

Great Rivers United Way

Frequently Asked Questions



Why should I give to Great Rivers United Way?

Great Rivers United Way and our partner programs are making a difference every day in the lives of children, individuals, and families within our four-county region. We all win when a child succeeds in school, families are financially stable, and people are in good health.

Who does Great Rivers United Way serve?

Great Rivers United Way invests in 78 programs supported by 29 non-profit agencies in La Crosse, Monroe, and Vernon counties in Wisconsin, and Houston County in Minnesota. By investing in these programs, we unite people and resources to improve the lives of those in need.

Isn't it better to give directly to an agency?

A gift made directly to an agency helps our community; however, the issues affecting our neighbors and friends don't occur in isolation. A gift to Great Rivers United Way helps address the multiple needs one community member or family may be facing. You can also be assured that your dollars are supporting programs that are held accountable. If you would like to direct your contribution to an impact area or agency, you may make that specification on our pledge form.

Who decides where the money goes?

Great Rivers United Way does not make funding decisions – people like you who reside in our four-county region do! Community volunteers from all walks of life review program applications, make funding recommendations, and prioritize community needs to ensure that your dollars are spent wisely and efficiently at local agencies. If you'd like to be a part of the community investment process, give us a call at (608) 796-1400.

How does Great Rivers United Way ensure financial integrity?

To maintain fiscal responsibility, Great Rivers United Way staff operates under the oversight of a Board of Directors. Monthly financial statements are reviewed and approved by the Treasurer, Executive Committee, and the Board of Directors. An independent audit is conducted annually and presented by the auditor to the Finance Committee and the Board of Directors for approval.

What are Great Rivers United Way's administrative costs?

We keep administrative costs low, investing the majority of funds raised directly in local programs that support individuals and families. For the last five years, Great Rivers United Way's administrative and fundraising expenses have been less than 15%.

I'll never use your services, so why should I give?

When we reach out a hand to one, we influence the condition of all. By focusing on the areas of Education, Income, Health, and Community Basics, together we create positive change within the lives of others, which benefits our community as a whole.

What if I don't want my money to fund a certain program or service?

First, double check whether the program in question is or is not funded by Great Rivers United Way. If your objection pertains to a program that is currently funded, consider targeting your donation to an agency or impact area of your choice. You may designate your donation by completing a donor designation form.

Is my United Way contribution tax deductible?

Great Rivers United Way is a 501(c)3 charitable organization. Your donation is tax deductible as long as no goods or services were received for your donation. Please consult your tax accountant for more information.

What is the Great Rivers United Way's relationship with United Way Worldwide?

Great Rivers United Way is a local, autonomous organization led by a volunteer Board of Directors. United Way Worldwide is a completely separate organization that provides local United Ways with training, research, branded merchandise, and other services that are most cost-effective when produced on a national scale. United Way Worldwide has no role in determining how funds raised locally are invested.