

WORKPLACE CAMPAIGN FAQs

▶ What is United Way of Greater Philadelphia and Southern New Jersey?

United Way of Greater Philadelphia and Southern New Jersey (UWGPSNJ) is a nonprofit organization that works to end poverty and expand opportunity for all by mobilizing the collective power of individuals, organizations, and communities. Through partnerships, fundraising, and targeted investments, UWGPSNJ drives measurable impact in education, economic mobility, and health across the region.

▶ Why is there a UWGPSNJ?

UWGPSNJ exists to bring people together to solve community challenges that no one person or organization can tackle alone. By leveraging local knowledge, community partnerships, and donor support, UWGPSNJ creates lasting change and helps ensure everyone has access to the resources they need to thrive.

▶ What is Community Impact?

Community Impact refers to the strategic investments and initiatives UWGPSNJ makes to create measurable improvements in the community. At UWGPSNJ, this means funding initiatives and partnerships that address the root causes of poverty, improve educational outcomes, increase access to stable employment, and promote financial stability. Community Impact is at the heart of our mission to drive long-term, systemic change.

▶ What counties are served by UWGPSNJ?

UWGPSNJ services 9 counties: Chester, Delaware, Montgomery & Philadelphia counties in Pennsylvania and Atlantic, Burlington, Camden, Cape May and Cumberland Counties in New Jersey.

▶ Why should I give to UWGPSNJ when I already give to my favorite charity?

Many of us have a favorite charity where we volunteer and that we support financially. A gift through UWGPSNJ recognizes problems experienced by individuals, families and neighborhoods are rarely one-dimensional. Complex problems require complex solutions which frequently involve multiple partners providing program support to create lasting change. When you give to UWGPSNJ, you are supporting multiple partners and comprehensive solutions.

▶ How much should I give?

Your contribution—no matter the size—makes a difference. UWGPSNJ encourages donors to give at a level that is meaningful to them. Every gift adds up to create powerful change across our region.

▶ Is there a minimum amount if I want to give to another organization through UWGPSNJ?

Each designation to another charitable organization must be \$50 or more.

▶ Are there administrative fees for designations?

As of July 1, 2025, UWGPSNJ no longer charges fees on designations made through workplace campaigns processed by UWGPSNJ. All gifts will be paid based on the actual amount received from the donor or company. This includes gifts by cash, check, stock, and payroll deduction. Accuracy of designated gifts made by payroll deduction rely on companies providing UWGPSNJ with accurate, current, detailed payroll deduction information.

▶ How do payroll deductions work?

When you give through payroll deduction, your employer collects your gift and sends the funds to UWGPSNJ on a schedule of their choosing (bi-weekly, monthly, etc.) Designations and their distribution to organizations can be impacted if a company does not provide UWGPSNJ with accurate, current, detailed payroll deduction information.

▶ How do agencies receive designated payments?

Designated gifts are distributed to eligible nonprofit agencies on a quarterly basis. To receive funds, agencies must meet UWGPSNJ's eligibility requirements, including proof of nonprofit status and compliance with regulatory and financial standards. UWGPSNJ consolidates designated contributions and distributes them efficiently to ensure transparency and accountability.

▶ If I leave my employer what happens to my pledge?

Should you stop working at your current employer, your payroll deduction pledge stops, impacting payments to UWGPSNJ and/or your designations. To ensure you give your gift in full, contact us at donorchoice@unitedforimpact.org

▶ Why does UWGPSNJ want to know my email address?

UWGPSNJ wants to thank and inform people about the results of their contributions. Using your preferred e-mail address helps us to reduce postage and printing costs.

▶ How do I find information about services if I need help?

Just dial 2-1-1 – UWGPSNJ's information and referral line. This 24-hour service provides information and referral to thousands of services available in Pennsylvania & New Jersey.

▶ What is the relationship with United Way Worldwide?

UWGPSNJ is a separate, local organization governed by a local volunteer Board of Directors. United Way Worldwide is a service association to which local United Ways may belong.