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United Way Worldwide Revenue Up, Despite Workplace Decline

By Mark Hrywna

Total income for United Way grew by 2.4% last year, considerably slower than the 6.5% revenue increase reported a year ago for 2009.

Overall revenue for United Way was up about \$100 million, to \$4.229 billion last year, according to figures released last week by the agency, headquartered in Alexandria, Virginia. Last year, total revenue was up 6.5% for United Way, from \$3.873 billion in 2008 to \$4.128 billion, about \$255 million. *Giving USA* estimates released in June indicated that overall giving in the United States was up 3.8% in 2010.

The largest portion of United Way funding - traditional workplace giving campaigns - was down 0.2% as the nation's unemployment rate remains above 9%. Overall public support accounted for \$3.842 billion in 2009, but still off from the \$4.023 billion in 2008. United Way is expected later this week to release private contribution totals from affiliates raising at least \$1 million.

Government support and investment income continued to rise. Government support was up 13%, to \$257 million from last year's \$228 million, which was up from \$181 million in 2008. Investment income accounted for \$114 million last year, almost twice the \$58 million in 2009.

Affinity groups grew at a rate of almost 12%, raising more than \$200 million in 2010, led by the United Way Women's Leadership Council, which saw 110% growth.

Bequests were up more than 27%, fueling a nearly 13% spike in the category of endowment/planned giving. Representing more than 1/3 of total giving to United Way, Leadership and Tocqueville/major gifts were up 1.5%. Membership to United Way's Tocqueville Society is granted to donors who give at least \$10,000 annually to a member affiliate.

United Way Worldwide reported total revenue of \$5.19 billion, an increase around the globe of more than 3%.

Volunteer engagement increased 2.3%, with 2.63 million volunteers, up from 2.57 million in 2009, working with United Ways and its community partners. The number of hours contributed by volunteers increased almost 50%, from 8.3 million in 2009 to 12.3 million in 2010.