of our neighborhoods, improve the health of our communities and empower our children to succeed. When we reach out a hand to one, we influence the condition of all. That's what it means to LIVE UNITED.

## **FUNDING**

### **What type of programs does Heart of Florida United Way support?**

Research shows that \$1 invested in prevention saves a minimum of \$7 on intervention. Because of this, United Way has declared bold goals to find long-term solutions for our community's most pressing problems. Our Investing in Results funding philosophy supports programs that take aim at the root causes of issues. United Way funds initiatives that lead to sustainable outcomes in the areas of education, income, health and basic needs. During the past fiscal year, we supported 59 health and human service programs, including many operated by well-known agencies such as Catholic Charities of Central Florida, Orlando Day Nursery, West Osceola Health Care Clinic and more.

### **How does United Way determine which programs to fund?**

Funding decisions are led by subject matter experts and community volunteers who serve on various panels and cabinets. A request for proposals is issued to the community, where agencies can submit proposals for new programs that fit within our focus areas. In all, these volunteers spend hundreds of hours carefully researching and evaluating programs before making final funding recommendations to the United Way board.

### **How much funding is invested in each IIR focus area?**

By dollar amount and percentage, total funding across all four focus areas, which was provided for fiscal year 2015-2016, was as follows:

- *Education*: \$2,190,944 or 24%
- *Income*: \$1,175,093 or 13%
- *Health*: \$2,284,196 or 25%
- *Basic Needs*: \$3,432,981 or 38%

### **What if I can't decide who to help? I'm concerned about children, but I also worry about the well-being of senior citizens and others.**

By donating to the United Way, you can help where you are passionate while also having flexibility. You can invest in one or more of our focus areas which you find to be the most meaningful to you or you can simply contribute to the Investing in Results general fund. This fund allows United Way to identify community needs and fill the gaps in service as needed. Regardless of choice,

your donation, combined with thousands of others, will have the greatest possible impact in improving lives right here in our local community.

**Can I still designate dollars to my favorite agency?**

Yes. United Way honors your charitable contributions. You can designate all or a portion of your donation to any 501(c)(3) organization by simply filling out the appropriate information on your pledge form. Designations of \$52 or more will be processed to partner agencies, other United Ways and non-partner agencies. In order to partially recover the costs for handling designated gifts, an 8% fundraising, processing and administration fee will be assessed. A \$250 maximum cap per donor per campaign year, and this would exclude Alexis de Tocqueville donors who give an unrestricted gift of at least \$5,000 to Heart of Florida United Way.

**Why should I give if no one in my family has ever been helped by United Way?**

Supporting United Way today ensures that help will be available if you or your family ever needs it in the future. Chances are you or someone you know has already benefitted from a United Way funded program that has provided quality after-school programs for children; help for unemployed families; warm, nutritious meals for seniors or much more. In fact, one in five Central Floridians have been served by a United Way funded program. As a donor, you support our efforts to make Central Florida a healthier, safer place for everyone to live, work and raise a family. A strong United Way helps strengthen the entire community. And that's good for everyone.

**Why do some United Way-funded partner agencies charge fees for their services?**

Partner agency programs are not entirely funded by United Way dollars and some may depend on service fees, endowments, or grants for additional financial support. Frequently, agencies offer sliding fee schedules so that people with limited funds can pay based on their financial ability. Your gift enables more people to receive help.

**Does my contribution leave the community?**

Dollars raised through United Way's general fundraising campaign stay in and serve our tri-county community – Orange, Seminole and Osceola. The only exceptions are dollars designated by donors to out-of-area nonprofits.

**Does Heart of Florida United Way pressure people to give?**

No. Under no circumstance should an employee feel threatened or coerced into contributing. Giving is a personal matter. Heart of Florida United Way believes that every employee should receive an adequate explanation concerning the importance of United Way funded programs and/or issues before making a contribution.

### **How can I donate to Heart of Florida United Way?**

Donating through payroll deduction at your workplace is one of the easiest ways to give. You can also donate by visiting our website, [www.hfuw.org](http://www.hfuw.org). Contributions in the form of willed bequests, stocks or planned gifts are also welcomed. For more information about planned giving, contact Robert Haight, Senior Vice President of United Way Resource Development, at (407) 835-0900 or e-mail [Robert.Haight@hfuw.org](mailto:Robert.Haight@hfuw.org).

### **What is a leadership donor?**

A leadership donor is anyone donating \$1,000 or more per year to Heart of Florida United Way. These include members of the:

- *Women's Leadership Council*, which brings together female business and civic leaders to raise funds, awareness and volunteer support for local women and children in need.
- *Alexis de Tocqueville Society*, which honors philanthropists who donate gifts of \$10,000 or more annually.

## **UNITED WAY'S WORK**

### **I've heard that United Way is focused on prevention. What does this mean?**

United Way is working to influence long-term change, instead of just short-term fixes. In 2009, it adopted a prevention-based funding model, known as *Investing in Results*, which focuses on addressing the root causes of issues like homelessness, unemployment, etc. The Investing in Results philosophy is not just applied to United Way's funding dollars. It targets all resources necessary to achieve true community-level change, like volunteer support, raising awareness and encouraging collaborations.

### **Why is United Way focusing on prevention?**

It's well documented that for \$1 spent on prevention, a minimum of \$7 is saved on intervention. It's like the old adage about giving a man a fish and he eats for a day. If you teach him to fish, he eats for a lifetime. If we help someone gain skills to find better employment, improve household finances and save for emergencies, they'll be better able to weather a crisis. Keeping someone from losing their home in the first place versus helping them after they are homeless, is the right thing to do for people – and it makes smart economic sense.

