

Critical Talking Points



Stays in your community

- The money raised here, stays here in the counties served by United Way of Northwest Florida.
- Over 95% of the United Way campaign dollars are used locally.

Helps those most vulnerable

- United Way partner agencies help thousands of the most at-risk community members every day.
- An individual or family may become vulnerable due to acute emotional, physical, or financial events that leave them less able to help themselves.

If you can't decide where to designate your funds

- Give your money directly to United Way and it will go into the United Way Community Impact Fund.
- This fund is used to grant money to our partner agencies via a volunteer-led application process.



Volunteers decide

- Volunteers decide who will be funded via the Community Impact Fund and at what levels.
- They examine all agencies who seek funding for effectiveness and for financial accountability.
- So, United Way guarantees that your donation is well spent.

Payroll deduction makes giving to United Way of Northwest Florida convenient and affordable



- Payroll deduction offers the satisfaction of helping your community year round, while lessening the impact a one-time gift of the same amount would have on your finances.

Make "the Ask"

- Please join me in making one gift that gets the best results.
- Give to United Way of Northwest Florida to help the most vulnerable people.