

2020-2021 Frequently Asked Questions

ABOUT HEART OF FLORIDA UNITED WAY

Heart of Florida United Way (HFUW) is a 501c3 organization that serves residents in need throughout Orange, Osceola, and Seminole Counties. HFUW distributes all funds locally to support the health, education, and financial stability of ALICE in Central Florida.

OUR WORK

Who is ALICE?

Asset Limited, Income Constrained, Employed (ALICE) people in Central Florida are one emergency away from financial ruin.

- **Asset Limited** - part of the population in our community, have limited access to funds like savings accounts, home equity, or credit cards. If they needed to find an extra \$250, they would not be able to do so.
- **Income Constrained** - additionally, this same population cannot increase their revenue beyond their base salary, hours worked, or extra jobs. Often their paychecks do not cover their basic needs.
- **Employed** - 47% of the workers throughout Central Florida are under the ALICE Threshold. They are working two or three jobs to make ends meet, and they are the essential workers we rely on daily to keep our community operating.

What is the ALICE Threshold?

The ALICE Threshold is the total amount of money a person needs to survive in a local community. The threshold is also known as the ALICE Household Survival Budget.

The ALICE Household Survival Budget is an estimate of the minimal total cost of household essentials — housing, child care, food, transportation, health care, and technology, plus taxes and a miscellaneous contingency fund equal to 10% of the budget. It does not include savings, auto repairs, cable service, travel, laundry costs, or amenities such as holiday gifts or dinner at a restaurant that many families take for granted.

- For a single adult, the Federal Poverty Level (FPL) was \$12,140 per year in 2018, but the average Household Survival Budget in Florida was \$24,600 per year.
- The average Senior Survival Budget totaled \$27,348 per year, primarily due to increased health costs.
- The gaps are even larger for families. The FPL for a four-person family was \$25,100 in 2018, while the Household Survival Budget for a family with two adults, an infant, and a four-year-old was \$69,516.1

For more information about ALICE or to read the current ALICE Reports for Orange, Osceola, and Seminole Counties visit: www.StandWithALICE.org.

What is United Way's 211?

Heart of Florida United Way's 211 is a free 24-hour information and crisis support service providing callers information on where to find help with utilities, housing, food, and providing crisis support and suicide prevention services. HFUW 211 also offers texting (text your zip code to 898 211), chat, email, and an online database at <https://www.hfuw.org/gethelp/> as options to meet clients' needs. By linking people in need with nearly 4,000 available local, state, and national health and human service programs, HFUW 211 was able to assist more than 250,000 Central Floridians last year.

How is HUFW 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 was deeply impacted, and by serving as the manager of OUAC, United Way has committed to supporting all those affected.

How else can I get involved in United Way?

Give your time.

If volunteering is your passion, the United Way Volunteer Center (VC) makes it 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 VC at VolunteerCenter@HFUW.org.

Lend your voice.

Not everyone has the time or money to donate every month, but we need advocates throughout our community to spread the word about our good work. Follow us on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#) to help us amplify our message. Sharing our news on your timeline could have a lasting impact on someone you love and care about.

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

In 2018-19, more than \$14.5 million from workplace campaigns was invested in Orange, Osceola and Seminole Counties. Through the power of United Way's ability to leverage grants, program revenue and other resources, United Way delivered over \$41.1 million in total impact throughout Central Florida.

HFUW served 398,063 individuals in Orange, Osceola, and Seminole counties.

Who operates and oversees Heart of Florida United Way?

An independent board of directors, composed of volunteer leaders representing all community sectors, 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. The board also determines the organization's policies and procedures, which is staffed by approximately 108 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 12%, which is well below the industry standards of 25%. Funds raised go directly to funding essential programs to serve those in need within the Central Florida community.

Charity Navigator, an organization that evaluates nonprofit organizations, granted Heart of Florida United Way its highest possible four-stars ranking. Four-stars 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 programs does United Way offer to the community?

