



United Way of the Virginia Peninsula and Greater Williamsburg Merger Q&A

Top-line Questions

1. **What is the announcement?**
2. **Why are the two organizations merging?**
3. **How will this transaction change United Way's involvement in Virginia?**
4. **Why is this merger happening now?**

United Way Strategy Questions

What will happen between now and then? In the coming months, the two United Ways will work together to create the best possible system by building on the strengths of all partners. Work is already being done. In addition, both United Ways are working toward the transition of board and committee structure, organizational functions, staffing, etc., in order for the new entity to launch.

What does United Way hope to accomplish? Consolidation of the two organizations will enable this important part of Virginia to achieve better coordination of services to the constituents and the communities they serve, gain greater efficiencies in operations, and ultimately free up additional funds to meet priority needs and achieve impact within the metropolitan community. Together, we can accomplish more, have a greater impact, and build more capacity to engage people and organizations. This will help us achieve our mission, and grow our position as the number one platform for community impact.

What are the concerns re: merging? There may be concerns about losing local voice of our communities, or losing the local impact in our areas. We have worked hard to address balancing a centralized organization that can address the varying needs of diverse local communities while at the same time addressing more effectively the common needs of all communities (e.g., can an organization truly be local in nature and regional in impact?).

How will this affect the campaign? The merger will enable United Way to serve donors in an even more efficient manner and give donors a more compelling reason to support United Way because more of their dollar will be spent directly on increasing impact in the community.

How will this affect our corporate donors? Our new model will allow us to provide a richer, more rewarding donor experience. Previously, several corporate and workplace

donors interacted with both United Ways. By becoming one, United Way of the Virginia Peninsula & Greater Williamsburg will offer a seamless experience for those donors.

Will this affect the distribution of funds? The distribution of funds will remain as it always has been in the current funding cycle. As always, the Board of Directors determines the best use of the donors' dollars based on need and results before approving grants.

Will money raised continue to be used locally? Yes, the intent of the donor is first and foremost. Money raised in local community campaigns throughout the city and the suburbs will continue to be used to serve local communities. Along with raising funds, community volunteers will continue to assess needs, review agencies, and make local recommendations.

Who will be the president of the new organization? Steven S. Kast will be President and CEO of the merged organization. Larry Foster, interim director of United Way in Greater Williamsburg, will continue to work with the larger organization. Foster will also be a critical resource throughout the integration.

How was this decision made? Board members for both United Way of the Virginia Peninsula and United Way in Greater Williamsburg made the decision. These changes have been encouraged by our corporate donors. It has also been endorsed by United Way Worldwide.

Was the decision to merge unanimous? The organizations had to make their respective decisions based on what each believed was in the best interest for those it serves. This was a very difficult decision for all to make, but the vast majority of both boards voted in favor of the consolidation.

What is the reaction of the donor community? The majority of our corporate donors have been asking United Way to streamline operations, so they are quite pleased with the decision.