

June 2010

UNITED WAY OF GREATER STARK COUNTY  
SUPPLEMENTAL FUNDRAISING POLICY

**I. PURPOSE**

The purpose of the Supplemental Fundraising Policy (the Policy) is to establish the guidelines for direct fundraising by Service Providers (SP's) of the United Way of Greater Stark County (UWGSC). An SP is defined as any agency receiving United Way funding or any agency which is eligible to receive such funding. The Policy will permit flexibility to SP's in conducting their fundraising while at the same time ensuring the best possible results for the UWGSC's annual campaign.

**II. STATEMENT OF UNDERSTANDING**

SP's may engage in supplemental fundraising activities, but must take into consideration the impact of such fundraising on the UWGSC's annual campaign and on the fundraising activities of other SP's. Supplemental fundraising activities must be conducted within the guidelines of this Policy. If no Notice of Grant Agreement is in place, a letter must be sent to the UWGSC acknowledging that the Board agrees to follow this Policy.

Each SP's Board of Trustees shall be made aware of this Policy and shall be responsible for following its guidelines. By signing the Notice of Grant Agreement, the SP agrees to follow this Policy.

**III. GUIDELINES**

SP's may engage in supplemental fundraising at anytime during the year, but the UWGSC would prefer that such activities not occur from September 1 through December 31.

There shall be no general solicitation in the workforce at any time of the year. General solicitation in the workplace is defined as direct person-to-person solicitation for donations in any type of work environment or setting conducted by a SP's employees, board members or any other SP representative.

There shall be no solicitation of donors on the UWGSC Donor Preference List at any time throughout the year. Any individual or business donating to the UWGSC at the Leadership Level or above shall be offered the option of not being solicited by SP's for donations. SP's shall be provided with the names of donors who have selected donor preference.

SP's are prohibited from requesting or promoting donor designations through the UWGSC's Annual Campaign.

UWGSC strongly discourages the use of professional fundraising organizations. If such an organization is used, the SP must make full disclosure to potential donors of the use of such professional fundraisers and the dollar amount or percentage the SP will pay to the professional fundraiser for its work. All fundraising by an SP, its auxiliary, assistance group, club, or by an unassociated group or company which proposes to raise funds in the name of the SP in greater Stark County is considered to be raising funds for the SP itself and is subject to this Policy.

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#### **IV. SANCTIONS**

All SP's are required to comply with the Policy. Violation of the Policy could lead to any of the following sanctions.

- A reduction of UWGSC funding up to an amount equal to twice the gross income of any non-complying fund raising activity.
- Removal of an agency's eligibility to receive UWGSC funding.
- Termination of any or all of the UWGSC's funding.

The UWGSC 's Leadership Committee shall be responsible for reviewing any violations of the Policy and for recommending to the UWGSC 's Board of Trustees any sanction for non-compliance.

#### **V. AMENDMENTS AND EXCEPTIONS**

Any amendments or exceptions to the Policy shall be approved by a simple majority vote of the Leadership Committee for recommendation to the UWGSC Board of Trustees.