



Common Questions about Alaska Community Share

What's the difference between Alaska Community Share (AkCS) and United Way (UW)?

- ◆ UW focuses on health and human services while AkCS focuses on advocacy and social change. AkCS' agencies target the root causes of social problems, rather than the symptoms.
- ◆ AkCS' Board of Directors is made up primarily of representatives from its member organizations and makes all of AkCS' crucial decisions.
- ◆ AkCS' groups equally share the undesignated pledges and directly receive monies that are specified for them by donors.

Does AkCS' presence reduce funds for United Way?

- ◆ One study shows that giving to UW increased in most of the campaigns where other federations were introduced. An expanded campaign creates an open, flexible atmosphere and is a cost-effective way to give back to the community. The most important result of choice in workplace campaigns is an increase in overall giving.
- ◆ AkCS and UW complement each other by addressing different types of community needs.

How do I donate to AkCS?

- ◆ If your company includes AkCS as part of its workplace campaign, you can specify AkCS, or one or more of its members, as your payroll deduction designee.
- ◆ If your company does not include AkCS in its campaign, you can write in AkCS, or one or more of its members, on your pledge card.
- ◆ You can also donate online at www.communityshares.org.

How much money actually goes to the organizations?

- ◆ The member groups receive on average 80 - 85% of the funds raised through workplace donations. This number was arrived at by member consensus and will be set by the Board of Directors each FY.
- ◆ We keep costs low by relying on volunteers, grants and separate fund-raising measures.