

## DESIGNATION POLICY

### United Way of Henderson County

Making an unrestricted gift to United Way of Henderson County (UWHC)'s general Community Investment Fund is the most effective way to help our whole community. Gifts will improve education, financial stability, health, and crisis services so that people most in need will have the best chance of success. United Way encourages all donors to make at least fifty percent (50%) of their contributions as unrestricted gifts to UWHC. However, UWHC understands that a donor may choose to direct all or a portion of his or her gift and will honor that designation according to the following policy.

Donations can be designated to a United Way Impact Area, a specific UWHC Funded Partner or Partner Foundation, a UWHC strategic initiative, other United Ways or a qualifying 501 (c) (3) organization. No administrative fee will be charged on designations to funded partners, other United Ways, or partner foundations. These organizations have already been vetted and no additional contact information or paperwork is needed.

Non-United Way Partners are required to complete verification forms for Patriot Act compliance (per UWW guidelines), a current W-9 and proof of 501 (c) (3) status in order to receive any designated donations. Although we process these directed contributions as a service to our donors, UWHC will charge an annual administrative fee (not to exceed ten percent (10%), capped at a maximum of \$100 per designation) to help cover the costs of vetting, collecting, processing, and distributing these donations.

Donors must provide UWHC with additional information on any designations to organizations that are not funded partners, existing partner foundations, or other United Ways. The information includes: official name of organization, address, phone number, and website, if available. Incomplete information may result in non-payment of designated funds. UWHC is required to verify and update this information each year since the status of organizations can change each year.

UWHC staff will then attempt to verify the eligibility of non-partner organizations based on the information listed on donor pledge cards. If verification cannot be achieved after two attempts at contact, then that donor's designation will be rolled into United Way's general community investment fund.

Designations made to our partner agencies are considered "separate stream" funds, and are sent in addition to any existing allocation awards. Designated donations will *not* be added to the Community Impact Fund for funding panels to allocate. Agencies will be notified of donors who designated UWHC campaign contributions to their agencies or programs. UWHC expects that these donations will be acknowledged by the agency with a letter to the donor. The acknowledgement letter from the agency to the donor should not include the donation amount, and the donor is not to be added to the agency's donor list. Designated pledges are paid to agencies after the campaign in which the designation was made ends and over the collection and audit period that follows.

*Approved by UWHC Board of Directors, August 26, 2020*