

Callaway County United Way Quick Facts

- ✓ Fall 2011 United Way Campaign Goal: \$260,000
- ✓ During 2012 the Callaway County United Way will fund 14 local agencies.
- ✓ Your gift stays right here in Callaway County to help those in need.
- ✓ The 14 Callaway County United Way agencies provide over 200 programs and services that benefit nearly 21,000 Callaway County residents.
- ✓ Last year 26% of all contributions came from small businesses and corporate gifts. 54% of all contributions came from employee campaigns. 7% came from individual donations. 13% came from fundraising.
- ✓ The Callaway County United Way and the 14 member agencies operate year-round.
- ✓ The United Way is governed by an all volunteer Board of Directors.
- ✓ Agencies have to apply for United Way funding each year.
- ✓ More than 86% of all donations collected go directly to the agencies.

Administrative and Fundraising Costs

Comparing the Callaway County United Way to other well known charities:

***Wise Giving Alliance** collects and distributes information on hundreds of nonprofit organizations that solicit nationally or have national or international program services. It routinely asks such organizations for information about their programs, governance, fund raising practices, and finances when the charities have been the subject of inquiries. According to the Wise Giving Alliance the following charities reported:*

- ✓ American Heart Association - **26%** went to administrative and fundraising expenses.
- ✓ American Diabetes Association - **24%** went to administrative and fundraising expenses
- ✓ March of Dimes Birth Defects Foundation - **24%** went to administrative and fundraising expenses
- ✓ Muscular Dystrophy Association - **23%** went to administrative and fundraising expenses

