

Fund Raising Policies For Partner Agencies Of the United Way of New River Valley

A. Intent of Policy

The purpose of these policies is to permit the greatest amount of flexibility to partners in conducting their own fund raising, and at the same time, to ensure the best possible climate and results for the United Way and Combined campaigns. United Way's prime concern is that partner agency fund raising projects do not hinder the annual campaign or infringe on funds which are designated through or normally given to United Way.

- 1) These fund raising policies establish parameters for community fund raising by agencies or programs that have entered into a partnership agreement with the United Way of the New River Valley (United Way).
- 2) United Way supports agency fund raising provided it is conducted in an ethical and responsible manner within these policies.
- 3) Fund raising, as referred to in these policies, is inclusive of any event or activity where the purpose is to generate or solicit charitable gifts.

B. Review of Proposed Activities

- 1) All planned fund raising activities must be submitted in the annual funding request to United Way.
- 2) Any fund raising activity which will take place or be advertised in the geographic coverage area of the United Way is subject to these policies.
- 3) If not included in the annual request, the fund raising activity must be submitted on a form provided by United Way and given written approval from United Way before the agency acts on establishing or coordinating the activity. The partner agency should allow adequate time, 30-45 days generally, for United Way to review and respond.
- 4) In the event of crisis, disaster, or emergency situations, the United Way executive staff must be contacted immediately before fund raising activities by a partner agency are initiated in response to such a situation.

C. United Way Protected Campaign Period ("Blackout") Fund Raising Restrictions

To ensure the best possible climate and results for the United Way and Combined campaigns, partner agencies are not permitted to engage in ANY fundraising activities during the protected campaign time period, September 1 to November 30, with the following exceptions:

- 1) Church, civic and student group fundraisers (see Section E-4 for details)
- 2) Product sales by the partner agency (approved by United Way)
- 3) Receipt of business/company for-profit sales or promotionals
- 4) In-kind donations may be sought by a partner agency during the protected campaign time period *only* for items which will assist the agency's direct operation or program delivery.

Solicitations made to corporations or businesses for special event sponsorships, or for items to be used for raffles, auctions, or other fund raising purposes are not to be solicited during the protected campaign time period.

Partner agencies holding special events in December may utilize the following promotional vehicles beginning two weeks prior to the end of the protected campaign period:

- 1) Public service announcements
- 2) Informational mailings to their membership lists and boards
- 3) Pre-event sales conducted on-site at the partner agency.

D. Fund Raising Activities Not Requiring Prior Approval

The following fund raising activities do not require prior United Way approval. However, partner agencies are asked to inform United Way of the following fund raising activities in their annual funding request that are known at that time:

- 1) Fees for services and programs
- 2) Foundations and trusts
- 3) Government allocations, grants and trusts
- 4) Service-related memberships
- 5) Newsletters
- 6) Investment income
- 7) Bequests and endowments
- 8) Memorial funds
- 9) Unsolicited and out of area donations
- 10) Revenue from use of facilities or sales of service-related materials
- 11) Earned income from contracted services
- 12) In-kind gift donations

E. Fund Raising Activities Requiring Approval

Other than the activities specified in Section D above, all fund raising activities require prior United Way approval and must be listed in the annual funding request or submitted for approval. Activities or events that require approval include but are not limited to:

1) Sustaining membership and donor campaigns

A sustaining membership campaign is defined as a campaign where members who contribute to the organization do not receive substantial direct benefits equal in value to the amount of their membership and/or the membership is not service-related to the partner agency. The following restrictions apply to all sustaining membership or donor campaigns:

- a) No solicitation during the period September 1-November 30
- b) No mass mail, general telephone, or mass media appeals
- c) No solicitation of corporations, businesses, or employee groups
- d) Individuals who designated to a partner agency through any United Way or Combined Campaign may not be included in the development of membership, donor, or mailing lists for the purpose of making a financial contribution solicitation.

- e) Partner agencies will not directly encourage or actively campaign for its general membership, volunteers, board members, clients, any other involved persons or the general public to designate to its agency through the United Way campaign.

Prospects for sustaining membership or donor campaigns should be limited to individuals included in these categories:

- a) Recipients or direct beneficiaries of a partner's services or programs, including beneficiary family members
- b) Prior year's sustaining members or donors and individuals currently active in a staff or volunteer capacity in the partner's programs or management
- c) Selected key individuals (not mass or general solicitations) who have expressed an interest in the partner agency that the agency wishes to further involve in its programs and activities.

2) Benefits/special events

Corporations or businesses may be notified or made aware of partner agency special events that involve public participation such as "a-thon" events, auctions, dinners, tournaments, etc. in which employees of the company/business would be able to participate.

3) Product sales

Partner agencies may engage in appropriate product sales such as cookbooks, craft and food items, etc. or items which provide "value for your money" year-round. Partner agencies should advise or be able to advise purchasers of the portion of the sale benefiting the partner agency.

4) Activities conducted by other organizations for the benefit of the partner agency

Fund raising by a partner, its auxiliary, associated club, or by an unassociated group which proposes to raise funds in the name of the partner agency and with partner agency involvement, is subject to United Way's fund raising policies.

- a) United Way strongly encourages partner agencies to agree with other fund raising groups, in advance of the fund raiser, on a minimum amount or a minimum percentage of proceeds raised in the partner agency's name to be received by the partner agency.
- b) Student, church or civic organization groups engaging in fund raising for partner agencies are exempt from the prohibition of fund raising during the protected campaign time period of September 1-November 30.
- c) During the protected campaign time period, a partner agency may not actively campaign organizations for the purpose of being the beneficiary of such fund raisers.

5) Capital campaigns

Fund raising activities that will not be approved include but are not limited to:

- 1) Solicitation of employees at the workplace
- 2) General business or corporate solicitations for financial contributions
- 3) Mailing unordered tickets or merchandise
- 4) General mass mailings or the use of direct mass mail services
- 5) General mass telephone solicitations

F. Sanctions

If partner agency fund raising is conducted in direct conflict with the United Way policies or campaign time period, when clearly not permissible according to these policies, the following procedures will go into effect:

- 1) The executive committee of the United Way will review the circumstances of the partner agency's fund raising activity in question. The review may include the involvement of partner agency leadership.
- 2) The executive committee will present to the board of directors the results of the review and a recommendation for action.
- 3) If failure of compliance to a fund raising activity is founded and approved by the United Way board of directors, the following sanctions will apply:
 - a) The first failure to comply with United Way Fund Raising policies will result in a deduction of the current general fund allocation award by 25%.
 - b) The second failure will result in a deduction of the current general fund allocation award by 50% and be put on alert for possible termination of partnership status with United Way.
 - c) The third failure to comply will result in a mutual termination of the partnership agreement between the partner agency and United Way.
- 4) If no further non-compliances have occurred at the end of a three-year period, then the existing non-compliances will be removed from the agency's records.

Signature of the current Partnership Memorandum with United Way of Montgomery, Radford & Floyd serves as agreement to the fund raising policies.

Approved by the Board of the United Way of Montgomery County & Radford, September, 1993.

Revision Note: May, 1995; Revision made to change the fundraising blackout starting period from August 1 to August 15, and to make an exception under third party fundraisers for student fundraisers.

Revision Note: January, 1999; Major revisions made to policies to be more descriptive, clearer, and include written sanctions for non-compliance.

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