



# United Way of Greater Augusta

## AGENCY FUNDRAISING POLICY

### PHILOSOPHY:

The United Way is interested in working with participating agencies and the community at-large to secure the necessary funds for support of the county's human service programs. This policy establishes the guidelines for fundraising by agencies that have a membership status with the United Way of Greater Augusta. The purpose of this policy is to permit the greatest amount of flexibility to member agencies in conducting their own fundraising and, at the same time, insure the best possible results for the United Way's annual campaign.

### I. Policies

#### A. Activities not requiring prior United Way notification:

1. Agencies are encouraged to use, to the fullest extent, the following funding sources: fees for services; private non-corporate foundations and government grants; investment income, bequest and memorials; unsolicited donations; revenue from program activities and use of facilities; out-of-county contributions and special events.
2. Sustaining membership drives are activities for the solicitation of individuals who may wish to identify themselves with a particular agency. Any agency will normally seek to enroll current and former board members, staff, program volunteers, clients and other individuals with whom the agency has a bona fide relationship. It is preferable that this drive be conducted *outside* the United Way time frame.
3. Special events offer the donor a return for his/her contribution. These events involve strong volunteer leadership in planning and implementation of the event. These events *are not subject* to the United Way time frame.

### II. Restricted Times

Agency fundraising activities that include direct mail solicitation, workplace campaigns (such as team recruitment for a fundraising event) and corporate solicitation of \$1,000 or more are discouraged within Greater Augusta from September 1<sup>st</sup> through November 30<sup>th</sup> of each year to avoid conflicting with the United Way campaign.

### III. Outside Organizations

Activities conducted by outside organizations who propose to raise funds in the name of an agency are subject to all of United Way's guidelines and restrictions and are considered to be fundraising by the agency itself.



IV. Procedure for Reporting Fundraising Activities

- A. A plan of fundraising activities should be submitted with the agency's annual funding proposal. Funding of the agency by UWGA constitutes understanding of the fundraising activities listed therein.
- B. In the event of an unplanned fundraiser, a letter outlining the fundraising activity and timetable should be submitted to the Executive Director of United Way forty-five (45) days prior to the scheduled beginning of the activity. United Way will make every effort to help promote such events.

Activities projected to net less than \$500 are not required to be reported but must comply with all sections of this policy.

V. Failure to comply

Failure to comply with this policy may result in reduction of the United Way funding by an amount equal to the gross income of any non-complying activity. Continual disregard of this policy, or a pattern of failure to comply with this policy, may be grounds for termination of the membership agreement.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_