

FREQUENTLY ASKED QUESTIONS:

Does money donated to the campaign stay local?

Yes, resources raised in Okaloosa and Walton counties, stay in Okaloosa and Walton counties, unless the donor specifically directs their donation elsewhere. One percent of our revenue goes to United Way Worldwide, allowing us to access resources, branding, marketing, training, and global campaigns. The return on this small investment is significant!

Why shouldn't I just give directly to the agencies?

Giving to United Way allows you to support 54 Nonprofit Partner Agencies, and 8 Friends of United Way Emerald Coast that are addressing the most pressing needs in Okaloosa and Walton counties with a single gift. In doing so, you strengthen the safety net of programs that help our community today and you invest in truly effective, long-term solutions to our most challenging problems.

Who decides what area programs receive funding and how much?

You do! Volunteer committee members review nonprofit requests, deliberate with key stakeholders, then submit funding recommendations to United Way Emerald Coast for final approval. Community investment = community decisions! Any donor, like you, can serve in this process.

What does United Way do with my donation?

