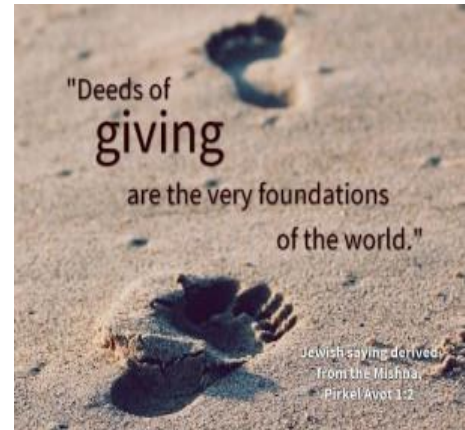


Why Do People Give to Charities?

People give to charities for many reasons. Among the top reasons people support any charitable appeal are:

- ✿ Donor believes the work of the charity is essential for society.
- ✿ Charity helps families.
- ✿ Personal involvement or association with the charity.
- ✿ Strong belief in the mission of the organization.
- ✿ Charity helped the donor or someone he/she knows.
- ✿ Makes the donor feel good...that he/she helped someone in need.
- ✿ Charity supports children and youth.
- ✿ Charity is a reputable, trusted organization.
- ✿ Charity supports disease research.
- ✿ Tax benefits.
- ✿ Donor gives in memory of a loved one.
- ✿ Donor feels it's his or her duty to help those less fortunate.
- ✿ Spiritual reasons.
- ✿ Incentives and prizes.



So Why Do People Give to United Way Over Other Charities?

1. Ease & effectiveness of payroll deduction as a method of giving...\$3.00 deducted from an employee's paycheck per week becomes an annual gift of \$156.00!

2. Contributions are distributed among 22 partner agencies...one gift helps many!

3. Contributions stay in Gloucester County, unless the donor opts to designate to another charitable organization, in- or out-of-county.

4. Ease of contributing at place of employment.

5. And lastly..."Because I was asked!" You would be shocked at how many people say the reason they didn't give was because they were not asked!