

NOS Adopted
United Way of the Great Basin
DESIGNATION POLICY

Revised by the United Way Board of Directors on May 25, 2005

I. Purpose of the Designation Policy

The purpose of the Designation Policy is to define the choices available to a United Way of the Great Basin investor for selectively targeting their contributions, and the method by which those funds will be distributed.

II. Designation Options

A. Investor Options

There are three options for participants who desire to designate their contributions:

- Community Fund addresses broad community needs identified through the United Way's assessment process
- Community Impact Targets (e.g. Investing in Children, Supporting Seniors, Strengthening Families and Building Better Communities) through the United Way's established caring priorities, or
- Specific non-profit agencies

The United Way of the Great Basin encourages donors to make unrestricted contributions to the Community fund. Negative designations (the exclusion of one or more funded agencies) are not allowed.

B. Agencies Eligible for Designations

Eligible agencies must provide services in the United States and be tax exempt under the Federal Internal Revenue Service Code, Section 501 © 3 Agency Directory.

III. Payment of Designations

A. Partner Agencies

- Designated contributions will be separated from funds available for allocation. The designated contributions will be paid directly to Partner Agencies on a monthly basis beginning on July 1.
- Community fund program awards will be paid directly to Partner Agencies on a monthly basis beginning on July 1.
- Partner Agencies will be notified of their annual designation on June 15. The amount will be forwarded as scheduled unless significant shrink occurs.
- Partner Agencies will be notified of Community Fund awards upon board approval of the allocations. The amount will be forwarded as scheduled unless significant shrink occurs.

- Designations will have the United Way budget's estimated uncollectables percentage subtracted as well as the estimated administrative percentage.

B. Non-Partner Agencies

- Designated contributions will be separated from funds available for allocation. Non Partner Agencies with total designations of less than \$500 will receive one check drafted on July 1 of the current Campaign year. Non Partner Agencies with total designations in excess of \$500 will receive quarterly payments in July, October, January and April.
- Designations will have the United Way budget's estimated uncollectable percentage subtracted as well as the estimated administrative percentage.

IV. Partner Agency Promotion of Designations

The goal of United Way is to market a single, community-wide Campaign at the workplace to meet the diverse needs of our community. United Way believes that a positive presentation of a unified community-wide Campaign to all potential investors is the best way to increase participation and giving for the benefits of all partner service agencies serving our communities.

The United Way recognizes the fundamental right of investors to choose how their contributions will be used. Investors are provided with the opportunity to give to United Way's community fund, to United Way's community impact priorities or to individual agencies. Agencies are encouraged to promote the merits of the community fund option for contributing through their presentations, educational materials and marketing efforts.

A. General Promotion of Designation

Partner Agencies funded by United Way may not promote or encourage designations to their agency in any manner to anyone at any time, or promote their agency in a manner intended to encourage someone to consider designating their United Way contribution to the agency. This restriction applies to any form of written or verbal communication to all audiences, including, but not limited to, volunteers, board members, agency staff, current contributors, service recipients and their families, and potential contributors at agency events or at workplace presentations.

Partner Agencies will positively promote United Way's community-wide Campaign with all audiences as the best choice.

Partner Agencies will promote the United Way's allocation process of distributing funds based upon an annual community-driven review of program services.

B. Workplace Promotion of Designation

Partner Agencies will proactively promote the United Way partnership in companies where the agency has an existing relationship with the company.

Partner Agencies cannot seek access to the workplace for the purpose of separate and competitive Campaign promotion.

During tours and workplace group meetings associated with United Way's annual workplace Campaign, Partner Agencies are not to include any discussion of designation in their presentation and will not solicit designations for any specific agency during such functions. Presentations of the designation choices will be the responsibility of the United Way staff or volunteers and/or the company's staff. When the United Way staff or volunteers and/or the company staff are not present to respond to such inquiries, the Partner Agency will respond in accordance with Guidelines for Presenting the Designation Process (See Section V, "E" below).

Partner Agencies cannot provide general distribution of literature at the workplace, but can disseminate printed information about their organization during tours and workplace group meetings (including company fairs) and when requested by a donor or at the prior approval of United Way or authorized company representatives.

C. Waiver requests

The United Way Executive Committee will review all requested waivers. If a Partner Agency wishes to request a waiver to any item in this policy, the agency should submit a written request to the Executive Committee, including appropriate rationale and documentation for the request.

D. Enforcement

These promotional policy and marketing principles are in effect year round. If a corporation, agency or individual notifies the United Way that it has been solicited, or made aware of a solicitation, for designations by a United Way Partner Agency, then the United Way may investigate the incident, and may at its sole discretion, take such actions as specified below.

A Partner Agency that appears to have violated the Agency Promotion of Designations Policy will be notified in writing and required to submit a letter of explanation to the United Way's Executive Committee. The Executive Committee will convene a meeting with the Partner Agency's Board President and Executive Director to determine if the Partner Agency has, in fact, violated the policy. If the Executive Committee determines that the Partner Agency has violated the policy, it will recommend to the Board of Directors that action be taken appropriate to the violation, including, but not limited to, the following:

- The first violation will result in a reduction of the Partner Agency's next year's United Way undesignated allocation. Unless there are extenuating circumstances, the reduction will be at least as much as the increase in designations to the Partner Agency or 10% of the Partner Agency's total designations, whichever is greater. The United Way Board of Directors will determine the amount of the reduction.

- Unless there are extraordinary circumstances, the second violation will result in a reduction of the Partner Agency's United Way undesignated allocation for the next year by an amount equal to 50% of the Partner Agency's total designations. The Executive Committee will determine which action to recommend to the Board of Directors.
- Unless there are extraordinary circumstances, the third violation will result in a recommendation from the Executive Committee to the Board of Directors that the Partner Agency be de-funded. The effective date of the de-funding will be a part of the Executive Committee's recommendation.

United Way Volunteers, Partner Agencies and staff will share monitoring responsibility. Any violation of the policy by an Agency or another entity in support of an Agency will be addressed by this procedure.