

FAQS & MYTH BUSTERS



United Way of the Black Hills

What is United Way of the Black Hills (UWBH)?

We unite our communities to improve lives in the Black Hills by delivering measurable long-term solutions to community issues in focus areas of education, financial stability and health.

Within those areas, we have identified the top 7 needs, that we will be strategically shifting our focus to.

How is UWBH changing its focus?

UWBH has always been about serving our communities greatest needs by funding organizations that are doing great work, and will continue to do so. However, by narrowing our focus and efforts on the 7 priority needs, we will become outcome driven and better illustrate the true power and long-term trajectory of your gift in the future.

How is UWBH creating meaningful, sustainable change?

In 2019, we completed a Community Needs Assessment to better understand the most pressing needs in the communities we serve. From the assessment, we identified the top seven priority needs that are listed below. To view the 2019 CNA, please visit our website.

Myth: 'Donations to UWBH don't stay local'

100% of every dollar donated to UWBH stays in the Black Hills. UWBH is a locally owned and operated branch of United Way Worldwide. Typically, UW local branches have to submit 1% membership dues, however, we are pleased to share that an anonymous donor has covered this, so we are able to say that 100% of donations stay in the Black Hills.

Myth: 'I heard that UWBH is changing their direction, and that they will no longer be serving their traditional agencies?'

Many of the traditional agencies we serve still align with one or more of these priority needs and all will continue to have opportunities to apply for community grant funds as we transition to community impact grants.

How does UWBH decide which agencies get funding?

Each year, we invest over \$2 million in programs and nonprofit organizations that are addressing these needs in the Black Hills. We strongly believe that collaborating with many local partners and organizations can affect change on a larger scale than any single organization can do alone.

Funding is allocated by the UWBH Board of Directors and local cabinet representatives. They review all of the grant applications, tour the programs, assess their impact, analyze the agencies and make informed funding decisions based on their communities needs.

Why should I give to UWBH instead of directly to a nonprofit agency?

One individual or organization can't solve our communities complex issues alone. That's why UWBH is so important. UWBH serves as a collaborator in the nonprofit community to identify what the issues are, which organizations are already solving this issue, and identify and fill service gaps where needed.

What is included in the 18% overhead/administrative rate?

- **Staffing:** Executive Director, Finance Director, Development Director, Marketing Manager, Data Specialist, Campaign Assistant, and an Administrative Assistant. There are also directors of our initiatives, who are 100% grant funded.
- **Materials** designed and printed to raise \$2 million each year and connect with 4,000+ donors and 300+ volunteers.
- **Organizing** the allocations process to fund over 100 nonprofit agencies and programs to ensure they are meeting the needs of the community.
- **Managing** the Imagination Library program which distributes over 60,000 books to 5,000+ children, and matching over 1,000 volunteers to community service projects for Month of Caring.

Additionally, we calculated the **Value Addition** of administrative overhead, and between our staff securing other grants, we are excited to share that **for every dollar that is donated to UWBH, we are able to turn that into \$1.72!** **You can view full details on our value add sheet included in this packet.**

TOP 7 PRIORITY NEEDS



1. Accessibility and affordability of mental health services



2. Access to counseling and services for substance abuse



3. More affordable and available programs for birth to age 5



4. More diverse options for food resources



5. Domestic violence and child abuse services



6. More affordable housing options



7. More economic opportunities such as job training

How do I know my donation is being invested wisely?

We value transparency and know our donors trust us to utilize their donations efficiently and effectively. We pride ourselves in our efforts to remain accountable for the dollars we receive, and investing them back into the community. We are pleased to report that we have been awarded the highest possible rating by Charity Navigator. Charity Navigator evaluates charities on their financial health, accountability and transparency.

Still have questions?

Give us a call at (605) 343-5872, or visit www.unitedwayblackhills.org for more information.