

Survey: Supporting United Way

This survey should take 4-7 minutes to complete. Thank you for your time!

1. What is your opinion of United Way of Metro Chicago?

- ☐ Never heard of it
- ☐ I've heard of United Way but I'm not familiar with United Way of Metro Chicago
- ☐ I have a generally POSITIVE impression of United Way of Metro Chicago
- ☐ I have a generally NEGATIVE impression of United Way of Metro Chicago
- ☐ I have heard of United Way of Metro Chicago but I have no opinion about it

Please indicate how reading the following descriptions changes your likelihood of supporting United Way of Metro Chicago.

In other words, are you more likely, the same, or less likely to support United Way after reading each description?

2. United Way helped create Chicago Connected, a \$50 million program that provides income-qualified Chicago Public School students with free broadband service for 4 years so that they can participate in virtual learning and have improved access to online academic support and programs.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

3. United Way was the lead partner in creating the Chicago COVID-19 Response Fund which raised \$35 million and distributed 100% of it to organizations in the Chicago region providing direct assistance to nonprofit organizations and families experiencing economic hardship during the pandemic.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

4. United Way is one of the Chicago region's largest funders of basic needs—investing millions annually in community organizations around the Chicago region that help families meet their basic needs such as food, healthcare, employment programs, etc.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

5. United Way has created community programs such as Uniting for the Holidays that distributed holiday meal boxes and toys to 3,000 suburban families. Another example is April Food Day, a spring food drive, which collects more than 100,000 pounds of food for south suburban food pantries.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

6. United Way has created a Racial Equity Fund to provide funding and training to develop and strengthen Black and Brown-led community organizations.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

7. United Way invests millions each year in 10 community-led coalitions that are driving place-based economic development to improve their neighborhoods.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

8. United Way encourages for-profit companies to bring their corporate assets to a neighborhood while working hand-in-hand with neighborhood representatives. For example, this initiative could help neighborhood leaders bring manufacturing and warehouse businesses to their communities that would create jobs and drive the local economy.

Much less
likely

☐

Less likely

☐

The same / no
change

☐

More likely

☐

Much more
likely

☐

This final section will ask several demographic questions. This survey is anonymous and no question will ask for identifying information.

9. What is your age?

10. Please enter your 5-digit ZIP code / postal code.

11. What is your race and/or ethnicity? Please select all that apply.

- ☐ Latino/a or Hispanic origin of any race
- ☐ American Indian or Alaska Native
- ☐ Asian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other race

12. Please select the sector or industry that best describes your work.

- ☐ Construction or manufacturing
- ☐ Education
- ☐ Energy or utilities
- ☐ Financial and banking
- ☐ Government
- ☐ Healthcare or pharmaceutical
- ☐ Information technology or research
- ☐ Leisure and hospitality
- ☐ Nonprofit organization
- ☐ Professional services (e.g. accounting, law, consulting)
- ☐ Retail, restaurants, or wholesale
- ☐ Transportation, shipping, or warehousing
- ☐ Not employed
- ☐ Retired
- ☐ Other

13. What type of work do you typically do?

- ☐ Office work (desk-based work)
- ☐ Manual work (construction, cleaning, maintenance, etc.)
- ☐ Service work (food service, retail sales, etc.)
- ☐ Other (healthcare, pilot, chef, teacher, etc.)

14. Do you currently donate to organizations that support families and communities, such as Red Cross, Food Pantries, United Way, etc.?

- ☐ Yes
- ☐ No

Thank You!

Thank you for taking this survey!

For more information about United Way of Metro Chicago, please visit liveunitedchicago.org.