

Souris Valley United Way

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Mission Statement:

Souris Valley United Way is committed to supporting our community by securing financial contributions and directing available resources to assist those who have unmet basic human needs.

2009 Campaign Goal: \$520,000



OUR CHALLENGE: Every dollar is needed to assure community programs and services can be carried out effectively. In 2008 the goal was **\$415,000**. However, total grant requests totaled **\$417,000** which far exceeded the pledges of **\$396,000**. Therefore, to meet the growing needs of the Minot community, **the 2009 goal will be set at \$520,000**.

WHAT IS UNITED WAY? Since it began in 1930, Souris Valley United Way has conducted an annual charitable fundraising campaign in the workplace and distributed those funds among local nonprofit organizations to carry out programs to help those in need. The vision of Souris Valley United Way is to ensure that everyone has the opportunity to achieve self-sufficiency by providing for the basic needs of food, shelter, wellness, dignity, and self-worth.

WHY SHOULD I GIVE THROUGH UNITED WAY? Your gift will support many Souris Valley United Way funded service programs which make a difference every day in the lives of thousands of people in your community. Giving to Souris Valley United Way has the power to positively impact your co-workers, your friends, your neighbors, your family, and maybe even yourself.

WHO DOES UNITED WAY SUPPORT? The money raised here stays here. Souris Valley United Way maximizes resources so that more of your contribution goes to serving and helping the people of the Minot area. Your contribution is allocated among programs which provide services in the areas of health and healing, strengthening families, nurturing children and meeting basic human needs.

A complete list of funded programs is available at www.svunitedway.com

WHO DECIDES WHERE THE MONEY GOES? People like you, right here in the Minot area. Volunteers from all walks of life participate in the Community Building Committee. They review program financial requests, visit agencies, prioritize the needs in the community, and make all funding decisions to ensure that your dollars are being spent wisely and efficiently. If you would like to serve on this committee, please contact Souris Valley United Way.

WHY DO I SEE "UNITED WAY PARTNER PROGRAMS" DOING THEIR OWN FUNDRAISING?

Technically, Souris Valley United Way does not fund organizations; it funds the *programs* that conform to the mission goals. United Way can ensure that donors' gifts are going directly to important services that help people in specific service areas.

Many partner organizations depend on Souris Valley United Way funded dollars as a critical part of their overall budget. The support from Souris Valley United Way will increase the credibility of the organization, thus, making it easier for them to receive foundation, state, and federal grants.



WHO RUNS THE UNITED WAY? Volunteers representing all segments of the community govern Souris Valley United Way by participating on its Board of Directors and Committees. Volunteers plan and conduct the annual fund-raising drive, study and prioritize local needs, and review the grant applications in order to allocate contributions in a fair and effective manner. The members of Souris Valley United Way Board and Committees are dedicated citizens, many of them with years of experience in serving the community.



HOW MUCH DOES IT COST TO RUN UNITED WAY? The Souris Valley United Way has long been recognized as one of the most efficient and economical of all charitable organizations. Fund raising costs are kept low by having a single yearly campaign carried out by volunteers to assist the 27 funded local programs. A large percentage of the contributions are given through payroll deductions at the workplace, a method which is especially convenient and economical. Your local United Way office is staffed by only two employees, keeping administrative costs to a minimum.

Less than 6 cents of every dollar raised by your Souris Valley United Way goes towards fundraising costs. Less than 20% is used for administrative expenses, far below the Better Business Bureau's Wise Giving Alliance standard of 35% for non-profit overhead costs.

IS THE UNITED WAY AT WORK YEAR ROUND? Although Souris Valley United Way is most visible in the community during the fall fund-raising campaign, it is actually at work all year round -- receiving requests for funding, maintaining a liaison with affiliated agencies, making allocation decisions, and communicating with the public. Not only is the United Way at work year round; but, more importantly, the services of the funded organizations are continuously providing for the Minot community.

HOW DOES UNITED WAY HELP ME? Funded programs are geared toward helping people in need. Do you have an elderly friend who receives a monthly food basket or daily meals? Have you benefited from a youth program which promoted the character enhancing skills of scouting? Perhaps you have a friend who needed counseling because they were financially strapped or had to make a life changing decision? Maybe your family needed help for an emergency such as a flood or fire? Whatever the case might be, Souris Valley United Way is there to support the programs that offer needed services in the Minot area.

HOW CAN I DONATE? Payroll deduction makes giving easy and convenient. Or make a pledge, and you will be billed for payment on a regular basis.

Several guidelines are: one hour's pay per month, $\frac{1}{2}$ of 1% of annual income, or for the leadership giving level starting at \$250.00. Other ways to donate include: gifts of stock, memorials, endowments, bequests, or special purpose contributions.

Your gift will benefit the programs and services sponsored by Souris Valley United Way.

We invite you to be part of the change.
Together, united, we can inspire hope and create opportunities for a better tomorrow.
That's what it means to **LIVE UNITED.**

