

## FREQUENTLY ASKED QUESTIONS



### **What does United Way do?**

United Way of Greater Toledo exists to unite the power of community to improve lives. We live, work, and serve locally, in Lucas, Ottawa, and Wood counties. Our vision is to serve as a trusted community hub that leverages human, data, and financial resources to solve social issues that no single donor, nonprofit, or government agency can handle alone.

As part of this vision, we listen to needs and unite resources to facilitate community change for our ALICE population. ALICE stands for Asset-Limited, Income Constrained Employed. These are working families, struggling to make ends meet, and making tough choices between paying for groceries and shopping for school supplies. We use real-time data from United Way 211 requests to understand pressing needs in the community and search for ways to address them.

Our Community Impact team regularly communicates with and convenes nonprofit partners to collaborate, share knowledge, problem-solve, and amplify each other's work through strategy and partnership.

Our Community Analytics & Research team works with nonprofits to encourage shared measurement of progress using Results-Based Accountability, which asks key questions to measure the effectiveness of community interventions: *"How much did we do?"*, *"How well did we do it?"*, and most importantly, *"Is anyone better off?"*

**How are your funding decisions made?**

United Way's investment decisions were driven and approved by more than 80 community volunteers, including panels of community reviewers, our Community Impact Cabinet, and our Board of Directors. Community reviewers applied to serve in this role and were selected based on their professional and lived experiences related to health and human services. Together, our community reviewers read and scored applications, interviewed 88 organizations, and made tough decisions to invest in the programs most closely aligned with our [“Live United” program plan](#).

**How can I see where my money goes?**

Your generosity supports 40+ programs that create youth opportunity,, build healthy communities, grow financial stability. Over the years, on average, United Way allocations have provided the equivalent of 13% of the revenue secured by nonprofits in our Northwest Ohio service area. You can view our list of community partners and investment allocations on our [website](#).

**What is United Way 211?**

United Way 211 is our free, confidential, 24/7 information and referral service. Anyone in our community can call, text, or chat 211 at any time to get connected to health and human service resources near them, helping them find food assistance, emergency housing, tax prep services, and more. Community Resource Advisors local to our service area field each contact to 211 – they answered more than 81,000 requests in the last year!

**What are the most requested services and needs from 211 right now?**

To view data from contacts to 211 directly, you can visit [unitedwaytoledo.211counts.org](https://unitedwaytoledo.211counts.org). Last year (July 1, 2024 to June 30, 2024), the most requested needs in our service area were related to:

1. Housing and shelter (36,376 requests, 40% of all requests)
2. Food (12,248 requests, 14% of all requests)
3. Utilities (10,053 requests, 11% of all requests)
4. Transportation Assistance (6,179 requests, 7% of all requests)
5. Clothing and household (5,551 requests, 6% of all requests)

Of these categories, the top needs that went unmet because no services were available were:

- Rent assistance – 49% of requests were unmet (~5,264 requests)
- Shelters – 12% of requests unmet (~1,725 requests)
- Automobile Assistance – 69% (~544 requests)

### **What happens if someone calls 211 and the resource they are seeking is not available?**

Our Community Resource Advisors ask the “second question” when someone calls 211, attempting to address the root causes of each request and uncover all available resources that may provide relief to our neighbors. We also track data from each contact to 211, which helps us track categories of requests that are fulfilled, as well as needs that go unmet. We use this data to inform stakeholders across sectors so we can work towards finding innovative solutions to complex needs.

### **How can an organization get connected to the 211 system?**

There is a form that agencies can fill out to have their programs and services entered into the [211 database](#), which is accessible to community members and used by Community Resource Advisors in fielding calls to 211. Agency representatives can fill out the [online form here](#) to be added to the database or call 211 to receive the link!

**Can I designate my gift to another nonprofit?**

Yes, you can designate your gift to any 501(c)(3) nationwide, and we take care of paying out designations to other nonprofits on a quarterly basis after donations are received. We do believe that a gift to our Community Impact Strategy is the most effective and strategic use of your dollars, as our work is rooted in listening to our community's needs, convening relevant partners across sectors, investing in data-driven programs and evidence-based interventions, and measuring progress toward a community-driven vision for change.

**Can I see how we are doing during our campaign?**

Yes! If you are using ePledge, we can set you up as an administrator so you can log in and view your campaign progress. We also have an instruction sheet to help you pull reports via the ePledge portal, if you wish to do that yourself. Alternatively, your Development Officer can also run regular reports for you at your request. We are here to help!

**Will I get an acknowledgement from another nonprofit that they received my gift?**

We are glad to take care of acknowledging donors to United Way, saving other nonprofits administrative costs and staff time. If donors provide their personal information when making a donation, we upload those details into a portal so agencies can log in and view their donor

information. Though not required for tax purposes, most agencies do use this information to send a thank you to their donors. If you have questions about the status of your gift or this payout process, we are happy to help! Contact our Donor Services team at any time at [donor.services@unitedwaytoledo.org](mailto:donor.services@unitedwaytoledo.org).

### **How can I get more involved with United Way?**

***Donor Appreciation Rewards Program:*** As a thank you from us, and with support from community partners, if you make any donation of any amount to United Way and provide your personal email address, you'll be automatically enrolled in our Donor Appreciation Rewards Program, which gives you different offers each season from local businesses and cultural organizations! Recent offers include:

- 15% off TAPA Masterworks and Toledo Jazz Orchestra performances
- Half-off new memberships to the National Museum of the Great Lakes
- Discounted tickets to Mud Hens and Walleye games
- Half-off new memberships to Imagination Station... and more!

***Affinity groups:*** If you give a gift of \$250 or more, you'll be eligible to join one or more of our affinity groups: African American Leadership Council, Continue United, Emerging Leaders, and Women's Initiative, which host a variety of creative events, educational panels, and volunteer opportunities throughout the year. You can join the email list for any affinity group [here](#).

***Volunteering:*** Sign up for our new volunteer platform! It's the best way to connect with opportunities from United Way and other local organizations in need of volunteers. United Way hosts several community-wide volunteering events throughout the year, like our Backpack Blast where we pack school supplies in backpacks for kids to start the school year, and United

for the Holidays, which convenes our community to pack food boxes for families around Thanksgiving.

***Community Events:*** We also host additional community-wide educational and fundraising events, such as our annual event on or around February 11th, 211 Day, to build awareness about the 211 program. Visit [unitedwaytoledo.org/events](https://unitedwaytoledo.org/events) at any time to view all our upcoming affinity group events, volunteer opportunities, and community events!