

UNITED WAY OF BENTON & FRANKLIN COUNTIES

MYTHBUSTERS

MYTH: The dollars raised in our community support national efforts.

REALITY: Gifts directed to “Area of Greatest Need” through United Way of Benton & Franklin Counties **stay LOCAL** to help local non-profits and agencies meet the needs of our community. Only gifts designated by donors to charities outside our community leave this community.

MYTH: If you’re on a tight budget, the amount you can afford to give won’t make a difference.

REALITY: There is strength in numbers. Sharing an hour’s pay per month, when combined with others’ donations, helps many people in our community.

MYTH: Giving my donation directly to an agency is better.

REALITY: There are several advantages to supporting United Way of Benton & Franklin Counties:

- **Urgent needs and long-term change.** We research growing and unmet needs; build partnerships; and fund programs to meet current needs and create sustainable change.
- **Highest results.** We review and monitor United Way supported agencies and track progress to get the most impact from each dollar.
- **Convenience.** Workplace campaigns and employee payroll deductions are convenient ways to give to all the causes you care about.
- **Trustworthy.** Your pledge to United Way is confidential and secure. We have been our community’s leader in meeting the needs of our neighbors for nearly 60 years.



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WIN BY
UNITED



United Way of
Benton & Franklin Counties