



United Way
of Benton and Franklin Counties

Cornerstone Corporate Pledge FAQ Sheet

What is the purpose of the Cornerstone Program?

The purpose of the Cornerstone Program is to secure corporate funding of the United Way of Benton and Franklin Counties' (UWBFC) administrative, fundraising, and uncollectible pledge cost so that 100% of donor contributions made through the United Way will be available for community services and programs.

How much are the UWBFC overhead costs?

UWBFC's administrative and fundraising costs are about 15.5%. Our extensive use of volunteers allows overhead costs to be among the lowest of major charities and lower than most agencies in our community. Due to the success of Cornerstone last year, more than 65% of our administrative, fundraising and uncollectible pledge costs were covered by Cornerstone contributions making more funding available for community services and programs.

What are the benefits to your company?

Participation in the Cornerstone Program demonstrates your company's commitment to the well-being of the community, and your generosity will be publicly recognized. Currently, there are more than 65 local Cornerstone Companies.

How does this benefit our community?

If individuals in our community understand that 100% of their gift will go to services for people, it will increase their giving or at least remove a reason not to give. Naturally, if more people in our community give to UWBFC, more local people will benefit. As a result of Cornerstone support last year, almost 95 cents on every dollar pledged is going to support community services and programs.

How will United Way determine the Cornerstone Program's effectiveness?

We will continue to benchmark administrative, fundraising, and uncollectible pledge costs with other major charities with a goal of reducing costs to maximize funding for community services and programs. We will monitor individual participation rates to verify that our premise of increasing individual participation rates due to the Cornerstone Program is accurate. We will perform a self-assessment with input from corporate and individual donors to ensure that the program is effective.

What another United Way is saying about the Cornerstone Program:

"The creation of the 'Corporate Cornerstone' ushers in a new and exciting era for the United Way. Corporations helping to launch this innovative approach are to be commended for stepping forward. In the past, corporate support to United Way often got lost in the total campaign results. This program will focus the public's and the employees' attention year round on a consistent message of accomplishment by the corporate community. Corporate members will quickly become known throughout the community for the unique commitment they have made to foster individual giving and to ensure a higher quality of life among all citizens of central New Mexico".

The United Way of Central New Mexico

401 N. Young St. | Kennewick WA 99336 | 509-783-4102 | www.unitedway-bfco.com