

## **SUPPLEMENTAL FUND RAISING POLICY**

Part of the mission of Burke County United Way is to increase the organized capacity of people to meet the human service needs of one another by uniting the community's resources. To achieve this mission, it is United Way's policy to permit the greatest amount of flexibility to participating agencies in conducting their own fund raising and, at the same time, to ensure the best possible results for the United Way campaign. Accordingly, we believe each agency is responsible for obtaining and utilizing as high a portion of their operating expenses as possible through normal program activities such as grants, program fees, contributions, interest on investment income and cash reserves. We also realize and encourage agency fund raising within certain guidelines and rules. These rules are not meant to be punitive to agencies but are in fact helpful to all of us in presenting a united front to raise the revenue necessary to take care of the human service needs in our community.

Member agencies may be encouraged to seek funding from other sources in order to adequately serve the community. The choice of sources and the methods used to approach them should at all times be in keeping with the principles of United Way. Our commitment to our donors, particularly in the corporate community, is for a one-time annual appeal. Agencies should be conscious of the need to maintain good relations with the public if pursuing funds not available through United Way. Appeals for funds which are not made in accordance with United Way policy would be detrimental to the success of its campaign.

This policy is subject to review and revision by Burke County United Way as necessary.

### **1. SCHEDULING OF SUPPLEMENTAL FUND RAISING ACTIVITIES**

No events, solicitations or appeals for funds may be conducted between August 30 and November 8 hereafter known as the "black-out" period. The following items will be permitted sources of supplemental revenue during this period:

- a. Investment income
- b. Fee for service or use of facilities
- c. Foundation not affiliated with local corporations
- d. Admission to non-fund raising events (Workshops, classes, etc.) limited to the recovery or cost of conducting the event and provided businesses and individuals are not asked to purchase blocks of tickets
- e. Government grants, contracts and fees
- f. Unsolicited gifts, bequests, endowments and memorials
- g. Seasonal food items.
- h. Participation in the Burke County Festivals when revenue is expected to be \$1,500 or less each and is the result of agency volunteers and/or staff.

These events do not require prior United Way approval.

## 2. ACTIVITIES BY UNASSOCIATED GROUP(S)

Fund raising by an unassociated group or company, which proposes to raise funds in the name of the agency, is subject to all of United Way's restrictions on fund raising and is considered to be fund raising by the agency itself for the purpose of applying all such restrictions. The United Way agency is responsible for assuring that all such fund raising follows United Way policies and protects the mutual interest of United Way and the Agency.

## 3. SOLICITATION OF CORPORATIONS

Agencies may solicit businesses for contributions outside the previously stated "black-out" period if the business has not requested exemption from solicitation. All businesses will be exempt from further solicitation by member agencies if it meets the standard of giving established by the United Way Executive Committee. Currently a business may meet the exemption standard by giving both an employee and corporate gift to United Way. However, the standard will be evaluated and subject to annual revision by the Burke County United Way Executive Committee. Agencies and businesses will be notified of changes in the exemption standards. Businesses not meeting this standard or those which meet the standard but do not wish to be exempt will be viewed as willing to consider additional requests for support from United Way Agencies. United Way will provide agencies with a list of businesses who qualify for and request exempt status. Agencies who solicit any corporation should identify themselves as United Way agencies and solicitation materials should clearly state the purpose for which proceeds will be used.

## 4. SPECIAL EVENTS

Agencies may not hold fund-raising events during the "black-out" period previously described, nor may any events to take place at other times be publicized during this period with the exception of any Burke County Festivals. Events conducted outside this time period should be submitted to United way a minimum of 90 days prior to the date of the event. United Way will maintain a list of fund raising events and their scheduled dates as they are reported. This list is available on the Burke County United Way Website to agencies for the scheduling of events.

## 5. PRODUCT SALES

Agencies are at liberty to raise funds through product sales although no sales should be initiated during the "black-out" period. Specifically priced products which are continually offered for sale may be sold during this time (e.g. cookbooks, T-shirts, etc.)

## 6. MEMBERSHIP CAMPAIGNS

Sustaining and patron membership programs may be offered for individuals who wish to affiliate with a particular agency. When developing prospects from membership an agency should cultivate a strong natural constituency of individuals who logically have a formal interest in the agency and its programs.

New members may be accepted but not solicited during United Way “black-out” period. (This does not apply to membership fees in exchange for use of facilities.)

## 7. SOLICIATION OF EMPLOYEES AND EMPLOYEE GROUPS

The employee campaigns are one of the foundations of the United Way campaign. Solicitation of employees through group meetings for direct financial support is in conflict with the principles of United Way and therefore prohibited.

## 8. CAPITAL CAMPAIGNS

This policy does not regulate agency capital fund raising activities. For information on this topic, please refer to the Agency Capital Campaign Policy of Burke County United Way.

## 9. PENALTY FOR VIOLATION OF POLICY

Agencies raising funds by unauthorized methods are subject to any or all of the following measures:

- a. Reduced allocations
- b. Probation
- c. Termination of United Way membership

It is anticipated that all agencies will comply with this policy. Failure to comply may result in a reduction of the United Way allocation as determined by the B&A Committee and the United Way Executive Committee. A failure to comply that is gross, in reckless disregard of this policy, or a part of a pattern of failure to comply with United Way policies or with the obligations of the Statement of Agreement may be grounds for termination of the relationship agreement. The extent and length of the penalty and nature of probation will be determined on an individual basis by the United Way Executive Committee. In any event, any violation of these parameters will be reported to the Budget and Allocations Executive Committee for its consideration in determining agency allocations to be approved by the United Way Board of Directors.

## 10. SPECIAL REQUESTS/APPEALS

In adopting this policy, United Way has attempted to make the supplemental fund raising guidelines clear a specific, and to anticipate situations wherever possible. Agencies are encouraged to adhere to the policy as written and not to rely on United way staff and volunteers for interpretation of the policy. If an opportunity for special fund raising which is not mentioned in the policy arises, agencies may contact United Way for a review of the request. Requests of a routine nature are discouraged, as are requests for activities that are clearly prohibited in this policy.

Agency appeals of United Way action regarding supplemental fund raising policy violations should be made in writing to the Chair of the United Way Campaign Committee. Appeals will only be reviewed by the Campaign Committee if it is clear that there was an error or misunderstanding in the evaluation of the fund raising request. The fact that an agency wished to re-emphasize points already presented will not be considered a valid basis for appeal.

Each agency Director and Board President will, annually, at the time of application for funds, sign a document which certifies that their current fundraising program and the fundraising program for the next year are in compliance with this policy and the Agency Self Support Approval Form has been submitted for each of the fund raising events.

Approved by the Board of Directors 3/22/2004