

United Way FAQs'

Q. Why should I support the United Way?

A. Madison County has a total population of 73,334—16.8% of the population is below the poverty level and 75.2% are high school graduates. 21.9% of our residents are under the age of 18 and 9.8% are over age 65. Half of the programs supported by the United Way in Madison County, target children and seniors. Lastly, many EKU employees, family members, neighbors, and friends take advantage of the programs and services of the organizations supported by the United Way. Our community would be a 'poorer' place to live without these programs.

Q. Are there other reasons to support the United Way?

A. EKU is the largest employer in Madison County, but we were fourth in total contributions to the United Way last year behind Enersys, Bechtel-Parsons, and NACCO. We have twice the number of employees as the Madison County Board of Education—the second largest employer. The community looks to us for leadership in a number of ways and the United Way is a great way to give back to the community in which we live and work. If you itemize deductions, your contribution can be deducted. Last but not least, it feels good to give to the United Way.

Q. I haven't received a raise of any consequence in four years and I can't afford to part with \$100, \$50 or even \$25. Why should I contribute?

A. The amount is not important—it's the participation rate that is crucial to a successful campaign. If every one of our 2,100 employees gave just 50 cents a pay period, that would be a pledge of over \$25,000.

Q. How much money was raised last year and where does it go?

A. \$225,000 was invested in 2004, with EKU donating \$26,807 of that amount. \$32,000 was distributed to the United Way of the Bluegrass, only **15%** of the total to cover publicity, publication, and organization support. Also in early 2005, the United Way will develop and support '211 service' for the Bluegrass region. 211 is a federally assigned number aimed at assisting people who may be upset or in crisis, but are not in immediate danger or life threatening situations. Think of this as the '911' number to access community services. The 15% contribution will also be used to support this program.

Q. What organizations are supported by the United Way in Madison County?

A. Last year, the United Way supported 25 programs in 19 agencies serving Madison County. These included:

<u>Organization</u>	<u>Investment</u>
American Red Cross, Daniel Boone Chapter	\$30,700
Berea Senior Center	7,900
Big Brothers/Big Sisters of the Blue Grass	7,400
Blue Grass Council, Boy Scouts of America	6,500
Bluegrass Mental Health/Mental Retardation	10,000
Bluegrass Rape Crisis Center	3,800
Boys & Girls Club of Madison County	15,000
Child Development Center of the Bluegrass	7,200
Florence Crittenton Home	1,000
Foothills Community Action	2,200
Girl Scouts, Wilderness Road Council	6,500
Kidney Foundation of Central Kentucky	2,800
Life Adventure Camp	1,300
Mountain Maternal Health League	16,300
New Opportunity School for Women	8,100
Nursing Home Ombudsman of the Bluegrass	10,700
Project Read	14,400
Telford YMCA	52,000
The Salvation Army	21,200

Additional information can be found on page 11 of the “What Matters” brochure.

Q. I don’t live in Madison County. Why should I support the United Way?

A. You can designate that your contribution go to your home county or to the specific organization of your choice.

Q. How do I participate?

A. Simply complete the three-part pledge form inside this packet of materials. Sign it and return it in the envelope provided to: **EKU United Way, CPO 39A**. The goal for Madison County is \$340,000 and we can accomplish this with your help. Please join us in supporting the United Way in 2005. The campaign runs through **Wednesday, November 23rd**. Thanks in advance for your consideration and generosity.

Jim Fisher, ECU Campus Coordinator, College of Business and Technology