

# United way case study essay



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United Way of America is a non-profit organization dedicated to improving communities across America. They bring neighborhoods together and facilitate measures toward making a difference to better the world. An obstacle that United Way needs to overcome is how many people want to have their donation used in a specific manner. Some people are not interested in giving their money for a general charitable purpose but want to specifically state how they want their money to be spent. If there was a way for United Way to come up with different focus type groups using money is a variety of way, perhaps people would be able to pick the focus group they wish to donate their money to, thereby choosing how their money will be spent. Another obstacle United Way needs to overcome is the publicity of their governance problems with fraud, money laundering, embezzlement, and conspiracy schemes.

After having a number of public scandals they really need to focus their efforts on rebuilding potential donors confidences in their organization. When the public loses faith in the organization they are contributing to, they lose trust in their community and indirectly damaging the entire nonprofit sector. United Way needs to first figure out a way to create an ethic change in their organization and then present it to the public in a light most favorable to them.

Once the public regains trust in United Way, then they will be more willing to donate and have confidence that their donations are being used for the specific purpose they intended them for.