



## **United Way of Frederick County - Designation Policy**

The purpose of the annual fundraising campaign is to develop and enhance the resources available to the Frederick County nonprofit community and United Way of Frederick County's (UWFC's) Community Impact strategy, as well as funding available to the Prosperity Center.

UWFC understands that some donors choose to direct a portion of their gift to a specific agency. Although UWFC processes these donor-directed contributions as a service to its donors, it is unable to guarantee how designated funds to a specific agency will be used, nor can UWFC ensure measurable results by the recipient agency.

UWFC's Community Impact strategy allocates funds to programs and projects that have demonstrated outcomes in the areas of health, education and financial stability. Funds are allocated in formalized systems that ensure positive return from contributor investments.

### **Minimum Gift Amount**

Gifts must be at least \$52 (per designation) to be eligible for agency designation. There is no minimum for gifts to UWFC or one of its Community Impact Areas.

### **Eligible Designations**

Any agency receiving designations or other funding from UWFC must be a 501(c)(3) organization, comply with the USA Patriot Act, and submit the proper documentation.

### **Making a Designation**

Complete/correct agency information to include name and address must be provided to ensure accuracy of gift processing. If no address is listed, UWFC will attempt to fund the local branch of the organization.

All designations must be made at the time of the original pledge and on the original pledge form. Ineligible designated donations will be moved to the Community Impact fund.

***\*\*\*In compliance with the IRS requirements regarding charitable contributions, all contributions are to be donations only and CANNOT be used in exchange for products, tuition, registration fees or services.\*\*\****

### **Gifts Made By Payroll Deduction (Via Workplace Campaigns)**

UWFC can only distribute dollars that are actually collected. It is anticipated that a certain percentage of all payroll deduction pledges will not be fulfilled. This percentage (referred to as uncollectible pledges) is reviewed each year and adjusted based on current year and prior history of fulfilled pledges.



**Fundraising, Administrative Costs & Uncollectible Pledges**

Currently UWFC charges only an 8% administrative fee and deducts no fundraising fees. The uncollectible pledges percentage (the percentage of pledges not received) is also charged based upon historical data and is adjusted each year.

**Leadership Giving – Leaders United**

Leadership gifts are gifts in the amount of \$1,000 or more per year. Donors at this level lead the way for impact and support the Community Impact areas by designating less than 50% of their gift.

**Designated Payments to Eligible Agencies and Acknowledgement of Gifts**

Designated payments, less the administrative fees and uncollectible pledges are made on a quarterly basis in July/August, October/November, January/February and April/May.

If a donor provides authorization, UWFC will send donor information to the designated organization. Acknowledgement of the gift to include IRS required language will be provided to the donor from UWFC. Designated agencies are encouraged to send donor thank you notes.