

Why should I give to Great Rivers United Way?

Great Rivers United Way fights for the health, education, and financial stability of every person in each of the seven counties we serve. Every day, we make a difference in the lives of children, individuals, and families.

Who does Great Rivers United Way serve?

Great Rivers United Way invests in 52 programs that are administered by 26 non-profit agencies in Buffalo, Crawford, La Crosse, Monroe, Trempealeau, and Vernon counties in Wisconsin, and Houston County in Minnesota.

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

A gift donated directly to an agency helps our community; however, the value of a gift to United Way is that it addresses multiple community needs. You can be assured that your dollars are going to programs that are held accountable. We conduct certification, site visits, and have quarterly meetings with our partner agencies.

Who decides where the money goes?

Great Rivers United Way does not make funding decisions – people like you who reside in our seven-county service 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 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 health, education, and financial stability, 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 the donor designation form found on our website.

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.