

United Way



United Way of Cayuga County



LIVE LOCAL GIVE LOCAL

80% of campaign funds go to
human services programs in
Cayuga County

- Because the United Way relies on volunteers, **operating costs stay low** so more money can be spent on needed services.
- In 2016, the United Way withheld approximately 20% of the total campaign to help fund its operations (includes staff, office lease, mailings, office supplies, campaign marketing materials, branding, designation fees, etc.).
- These fundraising & administrative costs are much lower than if each organization, supported by United Way, were to raise money completely on its own.

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More than 45,000 of our neighbors and friends
in Cayuga County received help and support in 2016
through a United Way funded program.

The History of the United Way of Cayuga County

- The Auburn & Cayuga Community Chest originated in 1922 to solicit and disburse monies for charitable and community purposes.
- It was succeeded by the United Fund of Cayuga County (1956), whose purpose was to continue the improvement and development of health, character, and well-being of the residents of this county.
- In 1979, the name was officially changed to United Way to promote identification with the National United Way movement.

Annually, programs funded by the United Way serve 57% of Cayuga County residents.

Your United Way of Cayuga County

- **Volunteers** who care enough about our community to donate their time, resources and special talents to help people in the Cayuga County area help themselves.
- Your United Way currently funds **more than 30 programs and services** from 24 Cayuga County non-profits.
- In 2016, ARISE, Auburn Public Theater, Camp Casper Gregory and Chapel House joined the list of funded partners.
- Other United Way programs include free income tax preparation, 2-1-1, Familywise (prescription discount program).

Governance of the United Way of Cayuga County

- Your United Way is governed by a **Volunteer Board of Directors** made up of members from all segments of the community.
- Volunteer committees plan and implement the campaign and then evaluate community needs in order to allocate funds in a fair, efficient manner.
- The "citizen review" process allows volunteers to address current community needs and plan for meeting emerging needs.

Workplace Giving Made Easy

- Workplace campaigns **minimize fundraising costs** and volunteer time devoted to fundraising.
- Many businesses provide employees with the option of making payroll deduction contributions through the United Way on behalf of these organizations.