



DID YOU KNOW THAT 57% OF CAYUGA COUNTY RESIDENTS WERE SERVED BY UNITED WAY PROGRAMS IN 2015?

WHAT IS THE 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.
- Volunteers do everything from setting the campaign goal and raising the money, to evaluating the partner agencies and deciding how the money will be allocated.
- Three staff members assist hundreds of volunteers by providing background information, training and record keeping.
- United Way currently funds 39 human services programs from 24 Cayuga County non-profits.
- In 2016, the United Way of Cayuga County added the following organizations to their family of funded agencies: ARISE, Auburn Public Theater, Camp Casper Gregory and Chapel House.

WHAT IS THE HISTORY OF THE UNITED WAY MOVEMENT?

- United Way traces its history to 1887 in Denver when a priest, two ministers and a rabbi planned the first united campaign for ten health and welfare agencies raising \$21,000.
- The organizations as we know them today were developed in the twenties, thirties and forties, when business and labor leaders together sought to reduce the number of charitable appeals being made to them by conducting a single efficient fund-raising drive.
- Today there are over 1,400 independent and autonomous United Ways in the United States supporting and serving more than 47,000 agencies. Approximately 32 million people, one out of every three people employed in the United States, contribute to United Ways each year.



WHAT IS THE HISTORY OF THE UNITED WAY OF CAYUGA COUNTY?

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

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HOW IS THE UNITED WAY OF CAYUGA COUNTY GOVERNED?

- Your United Way is governed by a **VOLUNTEER** Board of Directors made up of members from all segments of the community.
- These volunteers serve on committees that plan and implement the campaign and that study needs and objectives in order to allocate funds in a fair and efficient manner.
- This process of “citizen review” allows volunteers to help solve community problems, address community needs and plan for future community requirements.



WHY ARE UNITED WAYS CLOSELY ASSOCIATED WITH WORKPLACE GIVING?

- To 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, which makes giving at the workplace even easier and more cost effective.

HOW MUCH OF THE MONEY RAISED GOES TO THE PARTNER AGENCIES?

- Because the United Way relies on volunteers, operating costs stay low so more money can be spent on needed services.
- In 2015, 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 and administrative costs are much lower than if each organization, supported by United Way, were to raise money completely on its own.
- **The remaining 80% funds human services programs in Cayuga County.**

HOW MANY CAYUGA COUNTY RESIDENTS UTILIZE UNITED WAY SERVICES?

- **45,178** Cayuga County residents were served by United Way funded programs in 2015!

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

