

# FREQUENTLY ASKED QUESTIONS



## **“What is a ‘combined campaign’?”**

Gifts are made to agencies belonging to one of the 11 participating Umbrella groups/federations that join forces each fall. This means 1 pledge card, during 1 ask rather than 11 charities asking for your donations throughout the year. You can designate your gift to 1 charity or impact area or as many as you'd like.

## **“Is my contribution tax- deductible?”**

Yes. Keep a copy of your pledge form for your records. With payroll deduction, the total amount is shown on your last pay stub for the year in which the donation is made. Donors who give by cash, check or credit card will receive a receipt for tax purposes for a single payment of \$250 or more. Receipts for gifts less than \$250 are available upon request. Please contact your tax professional with any specific tax related situation or question.

## **“Why shouldn't I just give directly to my favorite charity?”**

Combined campaigns actually save your favorite charity money. Here's how:

- It exposes your favorite charity to thousands of potential donors at no cost to the agency.
- The campaign allows convenient payroll deduction option that spreads your donation over time. Research shows that total donations received via payroll deduction are on average 4-5 times larger than 1 time donations by check or cash.
- Smaller agencies do not have the personnel to reach out each year to every employer or employee in participating campaigns on their own. Fundraising in workplaces through being a member of a federation is time and resource efficient for these agencies.

## **“If I choose payroll deduction...when will deductions start?”**

Deductions will begin the first pay period of the New Year (2021). Please check your pay stub to ensure deductions are being made from your check at that time.

## **“I can't give very much.... Does it matter if I give?”**

Gifts do not have to be large to have impact. Gifts of \$5, \$10, \$25 make a difference, especially combined with those of so many others. Half of the campaign is comprised of gifts of \$100 or less.

## **“My paycheck is smaller than in the past. Why should I give?”**

Most employees find themselves in the same difficult situation, however... there are many good reasons to give BECAUSE of this: The need has never been greater. Because of the continually increasing costs of basic needs, these necessities become even further out of reach for some. Those of us that have those basic needs reliability and securely covered have an opportunity to make sure every member of our community has the same.

## **“I’ve never used these services and never will, so why should I give?”**

Even if you or no one you know has or ever will use a service provided by one of the hundreds of charities, we believe that when all members of our community have what they need to live their best life- we all benefit by being part of a stronger, healthier place to live; and that the quality of life for everyone in the community is improved. Hopefully you will never need many of the services- but no individual, regardless of current circumstance, is immune or protected from unplanned life events: illness, accidents, or natural disasters. When these events happen- the charities participating in this campaign will be there to help.... but only if we make sure they are supported and can continue their missions to help those in need in the future. You may also notice that many of the supported charities are not dealing solely with responding to basic or emergency needs- but are rooted in educational, environmental or cultural causes that are critical components to ensuring a good quality of life which can be enjoyed by all of us who call the Milwaukee area home.

## **“I want my money to go to programs, not to administrative overhead.”**

We understand that you want as much of your donation to go to your chosen causes as possible. Like any business, nonprofits must invest money in order to operate. Examples of administrative overhead include staff salaries, rent, materials, etc. While a charity’s overhead/administrative percentage can give some insights into their operation, it is overall an inaccurate measurement of a charity’s performance or effectiveness. If this is an important factor in who you choose to make your gift to- we try to make it easy for you to find this information. You can login to the online giving site and see the administrative percentage for each of the charities. The charity industry average accepted percentage is 30% or under for overhead. You will see that nearly all of the charities in this campaign are under this percentage.

## **“I’d like to give... but I want to be anonymous.”**

Both online and paper pledge forms allow you to keep your information private. Please note you will not receive a direct acknowledgement or benefits if you elect to remain anonymous as your name and contact information will not be released. If you do choose to release your contact information- it will be given only to agencies you donate to in order to acknowledge your gift and keep you informed of the impact it is making in the community. If you choose to release your information, you can still opt out of receiving communications from the individual organizations at any time.

## **“I don’t like (Charity name here) and I want don’t want them to get any of my money.”**

The joy of having so many charities to choose from is that your gift only goes to the organizations you select. If you feel strongly for or against a particular organization, you can designate to or choose not to designate to them.

## **“I feel pressure to give to the campaign.”**

We want to create a campaign where people give because they WANT to, not because they feel they have to. You should feel no pressure to give to the campaign. This campaign’s goal is to inform employees about the agencies and programs involved and benefits of giving, but the choice is yours.

## **“I prefer to give my time over money.”**

Personal service is a wonderful way for workers to make an impact without spending too much money. Many of our participating charities have many volunteer opportunities to choose from should you be looking for a volunteer opportunity. Another way to volunteer if you prefer service over monetary donation is to offer your services to a campaign coordinator in organizing a special event that can raise funds to contribute to the campaign.

## **“I can’t find the charity I am looking for online/on the flyer.”**

For the State of Wisconsin, charities must go through an application with the State to be approved as a charity eligible to receive donations. If you do not see the charity you are looking for in this flyer, you unfortunately cannot contribute to them through this campaign.