

Our Promise of Efficiency

You can count on United Way of Greater Kansas City (UWGKC) to be accountable for the dollars you entrust to us. We're very proud of our record of efficiency and strive to be completely transparent to the donors that place their confidence and hard-earned money in our care to use as effectively as possible in our community.

The Better Business Bureau recommends that a nonprofit spend at least 65% of its annual expenses on program activity, while the American Institute of Philanthropy sets its minimum standard at 60% of expenses. United Way of Greater Kansas City is proud that 88% of our overall budget goes to programs and services. Charity Navigator, the leading charitable review web site, gives UWGKC four stars, its highest rating. Copies of our IRS 990 forms are always available online at www.unitedwaykc.org/accountability.

United Way of Greater Kansas City is a local organization, overseen by a Board of Trustees made up of local community leaders. It is these same volunteers, plus many others, who helped to create our strategic plan as well as our Community Impact Agenda. Volunteers also help determine how the dollars we raise each year are invested in accordance with that agenda. Here is an overview of UWGKC's 2011 budget:

Program Allocations and Grants (47%)

In 2011, United Way of Greater Kansas City is providing financial support to more than 300 programs through allocations and other grants in the impact areas: Education, Income and Health.

Program Services (10%)

Programs and services provided by United Way directly link people to assistance, volunteer opportunities, labor relations and planning. This includes United Way 2-1-1, an easy-to-remember central phone number connecting people to available community resources and volunteer opportunities 24 hours a day, 365 days a year.

In addition, program services include community change strategies in each of our three impact areas, which are partnerships focused on making measurable improvement on specific community issues.

Donor Designations (18%)

Honoring donors' requests to direct their gifts to specific nonprofit agencies.

Donor Designations to Community Impact Areas (1%)

Honoring donors' requests to direct their gifts to one or more of our impact areas.

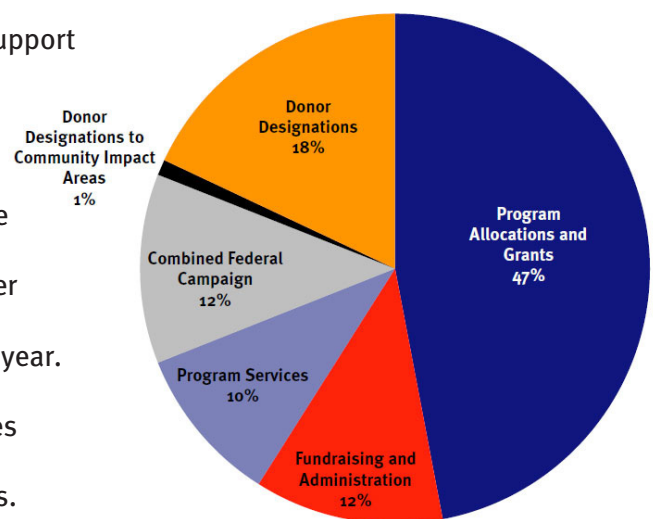
Combined Federal Campaign (12%)

Honoring federal employees' requests to direct their gifts to specific nonprofits through their workplace campaigns.

Fundraising and Administration (12%)

The utilization of thousands of volunteers results in minimizing staffing costs related to fundraising and administration, keeping overhead much lower than the national average of for charities.

Our administrative costs include dues of 1% to United Way Worldwide, a national organization that functions much like a trade association, providing support to local United Ways. While UWGKC is locally governed and operated, as a member of United Way Worldwide, we receive access to national advertising, research, staff training and other important services.



Where Donations Go
(based on 2011 budget)