

SETTING THE RECORD STRAIGHT.

MYTHS ABOUT UNITED WAY

Every day, United Way brings people, organizations, and resources together to build a stronger community. But there are still a few misconceptions about what we do.

MYTH

TRUTH

"My donation does not stay in my local community."

99% of every donation stays local, supporting programs and initiatives that strengthen our community. The remaining 1% is invested in United Way Worldwide through our membership, providing local United Ways with marketing, training, and support. It also helps sustain national programs that benefit our community, including 2-1-1, SingleCare, and MyFreeTaxes.

"It doesn't make sense to give to United Way instead of a specific agency."

Your gift goes further. United Way supports a network of trusted local programs that meet a wide range of community needs. Every funded partner undergoes a thorough financial and program review, so you can give with confidence knowing your investment is making a lasting impact right here at home.

"I know someone who called the United Way for help, and they wouldn't help them."

We connect people to help. While Greater Longview United Way does not provide direct services, we invest in trusted local nonprofits and connect individuals to resources through the INFOline of Gregg County. Our resource database includes more than 400 programs from across the community, helping people find the support they need.

"I don't have a lot to give, so I can't make much impact."

Every gift makes a difference. You don't have to give a large amount to create meaningful change. Even a small weekly donation can help provide food, school supplies, or essential household items for neighbors in need. When we give together, our collective impact goes further.