

FREQUENTLY ASKED QUESTIONS

Q.1 What is United Way doing about the impact of COVID-19?

Since the pandemic hit in March, United Way has been working with partners to respond to rising need in our community—particularly among the most vulnerable.

- We've made regular funding to our network of 280 agencies even more flexible, enabling them to deliver services in new ways and meet the most urgent needs during these extraordinary times.
- We're working in lockstep with government and agencies in the Region of York, City of Toronto and Region of Peel, tying our efforts to regional and municipal emergency response plans at local community coordination tables focused on priorities like food access, homelessness, seniors, youth, economic support and other vulnerable populations and emerging issues.
- Through the Local Love fund, we've approved over \$2 million in rapid response emergency funding to support 198 projects, at last count, across the GTA.
- As a trusted partner of the federal government, we're administering federal emergency funds. We've already directed the \$850,000 earmarked for the GTA through the New Horizons Fund for Seniors to 52 new programs. And from mid-June, we will be accepting applications from agencies seeking support through the \$11 million in funds allotted to Peel, Toronto and York Region through the Emergency Community Support Fund.

Q.2 Didn't United Way receive \$350 million from the federal government? Why are you still fundraising?

While United Way is administering the Peel, Toronto & York allotment of \$850,000 from the Government of Canada's New Horizons Fund for Seniors and \$11 million from the Emergency Community Support Fund, these federal funds are for specific, one-time emergency use to address the impacts of COVID-19. They cannot be used toward United Way's core operating support for agencies – which, crucially, enables them to keep the doors open and continue to help people as they emerge from this crisis. And with a long road to recovery ahead, we anticipate the demand for social services will only increase.

In addition to emergency funding, United Way invests \$7.5 million on a monthly basis in its network of social services agencies. It's vital we sustain this investment to ensure we maintain a resilient and responsive social infrastructure—something we invested in pre-COVID and will need to sustain in the months and years ahead

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Q.3 How much does United Way spend on fundraising and administration?

Of every dollar, 83 cents goes directly into community. We are proud that our fundraising and administration costs are well below the 35% threshold recognized by the Canada Revenue Agency (CRA).

Q.4 What does United Way do to keep its costs low?

United Way's financial strength and efficiency is due to extraordinary generosity from our donors, as well as grants, special events, sponsorship and pro-bono/discounted goods and services from partners—including advertising space, legal and financial services and office supplies. We are also in the very fortunate position of having more than 20,000 volunteers who support our fundraising efforts annually. Together, these measures help us keep this number low.

Q.5 What makes an organization eligible for United Way funding?

United Way invests in a strong, coordinated network of community agencies working together to fight local poverty. To qualify for United Way funding, organizations must be registered as or trustee by a charitable organization under the Canada Income Tax Act and demonstrate impact in the fight against local poverty. United Way's investments in Peel, Toronto and York Region prioritize the people and places where the need is the greatest and target #UNIGNORABLE issues linked to and impacted by poverty.

Funding applications are reviewed by a committee of volunteers, staff, and community representatives who evaluate based on clear criteria. Agencies must demonstrate a strong governance and strategy, sustainable financial management and effective human resources.

Once they receive funding, United Way's entire network undergoes ongoing, rigorous evaluation to ensure they are accountable and making positive change.

During the pandemic, United Way has launched the emergency Local Love Fund, calling on agencies funded by UWGT or trustee by organizations within the United Way network to submit proposals for programs meeting immediate needs and offering rapid response to issues arising from COVID-19. As trusted partner of the federal government, we are also administering extraordinary federal funds in keeping with criteria defined in consultation with the Government of Canada.

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Q.6 How does a person in need find the best place to get help?

United Way funds Findhelp/211, the telephone helpline and website that connects people to the right information and services close to home. A crucial service and first step to help and resources, calls to 211 during the pandemic have increased exponentially, with volume still up by 26% in mid-May.

Q.7 How does United Way fight poverty in all its forms?

As the largest non-government funder of community services in the GTHA, United Way reinforces a crucial community safety net across Peel, Toronto and York Region. United Way's network of agencies works to meet the most immediate needs of people experiencing poverty and to ensure that everyone has access to the programs, services and supports they need today.

And with long-term change in sight, United Way mobilizes the network and other community support to tackle the systemic, #UNIGNORABLE issues linked to poverty—like homelessness, unemployment and child poverty. United Way's work is rooted in ground-breaking research, strategic leadership, local advocacy and cross-sectoral partnerships committed to building lasting solutions to our region's greatest challenges.

Q.8 How can individuals and organizations engage with United Way?

Show your local love and:

- **Donate**—every dollar helps sustain a network of agencies close to where you live and work across Peel, Toronto and York Region. Help us ensure that everyone has the support they need to thrive.
- **Get informed**—follow us on social media, read our blog, subscribe to updates on our work in the community and addressing the immediate and long-term impact of COVID-19.
- **Get experience**—go on a virtual agency or neighbourhood tour; hear about a life transformed directly from one of the individuals on our speaker's bureau; participate in a Day of Caring online or in-person; join a United Way event as an individual or as part of a team.
- **Get educated**—train to volunteer on a fundraising campaign at your workplace, join our subject matter expert meetings.
- **Participate**—volunteer, become a mentor, join our board, host an event, volunteer as a speaker, play an important role as a United Way Sponsored Employee, sponsor a signature event like UP, the CN Tower Climb, contribute professional services or gifts in kind.

Visit unitedwaygt.org to find out how you can get involved.

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Q.9 Why do some agencies have their own fundraising drives?

While United Way is the largest non-governmental funder of community agencies in the GTA, our funding does not cover the entire budget of any of our agencies.

Q.10 What is United Way's privacy policy?

United Way is committed to protecting the privacy of our donors and other individuals from whom we collect personal information. We embrace the principles of the Canadian Standards Association Model Code for the Protection of Personal Information to ensure that all personal information is properly collected, used only for the purposes for which it is collected and is disposed of in a safe and timely manner when no longer required.

Privacy is a concern for all of us. Maintaining the highest standard of responsibility in safeguarding our donors' privacy is key to upholding the public's trust. This is why United Way honours the following tenets of privacy legislation:

- We are accountable for your personal information.
- We obtain personal information about you lawfully and fairly. We collect, use or disclose your personal information with your permission, except where otherwise required or permitted by law.
- We collect, use and disclose personal information only for certain purposes that we identify to you.
- We keep your personal information accurate and up-to-date to the best of our knowledge.
- We do not sell your personal information. We only share your information with other organizations with your permission.
- We will keep your personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as required by law.
- We will protect your personal information by safeguards that are appropriate to the sensitivity of that information.
- We will be open about our privacy practices.

You may ask us if we hold any personal information about you. You may view that information and ensure that it is accurate, as required by law. If you are not satisfied with our handling of your personal information, our Privacy Officer will respond to your concerns or complaints. You may register a privacy-related complaint by contacting United Way's Privacy Officer at 416-777-2001 or privacy@uwgt.org.