

CORNERSTONE FAQ

What is United Way of Benton & Franklin Counties' purpose?

United Way improves lives in our community through Community Solutions. Our goal is that everyone in Benton and Franklin Counties has a good education; access to healthcare; lives and works in a safe environment; and is a self-sufficient, active member of our community.

What is the purpose of the Cornerstone Program?

The Cornerstone Program obtains corporate gifts to offset the overhead costs of United Way of Benton & Franklin Counties. As a result of Cornerstone support, 90 cents of every dollar goes directly to support services and programs in our community that improve people's lives. This amount may fluctuate annually due to economic conditions faced by local businesses. Participation in the Cornerstone Program demonstrates a company's commitment to the well-being of the community. Donors appreciate the Cornerstone Program because it gives them the opportunity to maximize the impact of their gift. Currently, 76 local businesses contribute to the Cornerstone Program.

What are the benefits of supporting Cornerstone?

A company's generosity and community-minded support of local health and human services through participation in Cornerstone will be publicly recognized in several ways:

- Annual LIVE UNITED Celebration (April)
- United Way's annual appreciation ad in the Tri-City Herald (Summer)
- Annual LIVE UNITED Breakfast (September)
- United Way's e-newsletters and e-communications
- Listing of contributing company placed on United Way's Corporate Giving web page

How does United Way determine the Cornerstone Program's effectiveness?

We continue to benchmark our overhead costs against other major charities, with a goal of minimizing costs, to maximize funding for community services and programs. We monitor individual participation rates to verify that our premise of increasing individual donor participation rates, as a result of the Cornerstone Program, is accurate. We perform a self-assessment with input from corporate and individual donors to ensure that the program is effective.

What is United Way's overhead cost rate?

United Way of Benton & Franklin Counties' overhead includes two types of costs. These are fundraising and administration. The extensive use of volunteers enables us to keep those costs among the lowest of the major charities and not-for-profit agencies in our area. The overhead rate of United Way of Benton & Franklin Counties is 15%.

What is the relationship between the Cornerstone rate and the overhead rate?

The Cornerstone Rate and the Overhead Rate are not directly comparable. The calculations are different for each one as per the IRS and Generally Accepted Accounting Principles.



CORNERSTONE - Key Points

1. United Way improves lives in our community through Community Solutions. Our goal is that everyone in Benton and Franklin Counties has a good education; access to healthcare; lives and works in a safe environment; and is a self-sufficient, active member of our community.
2. Currently, Cornerstone is comprised of 76 companies that have targeted their contributions to cover United Way of Benton & Franklin Counties' overhead costs.
3. As a result of Cornerstone, currently 90 cents out of a dollar will go to support community services and programs that improve people's lives.