

## **United Way of Monmouth County Donor Designation Policy Statement**

Donors may choose between the *United Way Community Impact Fund*, *United Way Impact Areas of Education, Income and Health*, another United Way's Community Fund or any other organization that meets the criteria listed in this policy.

### Choice 1 – United Way Community Impact Fund

The *United Way Community Impact Fund* is the heart of United Way of Monmouth County (UWMC). It is the fund through which contributions are invested in local human service programs based on community needs. The *United Way Community Impact Fund* increases the donor's ability to make a difference by combining the gift with thousands of others to support a common community agenda. Donations to the *United Way Community Impact Fund* guarantee accountability, measurable results and impact.

### Choice 2 – United Way Impact Areas of Education, Income and Health

Contributions may be made to *United Way Impact Areas of Education, Income and/or Health* that match the donor's expectations. The Education Impact area targets programs that help children and youth achieve their potential through education. The Income Impact area targets programs that help families become financially stable and independent. The Health Impact area targets programs that improve people's health.

### Choice 3 – Other United Way Communities

United Way of Monmouth County supports the network of United Ways across the State of New Jersey and the country by offering donors the opportunity to designate their gifts to United Ways in their communities. Each community determines local need, so UWMC is not able to accept designations to target or geographic areas at other United Way. UWMC does not recoup administrative or fundraising costs from donations designated to other New Jersey United Ways.

### Choice 4 – Organization Designation

UWMC recognizes that some donors who want to give through the United Way campaign have interests and priorities that differ from those established through our *United Way Community Impact Fund*. Therefore, UWMC allows donors to direct their gifts to particular organizations, locally or nationally that meet UWMC's established criteria.

Organizations receiving designations must meet the following criteria:

1. Eligibility: Organizations must be recognized as tax exempt entities as defined under section 501( c)3 of the Internal Revenue Service Code in order to be eligible to receive designated donations. If a local organization is an affiliate of a larger organization and shares the same 501( c)3 designation, the local organization must prove that it is a separately governed organization that may receive direct contributions.
2. Confirming Eligibility: 501 ( c)3 status must be verified through [guidestar.org](http://guidestar.org), United Way Online or with a copy of the organization's IRS determination letter. If 501( c)3 status cannot be confirmed by UWMC, the donor will be contacted for alternate instructions. In the event, contact with the donor is unsuccessful, the donation will revert to the *United Way Community Impact Fund*.
3. US Patriot Act: Organizations that otherwise meet the above criteria will be further subject to the US Patriot Act requirements in place at the time the donation is made. Currently,

organizations must certify in writing that they do not support terrorists or terrorist activity on an annual basis. In addition, each organization will be vetted against Department of Homeland Security and Department of Defense watch lists.

4. UWMC acknowledges all donors and includes designation information, if applicable. Organizations benefitting from designations agree to provide donors with acknowledgement, if requested at the time the pledge is made. Donors requesting acknowledgement authorize UWMC to release contact information along with the request for acknowledgement to the recipient organization.

United Way of Monmouth County will distribute designated donations in the following manner:

1. Organization designations will be paid separate from, and in addition to, funds provided through *United Way Community Impact Fund* grants. Designations will have no effect on *United Way Community Impact Fund* decisions.
2. UWMC will pay designations, accompanied by reports accounting for funds by donors, in a timely manner. Payments are made based on actual cash received and UWMC does not apply a general uncollectible rate to designation payments. UWMC reserves the right to apply a general uncollectible rate in certain instances, for example where companies are unable to provide individual payment data and/or the company's uncollectible experience is higher than expected.
3. In order to equitably recoup administrative and fundraising costs, Organizations receiving designations will be assessed an administrative fee of 5% and a fundraising fee of 7%, with a maximum of \$250 per organization per year, where both management and fundraising costs are incurred. In certain instances, where UWMC only manages the designations, organizations will incur the administrative fee of 5% and no fundraising fee. UWMC does not recoup fees from donations designated to other New Jersey United Ways. Fees are analyzed on an annual basis, calculated in accordance with *United Way of America's Membership Standards, Standard M* and are reviewed by UWMC's Finance/Audit Committee and UWMC's Board of Directors.

Approved by Finance/Audit – 9/10/08

Approved by Board of Directors – 9/16/08