

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

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

Heart of Florida United Way (HFUW) fights for the health, education and financial stability of every person in Central Florida. We consider these things to be the building blocks to a good life. By strategically investing in community support programs and convening passionate people, organizations and stakeholders to address our community's most daunting problems, we are able to deliver results that impact the tri-county area.

### **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
- Financial Stability – 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?**

HFUW served 464,719 individuals in Orange, Osceola and Seminole counties. It was by investing dollar-for-dollar \$28 million, which included more than \$17.7 million raised through the annual 2016-2017 workplace giving campaign, into community programs and services that those individuals were able to get the help they needed.

### **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 100 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 fundraising, marketing, IT, finance, pledge processing and administration expenses is 10%, which is extremely competitive with industry standards of 25%. 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 its highest possible four-stars ranking](#). This indicates that Heart of Florida United Way has exceeded industry standards and outperforms most charities in the areas of financial accountability and transparency, scoring 100%.

### **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.

### **What programs does United Way offer to the community?**

United Way invests in the community in a number of different ways. One of those is by managing direct service programs benefiting the Central Florida community. These include, but are not limited to:

- Mission United
- Orlando United Assistance Center
- 2-1-1 Information and Assistance Helpline
- FamilyWize
- Help Me Grow
- Destination Graduation
- Volunteer Income Tax Assistance (VITA)
- ReadingPals
- Ryan White Part A & B

## **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, including many operated by well-known agencies such as Catholic Charities of Central Florida, Second Harvest Food Bank of Central Florida 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 focus area?**

By dollar amount and percentage, total funding across all four focus areas, which was provided for fiscal year 2016-2017, was as follows:

- *Education*: \$2,307,431 or 27%
- *Income*: \$1,121,534 or 13%
- *Health*: \$1,595,792 or 19%
- *Basic Needs*: \$3,399,306 or 40%

**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 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 community 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 recover the costs for handling designated gifts, a 15% fundraising and administration fee will be assessed to all agencies with the exception of FL United Ways.

**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 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 United*, which brings together female business and civic leaders to raise funds, awareness and volunteer support for local women and children in need. Contact [WomenUnited@hfuw.org](mailto:WomenUnited@hfuw.org) for more information.
- *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 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. Besides calling 2-1-1, United Way also offers texting and chat options to meet the needs of clients. By linking people in need with nearly 2,000 local health and human service programs, 2-1-1 was able to assist more than 300,000 Central Floridians last year.

### **How is United Way involved with the Orlando United Assistance Center?**

Following the Pulse tragedy on June 12, 2016, the Orlando United Assistance Center (OUAC) was established to meet the needs of those directly impacted. A collaboration between the City of Orlando, Orange County Government and Heart of Florida United Way, the OUAC connects individuals and families with community resources to assist with healing. The Central Florida community as a whole was deeply impacted and by serving as the manager of OUAC, United Way has made a commitment to support all those affected.

### **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. From individualized small groups to large scale corporate events, we have customizable volunteer engagement opportunities for everyone in the community. For more information, contact the VRC at [VolunteerCenter@HFUW.org](mailto:VolunteerCenter@HFUW.org),

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

For fiscal year 2018-2019, 43 programs received funding under the four investment areas through the following partner agencies:

#### **EDUCATION**

- ACCESS – Washington Shores Elementary (After School Programs, Inc.)
- GREAT Futures II (Boys & Girls Clubs of Central Florida)
- Middle Elevate Expansion (Elevate Orlando)
- Read2Succeed (Foundation for Orange County Public Schools)
- Hope Rising (Hope Community Center)
- Orlando Promise Neighborhoods (Orlando Community & Youth Trust)
- Endless Dreams (Seminole County Bar Association Legal Aid Society, Inc.)
- Page 15 (Urban Think Foundation)

#### **HEALTH**

- Kinship Services Network (Community Based Care of Central Florida, Inc.)
- Pediatric Medical Home for Immigrants and Refugees (Grace Medical Home)
- Dental Services at OCPS Academic Center for Excellence (Health Care Center for the Homeless, Inc.)
- Mobile Dental Services in Osceola (Health Care Center for the Homeless, Inc.)
- The Healing Tree (Howard Phillips Center for Children & Families)
- Healthy Families Osceola (Howard Phillips Center for Children & Families)
- Teen Xpress (Howard Phillips Center for Children & Families)
- BETA Teen Parent Connection (UCP of Central Florida)

#### **FINANCIAL STABILITY**

- LifeBuilder (The Christian Sharing Center)
- School Readiness (Community Coordinated Care for Children (4C))
- Champion Families (Early Learning Coalition of Seminole)
- The Village Housing Program (IMPOWER Inc.)
- Transition for Teens (Lighthouse Central Florida)
- Resident Prosperity (Orlando Neighborhood Improvement Corp.)

- Project OPEN (Osceola Council on Aging)
- Success Training Employment (United Against Poverty)

**BASIC NEEDS**

- Services to the Armed Forces (American Red Cross of Central Florida)
- Emergency Family Assistance (Catholic Charities of Central Florida)
- Daily Bread West Orange (Christian Service Center for Central Florida, Inc.)
- Interim Housing Program (Coalition for the Homeless of Central Florida)
- Emergency Services (Harbor House 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 Etc., Inc.)
- Home Delivered Meals (Meals on Wheels Etc., Inc.)
- Nutrition Program (Osceola Council on Aging, Inc.)
- Interim Housing Program (Rescue Outreach Mission of Central Florida)
- SafeHouse Survival (Safehouse of Seminole)
- Interim Housing Program (The Salvation Army of Orange County)
- Social Services (The Salvation Army of Orange County)
- Emergency Assistance Program (The Salvation Army of Seminole County)
- Food Assistance Program (Second Harvest Food Bank of Central Florida)
- Congregate Meals (Seniors First, Inc.)
- Emergency Meals on Wheels (Seniors First, Inc.)
- Home Delivered Meals (Seniors First, Inc.)