

United Way of the New River Valley Partner Agency Fundraising Policies

I. Intent

The purpose of these policies is to permit the greatest amount of flexibility to partners in conducting their own fundraising, and at the same time, to ensure the best possible climate and results for the United Way of the New River Valley (UWNRV) Annual Fall Campaign. The intent of this policy is to prevent partner agency fundraising projects from hindering UWNRV's annual campaign or infringe on funds which are designated through, or normally given to UWNRV.

- A. UWNRV supports partner agency fundraising provided it is conducted in an ethical and responsible manner within these policies.
- B. Fundraising, as referred to in these policies, is inclusive of any event or activity where the purpose is to generate or solicit financial support.
- C. UWNRV encourages all funded partner agencies to examine and seek more than one income source, such as: grants, government funding, direct mail campaigns, membership drives, fees for services they provide, and special events. UWNRV should not make up more than 10% of a partner agency's funding.

II. Review of Proposed Activities

- A. All planned fundraising activities must be submitted in the annual funding request to UWNRV in the Community Investment application.
- B. Any fundraising activity which will take place or be advertised in the geographic coverage area of the UWNRV is subject to these policies. This area includes Montgomery and Floyd counties, and the City of Radford.
- C. If not included in the annual request, the fundraising activity must be communicated to UWNRV's Executive Director by email or written letter.
 - 1) The partner agency should notify UWNRV at least three weeks before the activity occurs.
- D. In the event of a crisis, disaster, or emergency situation, contact the UWNRV executive staff to determine if and how a coordinated effort is being planned and/or taking place before initiating fundraising activities.

III. United Way Fundraising Protocols

- A. Fundraising Activities Subject to Notification (at least three weeks in advance, if not included in the Community Investment application):
- 1) Church, civic and student group fundraisers
 - 2) Product sales by the partner agency
 - 3) Receipt of business/company for-profit sales or promotional activities and products
 - 4) Sustaining membership and donor campaigns
 - 5) Benefits/special events
 - 6) Activities conducted by other organizations for the benefit of the partner Agency

- B. Fundraising Activities Not Requiring Prior Notification:

The following fundraising activities do not require prior UWNRV notification. However, partner agencies are asked to inform UWNRV of the following fundraising activities in their annual funding request, that are known at that time:

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

- C. Fundraising activities that are not permitted include, but are not limited to:
- 1) Solicitation of employees at the workplace – payroll deduction solicitation campaigns
 - 2) Self-promotion campaigns for the purpose of designations. For example, it is always allowed for individuals to designate their donations. The partner agency should not influence, incentivize, or encourage employees to designate only to their agency.

IV. Sanctions

If partner agency fundraising is conducted in direct conflict with the UWNRV policies when clearly not permissible according to these guidelines, the following procedures will go into effect:

- A. The executive committee of the UWNRV will review the circumstances of the partner agency's fundraising activity in question. The review may include the involvement of partner agency leadership.
- B. The executive committee will present to the UWNRV Board of Directors the results of the review and a recommendation for action.
- C. If failure to comply with a fundraising policy is found by the UWNRV Board of Directors, the following sanctions may apply:
 - 1) The first infraction of UWNRV's fundraising policies will result in a reduction of the current general fund allocation award by 25%.
 - 2) The second infraction will result in a reduction of the current general fund allocation award by 50% and be put on alert for possible termination of partnership status with UWNRV.
 - 3) The third infraction to comply will result in a mutual termination of the partnership agreement between the partner agency and UWNRV. After a three-year period, the agency can apply to be a partner agency in good standing.
- D. If any organization develops a pattern and practice of incomplete submissions of the Community Investment application, the UWNRV Board of Directors reserves the right to reduce/terminate funding to the organization and request a meeting with the organization's Board of Directors.