



United Way
of Kennebec Valley

United Way of Kennebec Valley Expansion FAQs To be shared with MaineGeneral Health

Why did United Way of Kennebec Valley (UWKV) expand?

- UWKV and United Way of Mid-Maine (UWMM) believed that a unified effort throughout Kennebec County would strengthen collective impact in local communities—and that has proven to be true.
- This decision enables United Way to raise additional resources and help more people across Kennebec County.
- It increases operational efficiencies, ultimately resulting in additional dollars available for funding nonprofit programs that improve lives.
- We know that the challenges facing our communities do not recognize town lines.
- This will enable UWKV to partner with regional organizations and attract new funding from individual and corporate donors who are interested in achieving broader, long-lasting social change.

I've always donated to UWMM, and it's important to me that my dollars stay local. Will my donation still support Greater Waterville area causes?

- Your dollars will continue to support the same causes in the same communities. Rest assured that we have committed to serving all the same Greater Waterville nonprofits that United Way of Mid-Maine was serving at equal to or higher levels immediately.
- In fall 2022, there will also be an opportunity for nonprofits that are currently unaffiliated with United Way to apply for funding. We hope to partner with even more Greater Waterville nonprofits ASAP. The dollars that you pledge this fall will support more organizations across the county in 2023.

How does this expansion benefit nonprofit organizations?

- There is significant overlap between the two regions. Historically UWKV has funded the majority of UWMM's Kennebec-based partner programs (UWKV already funded 9 out of 10).
- Nonprofits will no longer have to participate in two different grant cycles, allowing agencies to focus more on their own mission and less on the bureaucracy associated with grant management.
- There will be no reduction in funding to UWKV's partner programs in order to support this new region.
- UWKV started fundraising in the Northern Kennebec area to support those area nonprofits in fall 2021.
- UWKV is broadening its fundraising efforts, not splitting the same dollars amongst more nonprofits.

What's UWKV's experience?

- UWKV has been serving 20 towns across southern Kennebec County since 1955. Last year UWKV's programs served 1 in 3 local people.
- UWKV's vision is to foster a strong, self-sufficient community in which people are educated, financially stable and healthy.
- Historically, UWKV has raised \$1.7 million annually to support 45 nonprofits.

What happened to United Way of Mid-Maine?

- UWMM closed its doors on December 31, 2021.
- United Way of Eastern Maine (located in Bangor) will now serve Somerset County.

Who can I connect with for more information?

- UWKV's Executive Director Courtney Yeager invites you to contact her directly at cyeager@uwkv.org or 207-626-3400.

If I donate to a specific nonprofit, will that organization receive my entire donation?

- UWKV honors and respects the many nonprofit organizations that make our communities stronger, and we appreciate your support of the causes that you care about most. United Way of Kennebec Valley (UWKV) never charges a fee when our supporters designate to UWKV's partner programs. 100% of your gift is passed along to those programs.
- For other nonprofit designations, UWKV will deduct fundraising, administrative, and uncollectible costs (20% per designation for our fall 2022 Campaign) to cover the actual costs of collecting, processing, distributing and fundraising. This amount is determined annually using information from our operations, our most recent IRS-990 and a board-approved formula. Please know that we only take this fee to truly cover our organization's costs.

**THANK YOU FOR BEING PART OF THE
UNITED WAY FAMILY!**