

## Invest in something bigger than yourself, right in your own backyard

*Facing escalating construction costs, your gift will assist in bringing United Way of Portage County's NEW HOME project to completion.*

### United Way's NEW HOME – Capital Campaign Q&A

- Q1: Why doesn't United Way stay at its current location?
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#### **Q1: Why doesn't United Way stay at its current location?**

**A:** United Way of Portage County has been located at its current location at 1100 Centerpoint Drive in Stevens Point since 1996. Over the course of the last 25 years:

1. we've outgrown the existing space. While the current location has served us well for a long time, the organization has evolved and grown both with additional staff and expanded services. As a result, we lack the space needed to function efficiently. Our space is inadequate for storage, office space for staff is extremely tight and our meeting space is unusable for groups larger than 5 individuals.
2. any large gathering of volunteers can only be held offsite due to lack of space which creates logistical challenges and added costs. The addition of the garage space and a board room will provide the flexibility to assemble large group activities. The volunteer kit packing area located inside the office, connected directly to the garage, will further promote the growing movement to engage more of the public, including corporate groups and individuals with expanded volunteer opportunities.

#### **Q2: What can donors expect?**

**A:** The feeling that they are contributing to something bigger than themselves. This space will serve our community well into the future. With your gift, you will become part of the legacy of a caring and compassionate community. Upon completion of the remodel, ALL campaign donors will be invited to an open house to dedicate the new space.



**Q3: How did United Way purchase a portion of the Delta Dental building?**

**A:** From mid-February to mid-June of 2021, United Way of Portage County conducted a silent capital campaign where 57 donor businesses and individuals generously contributed to purchase and remodel the United Way space in the Delta building. By June 14, 2021, 100% of the projected cost for the project was raised. As 2021 progressed, the initial budgeted amount quickly grew in the face of increasing building material and related construction costs. Today, we need your help to carry the project through to completion.

**Q4: How will this project help the United Way mission going forward? How does it improve programming and services to the community?**

**A:** Volunteers transform communities. Whether you want to volunteer once per week or once per year, United Way connects individuals, families, professional teams, schools and church groups, and entire organizations to meaningful volunteer work. The new location will provide the opportunity to engage more volunteers through onsite coordination of events such as Project Fresh Start, Make a Difference Day, and the United Way Diaper Drive. The new location will also enable onsite volunteer kit packing opportunities that can be scaled to varying sized groups to accommodate impending and urgent community needs.

**Q5: How much does United Way need to complete the NEW HOME project?**

The goal of the public phase of United Way's NEW HOME campaign is \$150,000. This is the amount needed to cover the looming construction deficit. As a member of the Portage County community, you reap the benefits of the work of this United Way. Anyone living in Portage County, or anyone who is passionate about assisting our community's most vulnerable populations may wish to consider a gift to this project. Simply fill out the pledge form, at whatever amount makes sense to you and your budget, and send it in.

**Q6: Do you anticipate reduced giving to your annual campaign in the fall of 2022 in light of this capital campaign?**

**A:** United Way remains focused on the annual campaign to provide direct relief programming and initiative work around Education, Financial Stability, and Health. The United Way Finance Committee and Board take seriously their role as the fiscal agent for all donor dollars.

We will make our intentions clear to all prospective donors to the capital campaign that our priority remains steadfast on annual giving to provide sustainable funding for the program and initiative work it provides. Our aim is to minimize or, if possible, eliminate risk. Ultimately, while we cannot predict how annual giving will be affected by the capital campaign, we remain committed to the long-term health of the organization and the people it serves.

**Q7: Are donations to the United Way's NEW HOME Capital Campaign tax deductible?**

**A:** Yes, United Way of Portage County, Inc. is a 501(c)(3) non-profit organization.  
EIN 39-0831152

**Q8: Who do I contact if I have questions?**

**A:** Fred Hebblewhite at 715-254-2182 (or email at [fred@unitedwaypoco.org](mailto:fred@unitedwaypoco.org)) or Sue Wilcox at 715-254-2181 (or email at [sue@unitedwaypoco.org](mailto:sue@unitedwaypoco.org))

