



# Frequently Asked Questions

**Q: What does United Way of the Piedmont do, and why does it matter?**

**A:** United Way of the Piedmont mobilizes people, partners, and resources to create pathways to stability and opportunity for families across Cherokee, Spartanburg, and Union counties.

That means more than funding local nonprofits. We bring together businesses, community organizations, and residents to solve problems that no single group can tackle alone. We strengthen the organizations doing critical work in our community. We step in to lead where our expertise is needed, and we step back when others are better positioned to lead. And we show up, county by county, building the trust and relationships that make real community partnership possible.

Our work is currently focused on three priorities: helping individuals and families build financial security and economic mobility, deepening our presence across all three counties we serve, and strengthening the network of partners driving change in our region.

When a family is financially stable, everything else gets steadier. Kids do better in school. Adults can focus on work and building a future. The whole community benefits. The challenges facing our neighbors are too large and too interconnected for any one organization to address. That is why your investment in United Way goes to work across the region, so that our collective strength adds up to something none of us could build alone.

---

**Q: How does the Community Investment Process work?**

**A:** This process is led by issue area experts and community leaders who serve on the Community Investment Committee. These volunteers review applications for funding from local nonprofit programs, conduct site visits, and make final funding recommendations to United Way's Board of Directors. Funding recommendations are carefully considered and made based on organizational strength and program performance. Once these recommendations are approved, we get the immense privilege of granting local programs dollars that will advance their work to help families thrive.

For 2026-2028, United Way of the Piedmont is investing \$1,140,000 annually in 47 local programs.

---

**Q: How does Donor Choice work?**

A: United Way of the Piedmont is more than a fundraiser – we’re a direct service organization. We run programs like Community Resource Coordinators and VITA (Volunteer Income Tax Assistance), invest in community initiatives like the Long Term Recovery Group and A Place to Call Home, and fund more than 65 local programs across Cherokee, Spartanburg, and Union Counties through our Community Investment Process. When you give directly to UWP, your dollars go where they’re needed most.

We also know that some donors want to support specific organizations through their workplace campaign. We’re glad to offer that option.

**Please read all of the following information that applies to a designated gift:**

- A minimum gift of \$100 is required per organization, and a 15% processing fee applies to all designated gifts.
- The organization must be a tax-exempt nonprofit in good standing and must maintain anti-terrorism compliance. You can look up Employer Identification Numbers (EINs) at [GuideStar/Candid](#).
- If the organization is ineligible, cannot be located, or the gift does not meet the minimum amount, your pledge will be redirected to the Community Impact Fund.
- Designations are paid out quarterly, after UWP receives payment on your pledge. Payroll deduction gifts may take time to accumulate, so some designations can take up to 18 months to be fully paid.

---

**Q: Can I use my thank you card as a receipt when I file my taxes?**

A: All donors are provided a pledge acknowledgement via letter or email upon the recording of their pledge which should be retained for your records. Donors who pay \$250 or more by check or credit card over the course of the calendar year will receive an annual contribution receipt from United Way of the Piedmont shortly after the end of the calendar year. This receipt, along with bank records, may act as evidence of a donation for purpose of a tax return. Those contributing through payroll deduction in their workplace should retain as evidence their last pay stub of the tax year or Form W-2 from their employer that summarizes the amount withheld for the United Way during their tax year. Please consult your tax advisor to determine deductibility of any contributions or for specific tax advice.

---

**Q: Aren’t all United Ways the same?**

A: United Ways operate locally and independently. Every United Way focuses on their community and the issues most affecting that community. One United Way’s work may look very different from another’s. United Way of the Piedmont is a local organization, making local impact. Dollars raised here, stay here. UWP is the leader in financial security in Cherokee, Spartanburg, and Union counties. The programs and initiatives UWP funds are focused on achieving our Bold Goals that are unique to the needs of our three-county footprint. Therefore, the programs we invest in are not the same as any other United Way.

---

**Q: What is United Way Worldwide?**

A: United Way Worldwide is the national voluntary membership organization for over 1,800 independent local United Way organizations across the country and globe.

United Way of the Piedmont is an independent organization governed by a local Board of Directors who assume responsibility for the integrity and stewardship of our operations.

---

**Q: How much of my money goes to pay overhead?**

A: Good management practices, volunteer participation, in-kind donations, and United Way's tradition of efficiency in raising resources mean each donated dollar is maximized to make the most impact. We're one of the most cost-effective charitable organizations you will find, according to standards set by national charitable watchdog organizations.

Our operating costs cover the essential functions for any successful business, such as marketing, fundraising, and accounting. Without these expenses, we would not be able to effectively and sustainably operate. Since costs fluctuate from year to year, per UWW best practices, we utilize a 3-year average of operating cost, which is currently 10%.

We encourage you to assess our performance through our transparency, governance, leadership, finances, and results. You can find more information on GuideStar and Charity Navigator.

---

**Q: I live in a different county; should I still give through United Way of the Piedmont?**

A: Donations default to the county in which they are given, which could be your workplace; however, there are many programs that cross county lines and serve individuals from surrounding counties. If you wish to designate your gift to a county other than the default, you may select that county during the designation step of the online giving process.

---

**Q: Someone I know didn't receive help from an agency supported by United Way. Why?**

A: Perhaps the person did not meet the agency's criteria for receiving assistance or maybe there was a lack of funds available. Our desire is to ensure that when someone is in a time of crisis or need that the appropriate programs and services are available. Many times financial constraints are the barrier. That is why investing in the community through United Way is so important. If there is a current need for assistance, please dial 2-1-1 for referral assistance.

---

**Q: What does your CEO get paid?**

A: [Click here](#) to view our IRS form 990 including CEO salary information and financial information. United Way of the Piedmont's Board of Directors reviews the CEO's performance annually, recommends and approves merit increases or salary adjustments as appropriate.

