



KEY LEADER GUIDE

Background on Questions You Will Be Asked.

Children

Connecting caring adults to children in need is at the heart of United Way's mission. United Way is focusing on children as the best way to improve our region long-term

Regional

United Way is now regional, including Kosciusko & Whitley Counties. The change brings more resources and tools under one roof to help United Way better fulfill its mission

Covid

2020 was difficult for United Way. Covid impacted all of our business partners and donors. Despite generosity for specific Covid projects, overall fundraising was deeply impacted.

Designations

Beginning with the 2021 Campaign, donors can no longer designate specific nonprofit organizations.

United Way still works extensively with local nonprofits, but changing giving patterns of individuals & corporations have pushed United Way to become more flexible, project-based and focused. The Board of Directors has observed these trends and believes the time has come to make this change. Donors can still designate another United Way by picking the appropriate county.