United Way invests in the community by managing direct service programs that benefit the Central Florida community. These include, but are not limited to:

- 2-1-1 Information and Referral Crisis Line
 - ALICE Fund
 - Cybercrime Victim Support
 - Going2College Texting Project
 - Destination Graduation
 - FamilyWize
 - Help Me Grow
 - Mission United
 - Orlando United Assistance Center
 - ReadingPals
 - Ryan White Affordable Care Act, Part B & General Revenue, Central Florida HIV Planning Council
 - Volunteer Income Tax Assistance (VITA)
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FUNDING

What type of organizations does Heart of Florida United Way support?

United Way has long supported the Asset Limited, Income Constrained, Employed (ALICE) population who are hardworking people one paycheck away from financial ruin. They live in continuous fear of an unexpected bill that may extend them beyond their already tight budgets. Our goals include supporting strategies designed to address the root causes of issues and increase ALICE's financial stability. United Way invests in nonprofit organizations whose initiatives lead to sustainable outcomes in education, financial stability, 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. Research shows that \$1 invested in prevention saves a minimum of \$7 on intervention.

How does United Way identify its partner agencies?

Partnership opportunities are determined by United Way's goals and the chosen strategies to impact pressing community issues. Investments in partner agencies are guided by subject matter experts and community volunteers who serve on United Way's Community Investment Committee. The Community Investment Committee makes recommendations to United Way's Board of Directors, the partner agencies, initiatives, and special projects selected for investment. The Committee is also responsible for

setting performance metrics for said investments, maintaining accountability as to their performance, and recommending any adjustments of financial investments.

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 general United Way 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 most significant possible impact on improving lives 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. A 15% fundraising and administration fee will be assessed for all designated gifts, except for those assigned to other Florida United Ways.

Why should I give if United Way has never helped anyone in my family?

Supporting United Way today ensures that help will be available if you or your family ever needs it in the future. You, or someone you know, have already benefited 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. One in five Central Floridians has been helped by HFUW or by a United Way funded agency. 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 robust 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?

United Way dollars do not entirely fund partner agencies, 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?

No. Dollars raised through United Way's general fundraising campaign stay in and serve our tri-county community – Orange, Osceola, and Seminole. 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 issues before contributing.

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.

Can I donate willed bequests, stocks, or planned gifts?

For more information about planned giving, contact Jeff Collignon, Chief Development Officer, at 407 835 0918 or j.collignon@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 for more information.
- Alexis de Tocqueville Society, which honors philanthropists who donate gifts of \$10,000 or more annually.

What partner agencies received a United Way investment in the most recent fiscal year? For the fiscal year 2019-2020, United Way invested in 29 partner agencies:

- Boys & Girls Clubs of Central Florida, Inc.
- Catholic Charities of Central Florida, Inc.
- Christian Service Center for Central Florida, Inc.
- The Christian Sharing Center
- City Year Orlando
- Coalition for the Homeless of Central Florida, Inc.
- Community Coordinated Care for Children (4C)
- Early Learning Coalition of Seminole
- Embrace Families Community Based Care, Inc.

- Foundation for Orange County Public Schools
- Grace Medical Home
- Harbor House of Central Florida
- Health Care Center for the Homeless, Inc.
- Help Now of Osceola, Inc.
- Hope CommUnity Center
- Howard Phillips Center for Children and Families
- Meals on Wheel Etc., Inc.
- Orlando Community & Youth Trust
- Orlando Day Nursery
- Orlando Neighborhood Improvement Corp.
- Osceola Council on Aging, Inc.
- Safehouse of Seminole
- The Salvation Army, Orlando Area Command
- The Salvation Army, Sanford Corp
- Second Harvest Food Bank of Central Florida, Inc.
- Seniors First, Inc.
- UCP of Central Florida
- United Against Poverty
- Winter Park Day Nursery

MORE THAN A MOTTO

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 our communities' health, 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**.