

Victoria County United Way Policy Against Coercion



Victoria County United Way understands that fund-raising success depends on how much potential donors know and understand our organization. Fund-raising should always be conducted in a voluntary manner; coercion creates animosity, hinders communication and understanding and eventually leads to decreased support.

For years United Ways have been concerned about the use of undue pressure in fund-raising and are opposed to any type of coercion. Any semblance of pressure - whether real, implied or perceived - is contradictory to the operating standards of United Way.

To underscore our conviction, the Victoria County United Way Board of Directors believes that the most responsive contributors are those who have the opportunity to become informed and involved. A well-planned campaign with an effective communications program, conducted by committed volunteers, will ensure responsive contributors. While we have always been unalterably opposed to coercion, we do recognize a responsibility to state our beliefs formally, as freedom of choice is a basic tenet of our democratic society.

Giving is a personal matter and decision; no form of coercion is acceptable to the Victoria County United Way.