

**United Way
of Northwest Arkansas**
UnitedWayNWA.org



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UNITED WAY OF NORTHWEST ARKANSAS WORKPLACE CAMPAIGN SIGNIFICANTLY SHORT OF GOAL

Current Estimates have UWNWA Missing Workplace Campaign Goal by \$500,000

Lowell, AR, February 13, 2018– United Way of Northwest Arkansas (UWNWA) is completing its 2017/2018 Workplace Campaign with campaign revenue projected at significantly less than budget. Based upon pledges, UWNWA is estimating its revenue from the 2017/2018 Campaign to be \$1.85 million. The current budget includes Campaign revenue of \$2.35 million. The Campaign comprises 85 percent of UWNWA revenue.

Larry Manry, board chair for the UWNWA observes: “When you have a total budget of around \$3 million, to miss your revenue line by half a million is significant. Clearly, we must give serious consideration to making changes in our operating model so that we can continue meeting the community’s needs.”

At its high point in 2008, Campaign revenue was \$4.6 million. Since then, the local workplace campaign has declined approximately 65 percent, with the sharpest revenue drops occurring since 2014.

Many local United Way affiliates across the country are struggling to maintain their workplace campaigns. While some businesses continue to see the Campaign as a way to engage their employees in the local community, others find it increasingly difficult to involve staff considering the alternative giving options available today. Recognizing these challenges, combined with other shifts in the philanthropic community, United Way Worldwide has begun advising local United Ways to diversity their funding streams.

Over the next several months, the UWNWA board will be looking at a variety of alternatives for restructuring the organization’s sources of revenue and its programs, with the goal to have a transition plan in place by July 1. UWNWA President Kim Aaron states “Fortunately, we have runway to figure out how to recreate ourselves in a way that better serves the community. We have to work on developing new revenue streams, as well as get stakeholder input on what they would like to see the UWNWA doing in the community.”

Today, the UWNWA provides funding to 38 programs supporting children and families living in poverty, operates a Gift In Kind Warehouse accessed by over 200 organizations in the community, maintains the local 211 crisis line, coordinates the Volunteer Income Tax Assistance/Free Tax Service initiative in Northwest Arkansas, provides capacity building services to local nonprofit organizations, and manages numerous volunteer projects including Live United Day and Fill The Bus.

If you have questions regarding UWNWA's plans or suggestions for board consideration, you can email info@unitedwaynwa.org. To donate to UWNWA go to www.unitedwaynwa.org/give.

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