



United Way of the Great Basin

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United Way of the Great Basin Supplemental Fundraising Policy

Adopted by the United Way Board of Directors on Dec. 27, 2007

I. Purpose of the Supplemental Fundraising Policy

The United Way of the Great Basin recognizes the need for Partner Agencies to procure funding, particularly unrestricted funds, beyond what the United Way can provide. The Board encourages Partner Agencies to seek a balance of funding sources to help ensure financial stability and long-term sustainability. With these principals in mind, this policy eliminates any “Blackout Period” previously established by the United Way of the Great Basin.

The purpose of the United Way of the Great Basin’s Supplemental Fundraising Policy is to provide guidelines for Partner Agencies to conduct fundraising activities throughout the year to supplement their United Way funding, while still protecting the ability of the United Way to successfully conduct its annual community-wide investment campaign. This policy covers all fundraising activities conducted by Partner Agencies who hold current Partnership Agreements with the United Way of the Great Basin.

II. Notification Requirements

Partner Agencies must identify their planned fundraising activities every year as part of their Partnership Agreement. Partner Agencies must notify the United Way of the Great Basin of any new fundraising activities that arise during the year after the Partnership Agreement has been executed, via written letter or e-mail to the attention of the Executive Director or Board Chairperson. This notification allows the staff and Board of the United Way to stay involved in efforts of the Partner Agencies, and to support their fundraising efforts.

III. Fundraising Activities Permitted Year-Round include:

- Solicitation of taxpayer dollars from government entities
- Product sales
- Annual agency events (including golf tournaments, banquets, etc.)
- Sustaining membership campaigns
- Capital campaigns

- Emergency fundraising pleas
- Direct mail campaigns targeting individuals
- Requests for donated products, services, or in-kind gifts
- Cash solicitations of businesses not listed on United Way's annual corporate donor's list

IV. Fundraising Activities Prohibited Year-Round include:

- Employee group solicitations in the workplace
- Any type of payroll-deduction campaign
- Direct mail campaigns targeting businesses
- Promotion of self-designations

V. Restricted Business/Corporate Cash Solicitations

Because of the potential to adversely affect the United Way's corporate fundraising efforts, we need to approach our current and prospective corporate donors with caution. Some of our corporate donors generously give to the United Way to avoid having each Partner Agency approach them individually for cash contributions. It is imperative that we all respect the wishes of our corporate donors in order to maintain their goodwill and support.

As a general rule of thumb, cash solicitations less than \$100 will not create an issue. However, before approaching an active UWGB corporate donor for a cash donation greater than \$100, Partner Agencies must consult with the Executive Director to make sure there is no conflict of interest. An annual list of UWGB corporate donors will be made available to Partner Agencies.

VI. Sanctions

Agencies will be subject to the following sanctions for violations of the United Way of the Great Basin Supplemental Fundraising Policy:

- First Violation – the agency will be required to provide the United Way of the Great Basin with complete documentation of the funds raised. Based on the seriousness of the violation, the United Way of the Great Basin reserves the right to:
 - Issue a warning or,
 - Deduct an amount from the Agency's allocation commensurate with the seriousness of the offense. The amount may be deducted from the Agency's present or future allocation.

- To underscore our conviction about this policy, the United Way of the Great Basin Board of Directors adopts the following policy statement:

- Second Violation – the agency will be subject to forfeiture of up to one year's allocation
- Third Violation – the agency will be subject to termination of its United Way of the Great Basin membership status.