

Frequently Asked Questions

Below are some of the most common questions we receive during the campaign. The staff at your local United Way of Staunton, Augusta County & Waynesboro can answer any additional questions you may have.

Campaign Questions

How do I increase participation or gifts?

- Establish and announce a company wide incentive for meeting your projected goal
- Offer incentives such as jeans or jersey days
- Emphasize a corporate match if applicable
- Highlight ease of payroll deduction
- Host a member so that donors can learn about leadership giving

Where can I find more information about United Way?

Visit www.unitedwaysaw.org to learn more about the United Way of Staunton, Augusta County & Waynesboro.

Donor Questions

How did United Way Respond to COVID-19?

With the arrival of COVID-19 to the Shenandoah Valley, The United Way of Staunton, Augusta County & Waynesboro (UWSAW) team responded to community needs by distributing food, diapers, hygiene products and personal protective equipment to community members. Local residents were offered assistance with gas, food, and prescription gift cards. UWSAW partnered with local YMCA's, Augusta Health, the Community Action Partnership of Staunton, Augusta County & Waynesboro (CAPSAW) and the Community Foundation of the Central Blue Ridge (CFCBR) to provide childcare through C4 (Creative Community Coalition on Childcare) which served as student support centers for virtual learning while public schools were closed.

What are my options for giving to United Way?

United Way of Staunton, Augusta County & Waynesboro donors have the option to designate their gift in three ways; to United Way's Community Fund, to one of UWSAW's internal programs (Volunteer Income Tax Assistance Program or Dolly Parton Imagination Library), or to a specific 501(c)3 tax exempt organization of the donors choice.

What is the United Way Community Impact Grant?

The community impact grant is made up of undesignated donations received during our annual campaign. The community impact grant is a grant that 501(c)3 nonprofits in the Staunton, Augusta County and Waynesboro communities can apply for. Each year Community Investment Review Teams review applications for the community impact grant.

How does United Way decide which agencies to fund?

Each year we gather individuals in order to put together a Community Investment Review Team. This team is made up of board members, staff, and community members and is open to anyone who would like to participate. Together the team members review applications, and complete agency visits in order to determine how they can make the biggest impact.



Will the money I give go outside of my community?

No, Money raised will stay in the Staunton, Augusta County and Waynesboro communities, unless you as the donor, request that your funds go to an organization outside of our community, or another United Way.

I already give to my favorite charity or organization, why donate to the United Way?

- Funds in the community investment fund are invested back in to your community through grants to local 501(c)3 nonprofits. This process reduces the time, and costly process of fundraising for those agencies, thus giving agency staff more time to help those in need and provide services.
- We know our donors care deeply about our community, and the United Way offers the them chance to use their gift to invest in strengthening our community in many different ways. Though strategic partnerships and Community Impact programming around our focus areas, and through grants to nonprofits who are making measurable impact based on existing best practices, we have the opportunity to make long-term, sustainable changes.
- Most of us have organizations we support because we know something about them. With United Way you can also support programs that address needs that you know very little or nothing about. United Way volunteers monitor community needs and support programs and collaborations to address those needs.

How can I conduct a campaign in accordance with CDC guidance?

While COVID-19 may have changed the day-to-day operations in your company, we're still here to help you have a great United Way campaign! You can run a safe, socially distant traditional campaign, or we can help you design a virtual campaign with online special events, and virtual volunteer opportunities.

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