### **I've heard that United Way is also focusing on education. Why?**

Research shows that education is the single most influential factor in determining a child's success. Through United Way's work, it's evident that education is a critical issue that links all focus areas. A quality education leads to a stable job, enough income to support a family, safer neighborhoods and healthier children and families. That's why United Way is funding a strong portfolio of "cradle to career" programs that are helping children enter school ready to learn, improve their academic success and graduate with positive options.

### **What is United Way's 2-1-1?**

Much like 4-1-1 or 9-1-1, United Way's 2-1-1 is a free 24-hour Information & Assistance helpline that provides callers help with utilities, housing, food, suicide prevention, and medical services. It links people in need with nearly 2,000 local health and human service programs. Last year, more than 200,000 Central Floridians were assisted through 2-1-1.

### **How else can I get involved in United Way?**

If volunteering is your passion, the *United Way Volunteer Resource Center* (VRC) makes it simple and easy for companies, individuals, faith-based groups and families to find meaningful opportunities to help others. Many corporate and community volunteers also take part in the community-wide events scheduled throughout the year, including United Way's Day of Caring, Central Florida's largest community-wide volunteer event, and United Way Day of Action which mobilizes the community in a day of volunteer service each June. To reach the VRC, simply dial 2-1-1.

### **What are the programs United Way funded in the most recent fiscal year?**

For fiscal year 2015-2016, 59 programs received funding under the four investment areas through the following partner agencies:

#### ***Education***

- GED and Post-Secondary Education for Youth & Young Adults (*Adult Literacy League*)
- All Children Can Excel, Shine & Succeed – Ivey Lane Elementary (*After School Programs, Inc.*)
- GREAT Futures Initiative (*Boys & Girls Clubs of Central Florida*)
- City Year Orlando at Evans High School (*City Year Orlando*)
- Devereux Kids Support Services (*Devereux Florida*)
- The Last Best Chance (*The Foundation for Seminole County Public Schools*)
- Me\*You\*We: Waging Love - Building Hope (*Hope CommUnity Center*)
- Parramore Kidz Zone (PKZ) Cradle-to-College (*Orlando Community Youth & Trust*)
- ODN Family Action (*Orlando Day Nursery*)
- Successful Transitions (*Winter Park Day Nursery*)
- YMCA Achievers (*YMCA of Central Florida*)

#### ***Income***

- Lighting the Way to Financial Stability (*Christian Help Foundation, Inc.*)
- School Readiness Expansion (*Community Coordinated Care for Children*)
- School Readiness (*Early Learning Coalition of Seminole County*)

- Vision-Specific Job Readiness and Skills Training (*Lighthouse Central Florida*)
- Parramore Kidz Zone Workz Youth Employment Program (*Orlando Community Youth & Trust*)
- Health & Wealth Initiative (*Osceola Council on Aging*)
- Culinary Training Program (*Second Harvest Food Bank of Central Florida*)

### **Health**

- Bithlo Transformation Effort: Expanding the Continuity of Care (*Aspire Health Partners*)
- Parents as Partners Program (*BETA Center, Inc.*)
- Evans Community School Health Clinic (*Children's Home Society*)
- Perinatal Fatherhood Initiative (*Children's Home Society*)
- Healthy Families Program (*Community Health Centers, Inc.*)
- Access to Dental Care (*Dental Care Access Foundation, Inc.*)
- Bithlo Transformation: Access to Dental Care (*Florida Hospital Foundation*)
- Healthy Beginnings for Moms & Infants (*Florida Hospital Foundation*)
- West Osceola Health Care Clinic (*Florida Hospital Foundation*)
- Emergency Services (*Harbor House of Central Florida*)
- Nurse Family Partnership (*Healthy Start Coalition of Orange County, Inc.*)
- Healthy Youth Program (*Howard Phillips Center for Children & Families*)
- Wraparound Orange Expansion (*IMPOWER*)
- Early Childhood Education & Vision Habilitation (*Lighthouse Central Florida*)
- Family Health Initiative (*YMCA of Central Florida*)

### **Basic Needs**

- Armed Forces Emergency Services (*American Red Cross of Central Florida*)
- Residential Program (*Beta Center, Inc.*)
- Emergency Family Assistance (*Catholic Charities of Central Florida*)
- Daily Bread – West Orange (*Christian Service Center for Central Florida*)
- Housing Program (*Coalition for the Homelessness of Central Florida*)
- Resident Services (*Coalition for the Homelessness of Central Florida*)
- Women's Residential and Counseling Center (*Coalition for the Homelessness of Central Florida*)
- Domestic Violence Prevention (*Help Now of Osceola*)
- Emergency Services (*Jewish Family Services of Greater Orlando*)
- Congregate Meals & Site Transportation (*Meals on Wheels*)
- Home Delivered Meals (*Meals on Wheels*)
- Nutrition Program (*Osceola Council on Aging*)

- Emergency Shelter/Opportunities & Hope (*Rescue Outreach Mission of Central Florida*)
- Loaves & Fishes Program (*Rescue Outreach Mission of Central Florida*)
- SafeHouse Survival (*Safehouse of Seminole*)
- Men's Transitional Program (*Salvation Army of Orange County*)
- Social Services (*Salvation Army of Orange County*)
- Women and Children's Transitional Program (*Salvation Army of Orange County*)
- Emergency Assistance Program (*Salvation Army of Seminole County*)
- Community Food Drives (*Second Harvest Food Bank of Central Florida*)
- General Food Distribution (*Second Harvest Food Bank of Central Florida*)
- Kids' Café (*Second Harvest Food Bank of Central Florida*)
- Second Helpings (*Second Harvest Food Bank of Central Florida*)
- Congregate Meals (*Seniors First*)
- Emergency Meals on Wheels (*Seniors First*)
- Home Delivered Meals (*Seniors First*)