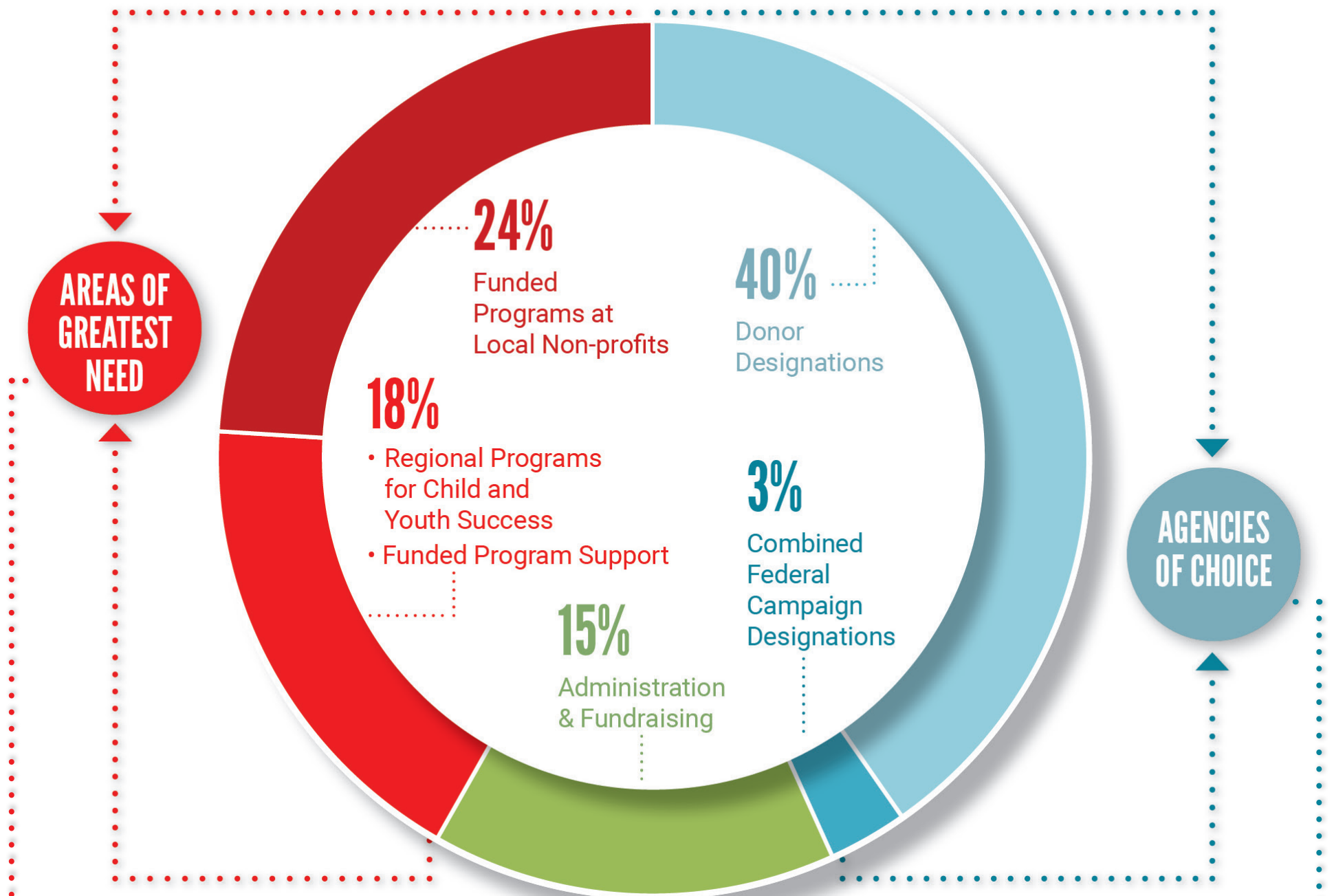


WHERE DOES THE MONEY GO?



AREAS OF GREATEST NEED

United Way of Benton & Franklin Counties researches existing and emerging needs in our community to identify which are not being met. These are the **Areas of Greatest Need**. This determines which LOCAL non-profits we fund. Through an open and competitive process, we choose the agencies that have the highest impact in the Greatest Need Areas of **education, health and financial stability**. United Way currently funds **52 programs through 22 LOCAL nonprofit agencies**.

SUCCESSFUL STUDENTS

EDUCATION: All children will succeed in school and graduate from high school.

HEALTHY POPULATION

HEALTH: All people will receive the care they need to be safe and healthy.

STABLE COMMUNITY

FINANCIAL STABILITY: All people will have access to the support they need to eat, have a safe place to sleep, and be financially stable.

Administration and fundraising: Our overhead rate is only 12.5% thanks to local corporate support. This is one of the lowest rates among all nonprofits in our region. The Better Business Bureau recommends that all nonprofit organizations should have overhead costs of 35% or less.

AGENCIES OF CHOICE

Donors designate to the causes that they care about. We ensure that each designated 501(c)3 organization is in good standing with the IRS and complies with the U.S. Patriot Act (does not support terrorism).

Help us meet the needs of many people. Choose **"AREA OF GREATEST NEED"** on your pledge form.

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