

KNOW THE SCORE . . . ABOUT THE UNITED WAY

Keeping on top of things isn't always easy. That's why we want to acquaint you with the basic facts about the United Way of Lancaster County.



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Question: Tell me about my local United Way of Lancaster County.

Answer: The United Way is a local non-profit organization which efficiently raises funds in Lancaster County for its 38 member agencies. This is accomplished by means of the annual United Way Campaign. The campaign is conducted by over 5,000 volunteers and the cost of the campaign effort is very low (5.2 percent of the money raised), while the benefits to you and your community are very high (over 150,000 Lancaster Countians served last year by United Way agencies).

Question: What is the purpose of the campaign goal and why is it so high?

Answer: The goal is based on the agencies' forecasts of minimal operating costs for the coming year. This year our agencies have forecasted their needs and the goal has been set at \$2,180,000. Yes, the goal is high, but in the last few years, contributions to the United Way have fallen well behind inflation. Our agencies have been forced to curtail some services, just when the needs are the greatest. For example, juvenile delinquency has increased 33 per cent.

Question: Why should I contribute to the United Way when I give elsewhere?

Answer: Everyone has their favorite charity, but your neighborhood, and indeed, your family, can be helped in no better way than the United Way. More of your money, 88c out of every dollar, goes directly to people who need it, like you or your neighbors. One out of two Lancaster Countians were helped in some way by the United Way during the last year.

Question: What can the United Way do about duplication of services among agencies?

Answer: The United Way has a very sophisticated process of central planning, agency program review and coordination available. Social work experts under review of top-notch volunteers really try to prevent duplication of services.



Thank you for reading about the United Way. Together, we
can make the difference . . . for you and for all of us.

TOGETHER WE CAN
1976 LANCASTER COUNTY UNITED WAY CAMPAIGN