

FREQUENTLY ASKED QUESTIONS

Will the UWNWA be able to meet the two-year grant funding commitments made in June 2017? At this time the board of directors plans to use cash reserves to meet its funding obligations.

Are UWNWA cash reserves adequate to meet operating needs? Reserves are sufficient to continue to support operations while making structural and programmatic adjustments. This includes developing a plan to diversify revenue streams and evaluating the return on investment/impact on direct services. However, UWNWA does anticipate aggressively managing expenses to ensure that the organization is stable during the transition period.

What is the source of the cash reserves UWNWA will be using to fund operations? The sale of a tract of land donated some years ago, a gift from an estate last fall, and existing cash boosted by increases in the stock market have provided UWNWA with funds that will offset operating losses over the next year.

Will direct services currently provided by UWNWA continue? All direct services will continue at least through the end of this fiscal year (June 30, 2018). Over the next several months, the board and staff will be evaluating UWNWA services and talking with individuals and organizations throughout the community to get thoughts and ideas regarding the services UWNWA will continue to provide.

What does UWNWA expect the transition plan to look like? That is yet to be determined. In general, the board expects the plan to include retrenchment to stabilize the organization, followed by a period of strategic growth based upon external needs and internal capabilities. The overall goal is to build a plan that moves the UWNWA into a new operating model by 2021.

Can UWNWA provide more information on why the workplace campaign is down? Giving and philanthropy are changing. Very few people and organizations now want to give continuously to one organization, which makes it challenging for all nonprofits to establish stable and consistent funding sources. Specific to local United Ways, the workplace campaign can be viewed as disruptive to business processes and many employees don't want to "lock in" their giving through payroll deduction. Research indicates that younger people, in particular, prefer to give "episodically" and to causes rather than organizations. All of this makes maintaining a successful workplace campaign very challenging.