



Donor Designations Policy

It is the policy of the United Way of Atlantic County that individual donors to the annual fundraising campaign may, if they want, designate their contributions to specific agencies, including non-partner as well as partner agencies. Although donors are not obligated to designate specific agencies, donor designation is provided by United Way as a service to donors. The following guidelines apply to donor designations:

1. United Way will focus marketing and communications efforts on the Community Impact Fund and will neither encourage nor discourage designations, nor will its partner agencies.
 - a. The Agency Partnership Agreement includes a no compete clause indicating that partner agencies may not advertise, compete for or actively solicit donor designated funds.
 - b. Any agency failing to comply will be deemed ineligible to apply for RFP funding for the next funding cycle and will risk losing partnership status.
2. United Way has set a minimum designation amount of \$25 per agency designated on the pledge form.
3. Information on designations will be sent to the designated agency for acknowledgement. Donors requesting acknowledgement will have their names sent to the designated agency. The recipient agency is expected to acknowledge these gifts directly.
4. Disbursement of donor designations will be conducted as follows:
 - a. Gifts designated to *partner agencies* will be disbursed directly to the agencies and are not considered part of Community Impact Fund dollars. In requesting Community Impact funds, partner agencies must make a good faith effort to show all anticipated revenue and expenses including revenue from donor designations. Designated gifts will be paid as follows:
 - i. Cash gifts designated to partner agencies will be sent along with designations amount announcement of each applicable year, immediately following the completion of all designations processing (generally by April 30).
 - ii. Designated gifts paid through payroll deductions will be sent in 12 monthly payments, commencing in July each applicable year.
 - b. Gifts designated to *non-partner agencies* will be disbursed subject to the following:
 - i. The designated agency must be a non-profit tax-exempt charitable organization as defined under section 501(c)(3) of the Internal Revenue Service Code. Designations will not be sent to agencies that cannot document their status, and will be processed as outlined in paragraph #6.
 - ii. Cash gifts designated to non-partner agencies will be sent along with designations amount announcement of each applicable year, immediately following the completion of all designations processing (generally by April 30).
 - iii. Designated gifts paid through payroll deductions will be sent in two semiannual payments in July and January of each applicable year.

5. Fundraising, administrative and uncollectible fees will be assessed as follows:
 - a. Richard Somers Society level contributions (annual gifts of \$1,000 and above) that are designated to agencies will be disbursed subject to the following:
 - i. The fundraising and administrative fee will be capped at \$100, or the most recent percentage fee, whichever is less.
 - ii. Fundraising and administrative fees will apply to each designation.
 - iii. United Way will semi-annually review RSS designated pledges to verify continued payroll deductions of these pledges. If the pledge is deemed uncollectible, recourse identified in paragraph #7 below will apply.
 - b. All other contributions (annual gifts under \$1,000) that are designated to agencies will be disbursed subject to the following:
 - i. All agencies receiving designated gifts will share in United Way's fundraising and administrative costs. A percentage fee, set by the Finance Committee and approved by the Board of Directors prior to each campaign, will be assessed as that share.
 - ii. In addition, an uncollectible pledge rate will be applied to designations made through payroll deductions. The Board-approved uncollectible percentage rate will be applied to each payment.
6. United Way of Atlantic County will make every effort to honor our donor's designations. However, if one or more failed attempts to contact the donor or to clarify any donor intentions that are found to be ambiguous by United Way, designations will be automatically nullified and added to the Community Impact Fund if any of the following occur:
 - Designation is less than the \$25 minimum per agency
 - Recipient agency cannot document their non-profit tax-exempt status
 - Pledge form, or report from the employer, is unclear or ambiguous.
7. Donor designation pledges will be passed on to the recipient agencies, as described above in paragraph #4, unless United Way deems the pledge uncollectible. In the case of uncollectible pledges that are made known to United Way, United Way will distribute the amount received from the donor, less applicable fees.
8. United Way of Atlantic County Executive Committee will monitor and review Donor Designations on an annual basis and may recommend changes to the Board of Directors, which can be implemented at any time.

Approved by UWAC Executive Committee, March 10, 2004
Approved by UWAC Board of Directors, April 7, 2004