

## OUR MISSION STATEMENT:

To increase the organized capacity...

...of people to care...

...for one another.

### **Overview:**

The **United Way of Gloucester County (UWGC)** is an independent 501(c)(3) non-profit organization whose activities are guided and managed by a 30-member Board of Directors. Unlike organizations such as the American Red Cross, Salvation Army, and American Cancer Society, the United Way of Gloucester County is fully autonomous as are over 1,000 other United Ways across the United States.

**UWGC** was established in 1957. Since that time our local United Way campaigns have stimulated over \$92 million in charitable giving by county residents.

**UWGC** supports 15 programs offered by our twenty-two partner agencies, plus we provide funding for the NJ 211 Partnership Helpline, as well as initiatives such as the Pureland East-West Shuttle and Live United Mini-Grants. **UWGC** also provides funds to stimulate innovative solutions to community problems such as child care for working parents, programs that help disabled people gain dignity, and programs to alleviate homelessness and hunger.

**UWGC's** principal resource development program is the annual Employee Campaign. Beginning in September each year and running through late fall, the Campaign provides the majority of the funds available for distribution to our partner agencies. The majority of those funds are raised through corporate donations and employee pledges obtained through solicitations made in the work place. The United Way's fundraising and administrative expenses is kept at 12.7%, and is closely monitored by the Board of Directors.

**UWGC** also serves as the conduit for hundreds of thousands of dollars of designated contributions made by donors during the Campaign and manages the annual Gloucester County Public Employee Charitable Campaign for county, municipal, law enforcement and school district employees.

The distribution of funds raised during the annual **UWGC** campaign for 2021 is the responsibility of a group of community volunteers. These volunteers review agency funding requests, conduct site visits and attend formal agency presentations in order to determine how campaign proceeds can best be used to respond to community needs.