

## FUNDRAISING POLICY

The purpose of the Fundraising Agreement is to provide a basis for the conduct of the fundraising by member agencies within the framework of the United Way fundraising objective. This objective is to raise funds to meet vital community needs through a federated campaign. All partner agencies of the **United Way of Junction City/Geary County** who abide by the fundraising guidelines set forth in this policy stand to benefit from a successful United Way Fundraising Campaign.

United Way conducts an annual federated fundraising campaign on behalf of the health and human services needs of the people of Junction City/Geary County. United Way accordingly has an obligation to cooperate with donors so that multiple solicitations do not detract from the effectiveness of the annual federated campaign therefore maximizing the fundraising capabilities of United Way which will ultimately benefit all agencies.

Fundraising by member agencies through United Way of Junction City/Geary County campaign activities will be offered to agencies and participation is encouraged.

The policy recognizes the importance of member agencies conducting their own fundraising activities and encourages member agencies to fund raise, particularly during non-campaign period.

Finally, the intent of this policy is to ensure a coordinated approach by member agencies and the United Way for the solicitation of operation funds in Junction City/Geary County.

### DEFINITION OF SUPPLEMENTARY FUNDRAISING

The following is **NOT** considered Supplementary Fundraising and therefore, is not part of this policy:

- Government grants
- Gifts from churches
- Gifts from service clubs
- Gifts from foundations
- Gifts by will, endowments, and similar
- Deferred gifts
- Unsolicited gifts
- Solicitation of product

The following **IS** considered Supplementary Fundraising and therefore, is subject to the terms and conditions of this policy:

- Special events
- Direct mail
- Residential campaigns
- Corporate gifts of money or sponsorship
- Membership where there is a separate appeal for operating funds
- Capital campaigns
- Sale of products (flower sales, tag days, raffles, etc.)

## **GUIDELINES**

### **Ethics:**

All fundraising activities, whether done directly by the agency or through consultants, must use ethical fundraising methods.

### **Confidentiality:**

United Way shall treat as confidential, unless otherwise authorized, all information received from a member agency in connection with a fundraising activity, except for the name, time and date of an approved activity and the name of the sponsoring agency.

## **TERMS AND CONDITIONS**

Most events will not present any difficulty in interpretation or administration of the Fundraising Agreement outside of the Campaign Period.

1. Agencies will notify United Way annually of their planned activities for the following year as part of their allocation submission.
  - a. Agencies working with fiscal years which are different from the United Way fiscal year are asked to update planned activities sixty (60) days prior to the activity.
  - b. United Way will inform agencies of their planned activities for the fiscal year by May 31 of each year.
2. Campaign Period: Fundraising is allowed during the Campaign Period with approval from the United Way. This includes the promotion of the fundraising events during the Campaign Period.
3. Prohibition of Solicitation of Employee Groups: Solicitation of funds from employee groups is prohibited year round. This generally includes any solicitations of a person out of their place of work, except: an informal

approach (not part of any organized workplace campaign) by an agency volunteer or staff to a personal friend.

4. Identification: All literature and other promotional materials regarding fundraising activity must identify the agency as a United Way member.
5. Affiliated Organizations: Each member agency must use its best efforts to ensure that fundraising activities conducted by its affiliated organizations, including provincial and national affiliates and affiliated foundations, are conducted in accordance with this agreement.
6. Membership Programs: Solicitations of new members or renewal of existing memberships can occur during the Campaign Period, only if there is NOT a request for funds beyond the cost of membership.

### **NOTIFICATION**

1. As stated in 1a, Terms and Conditions, agencies will notify United Way annually of their planned activities for the following year as part of their grant submission.
2. Agencies wishing to embark on supplementary fundraising during the Campaign period will submit their request as part of their annual list of activities. Consideration will be given to the activity's possible detracting from Campaign and to the United Way Board for approval, with no right to appeal. Any catastrophe, natural disaster or emergency situation that necessitates the raising of additional funds for the continued operation of an agency will be immediately directed to the United Way Board of Directors, with no right to appeal.
3. Capital Projects: United Way recognizes that substantial campaigns will extend over several years. United Way requests that these campaigns limit their promotional thrust during Campaign time.