



UNITED WAY
Snohomish County

WORKPLACE GIVING & PAYROLL DEDUCTIONS FAQ

What is a Workplace Giving Campaign?

A Workplace Giving Campaign (sometimes called a Workforce or Employee Giving Campaign) is a program where your employer partners with United Way of Snohomish County to offer employees a simple, organized way to donate to local causes.

The campaign will include outreach, pledge tools, and promotional support so employees can learn about community needs and how United Way of Snohomish County is responding.

How does United Way of Snohomish County run these campaigns?

UWSC collaborates with more than 50 workplaces on giving campaigns annually, adopting a support role that allows leadership teams and employees to conduct campaigns that fit their culture.

After establishing a Point of Contact within a business or company, UWSC makes a Campaign Toolkit (posters, pledge forms, email templates, banners, etc.) available that can be customized based on the workplace's needs and goals.

What is payroll deduction, and how does it work in the pledge process?

When you pledge through payroll deduction, you decide on a donation amount per paycheck (or per pay period). That amount is automatically withheld from your pay and sent to United Way.

On the pledge form provided to you by your employer (either in-person or digitally), you will indicate:

- The amount per paycheck you want to pledge
- The number of pay periods per year (weekly, bi-weekly, monthly, etc.)

- Optionally, whether you want part of your gift directed to United Way or a different 501(c)(3) nonprofit serving Snohomish County (if your workplace allows designation).

When does the giving / payroll deduction occur?

Campaigns are typically annual, often in the fall, though exact timing depends on your employer. Once your pledge form is submitted (during the campaign window), payroll deductions begin per the schedule set by your employer. The deduction continues over the pay periods you selected.

For example:

Through her 2025 Workplace Giving Campaign, Jane Doe pledges \$25 per paycheck for a full year. The first deduction occurs on the first pay period of 2026 and continues for 26 pay periods as designated by her employer. At the end of the year, Jane has donated a total of \$650 to support community service initiatives.

John Doe decides he will pledge \$20 per pay period and designated 50% (\$10) to United Way and 50% (\$10) to another 501(c)(3) nonprofit. The first deduction occurs on the first pay period of 2026 and continues for 12 pay periods as designated by his employer. At the end of the year, John has donated \$120 to United Way and \$120 to the alternate nonprofit of his choice. The full pledge amount \$240 is tax-deductible.

Are donations tax-deductible?

Yes. United Way is a 501(c)(3) nonprofit organization. Donations given through payroll deduction are considered charitable giving. Because payroll deduction is after-tax (you give from your net pay), you can claim the deduction on your taxes in line with IRS rules (if you itemize or as applicable). Your HR/payroll office will be able to assist you if you have additional questions.

Is participation mandatory?

No — participation is entirely voluntary. You may choose whether to give, how much, for how long, and to whom (if your workplace allows designations to other nonprofits).

Your decision is confidential. United Way of Snohomish County and your employer will have systems in place to protect your privacy.

What if I want to change, pause, or stop my payroll deduction?

Most campaigns allow changes during the campaign window or at specific times. You'll need to fill out a new pledge form or contact your HR/payroll office.

If your employer uses a platform (electronic or paper), you may need to log into your account or submit forms to adjust your gift schedule.

What are the benefits of giving via payroll deduction through United Way of Snohomish County?

Convenience: It's automatic — you don't have to remember to make separate donations.

Impact: Even small amounts add up when spread across many employees over many paychecks. UWSC emphasizes “a little each month adds up to big benefits.”
United Way of Snohomish County

Choice: You can often direct part of your gift (designation) if you'd like — either to another United Way or a nonprofit of your choice, depending on campaign rules.
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Community investment: Funds raised support local health, education, housing, and emergency service programs in Snohomish County. Giving locally helps ensure your neighbors benefit.

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United Way of Snohomish County and your employer are available to help you complete and submit your pledge form, and to answer any additional questions you may have about your donation.

If you are unable to reach your HR/payroll office directly, please email United Way of Snohomish County at info@uwsc.org and include “WPGC” and the name of your employer in the subject line.

Thank You!