

# THE WAY FORWARD

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United Way  
of Greater Cincinnati

## THE WAY FORWARD FAQ

### **Q. What is *The Way Forward*?**

**A.** *The Way Forward* is United Way of Greater Cincinnati's first incentive program. This program offers discounts to the most vibrant restaurants and businesses throughout the Cincinnati region. Among the first businesses to sign on: HomeMakers Bar, Montgomery Inn, Keystone Bar & Grill and Dead Low Brewery and Restaurant.

### **Q. Why is United Way doing this?**

**A.** United Way of Greater Cincinnati created *The Way Forward* to help area businesses recover from the effects of COVID-19. United Way donors care about their communities. They give. They advocate. They volunteer. This year, donors can go a step further by helping both United Way and locally owned businesses impacted by COVID-19.

### **Q. Is this something other United Ways do?**

**A.** The program is similar to programs at other United Ways around the country, but not all United Ways offer incentive programs.

### **Q. How many businesses are participating?**

**A.** The initial list includes HomeMakers Bar, Montgomery Inn, Keystone Bar & Grill and Dead Low Brewery and Restaurant. United Way is working hard to increase participation and would love your assistance.

### **Q. Are the businesses only located in Cincinnati?**

**A.** The plan is to enroll businesses throughout the 10-county region in Ohio, Kentucky and Indiana served by United Way of Greater Cincinnati.

### **Q. How does it work for donors?**

**A.** Donors who meet qualifying criteria have access to discounts at participating businesses. To qualify, donors must:

- Increase last year's United Way gift by at least 10%
- If you didn't give last year, give a new gift of at least \$100
- Join or maintain membership in a United Way donor network

Donors who qualify will receive an email acknowledging their enrollment in the program and a digital pass. They only need to show that email to the participating business to get the discount.

### **Q. How long is the pass/discount good for?**

**A.** Qualifying donors will be able to use the pass throughout 2020-2021.

### **Q. Can donors share their discount with friends?**

**A.** Donors are not permitted to share their discounts. The discount will be unique to them.

### **Q. Once a donor qualifies, are they qualified for life?**

**A.** No, donors will have to requalify every year.

### **Q. How does it work for businesses?**

**A.** Businesses decide on what incentive they will offer – 10% off, 15%, etc. They sign a Memorandum of Understanding with United Way, agreeing to honor that discount for qualifying donors.

**Q. If I own a business, how will we know if someone is a United Way donor?**

**A.** Any United Way donor who qualifies for *The Way Forward* will receive an email confirmation with a digital pass for their records. They must show this to the merchant in order to receive the incentive. United Way is working to add a digital wallet option that will be rolled out at a future date.

**Q. What if a customer comes in and says they are a member but does not have the digital card to present to us?**

**A.** Merchants can make their own decision on whether to honor the discount without the card or email.

**Q. How can we specify the detail and/or restrictions of the incentive?**

**A.** In the Memorandum of Understanding, the section titled "Detail of Merchant Discount or Offer," please indicate any stipulations to your participation, i.e. cannot be used with an additional offer, not valid for catering orders, valid for food only, etc.

**Q. What if I want to terminate the Memorandum of Understanding, how is this communicated to donors and/or pass holders?**

**A.** Should you want to terminate the partnership for *The Way Forward*, please email [TheWayForward@uwgc.org](mailto:TheWayForward@uwgc.org) with a written statement. United Way will continuously update the current merchant partner list. If you decide to terminate the Memorandum of Understanding with United Way, we will remove you from the list of current partners on our website. Communication will initially go to donors stating they should check the list for current partners and the discount offered.

**Q. If I have a business or know someone who has a business, how do we participate?**

**A.** Please reach out to [thewayforward@uwgc.org](mailto:thewayforward@uwgc.org).

**Q. Where can I learn more information about this program?**

**A.** To learn more, click [www.uwgc.org/thewayforward](http://www.uwgc.org/thewayforward).

Join us at [UWGC.org](http://UWGC.org)

