

**Strategic /Preventive Investment Funding: Information regarding Letters of Intent/Application Process**



December 16, 2009

United Way of Lane County (UWLC) is implementing a new business model known as Community Impact that concentrates on addressing specific community issues. Our Community Impact strategy includes the careful investment of resources in services that contribute to measurable communitywide progress in the Strategic Action Areas of **EDUCATION, INCOME and HEALTH.**

UWLC is accepting Letters of Intent (LOI) from Lane County service providers to submit a Proposal for Strategic/Preventive funding beginning July 1, 2010 and extending through December 31, 2012. The LOI must be submitted to UWLC **by January 15, 2010** for consideration.

A screening committee, comprised of individuals from UWLC Leadership Teams and content area experts, will screen LOIs and invite select organizations to submit a complete proposal. Organizations selected to submit full proposals have only one month to complete and submit their proposals. Investment committees comprised of community volunteers, civic leaders and content experts will review proposals, meet with candidate agencies, and make final funding recommendations to the UWLC Board of Directors.

**Dates for Letters of Intent (LOI) and Requests for Proposal (RFP)**

December 14, 2009	UWLC announces LOI guidelines for Strategic/Preventive Investments
January 15, 2010	Agency LOI due at UWLC to be considered for 2010-12 Strategic/Preventive Investments
February 5, 2010	UWLC issues Strategic/Preventive investments RFP invitations
March 5, 2010	Agency Strategic/Preventive investment full proposals due to UWLC
June 10, 2010	UWLC announces funding decisions
July 1, 2010	UWLC begins funding distribution

**Guidelines for LOI**

**NOTE:** Your LOI should not exceed 3 pages, excluding the **Cover Page** for your organization. (12 point font)

Your LOI is expected to include a summary of:

**1. Mission:**

The mission of your organization

**2. Goal Alignment:**

How the proposed Strategic/Preventive services will make a meaningful difference in supporting the UWLC'S **EDUCATION, INCOME** and **HEALTH** goals (see pages 4-9)

**3. Funding Strategy Addressed and Proposed Strategic/Preventive Services:**

The funding strategy to be addressed, the proposed Strategic/Preventive services to be funded, the targeted community outcomes, and the amount of annual funds requested

**4. Need and Target Population:**

A brief statement of the need or problem these services address and the target population

**5. Collaboration/Innovation:**

Collaborative or innovative aspects of the proposed services, including non-UWLC resources that will be dedicated to the proposed services

**Please review the following attachments prior to developing your LOI:**

**Attachment A** – LOI Cover Page (To Be Completed by Agency)

**Attachment B** - UWLC 2010 Strategic/Preventive Goals and Funding Strategies for **EDUCATION, INCOME** and **HEALTH**

**Attachment C** - Causes of Poverty: Findings from Recent Research

**Attachment D** - UWLC Strategic/Preventive Investments LOI Evaluation form

**Attachment E** - UWLC Values and Beliefs

**Attachment F** - Required Compliance Documentation (**DO NOT SEND THESE DOCUMENTS WITH YOUR LOI**)

**Submit your LOI with LOI Cover Page to:**

[LOI@unitedwaylane.org](mailto:LOI@unitedwaylane.org)

**OR**

Lorelei L. Cesario, Director Community Impact  
United Way of Lane County  
3171 Gateway Loop  
Springfield, Oregon 97477

**For questions please contact [Lcesario@UnitedWayLane.org](mailto:Lcesario@UnitedWayLane.org)**

**Attachment A  
LOI Cover Page**

**Contact Information**

Organization Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_ Fax # \_\_\_\_\_

**Organizational Information**

Mission Statement: \_\_\_\_\_  
\_\_\_\_\_  
No. of Employees: \_\_\_\_\_ FTE: \_\_\_\_\_  
No. of Volunteers (annually)/ Volunteer Hours (annually) \_\_\_\_\_ / \_\_\_\_\_  
Name of Executive Director: \_\_\_\_\_  
Name of Board President: \_\_\_\_\_ Term Ending Date: \_\_\_\_\_  
Number of members on Board of Directors: \_\_\_\_\_  
Total Agency Budget: \_\_\_\_\_ Fiscal Year End: \_\_\_\_\_  
Geographic Service \_\_\_\_\_  
Unduplicated Lane County Residents Served Last Year: \_\_\_\_\_  
Has your organization been previously funded by UWLC?  No  Yes, Year(s) \_\_\_\_\_

**Proposed Service(s):** Name of Proposed Services: \_\_\_\_\_

# Attachment B UWLC 2010 Strategic/Preventive Goals and Funding Strategies for Education, Income & Health

## EDUCATION

**Vision:** All children in Lane County are safe, healthy, cherished and enter school ready to learn

**Action:** Preparing children for success in school and life.

**GOAL:**

**By 2020, the majority of children entering public school in Lane County demonstrate basic literacy proficiency and adequate social/emotional development.**

**Target Population(s)\*:**

Underserved, underrepresented families with children ages 0 to 6 years and expectant parents, including but not limited to:

- Low income, homeless and families living in poverty
- Ethnic minority communities (including English Language Learners)
- Single parents
- Teen parents
- Children with disabilities
- Families dealing with Mental Illness/Substance Abuse/Domestic Violence
- Foster Children
- Foster Parents

*\* Special consideration will be given to services provided in rural communities and in the Fairfield/Malabon and Brattain/Maple neighborhoods as part of Success By 6<sup>®</sup>'s neighborhood projects.*

Note: Proposals may be for individual strategies or any combination of strategies.

**Education Strategies:**

- Research-Based strategies to increase the early literacy/language and social/emotional development of high-risk children.
- Research-Based Parent Education, Support & Coaching to increase target populations' parental involvement and ability to support children's early literacy/language and social/emotional development.

**Agency Capacity Building:**

- Open to consideration

Note: Proposals that have the potential to impact multiple action areas (Education, Income and Health) will receive extra points in the scoring process.

**Attachment B (Cont.)**  
**UWLC 2010 Strategic/Preventive Goals and Funding Strategies for**  
**Education, Income & Health**

**INCOME**

**Vision:** Working families and individuals between 100% and 200% of Federal Poverty Level (FPL) become self sufficient.

**Action:** Moving families from poverty to financial stability.

**GOALS:**

- **\*By 2020 an increase in the % of households between 100 – 200% of FPL that can pay their bills for two months or more after losing their main source of income.**
- **\*By 2020 an increase in the % of households over 200% of FPL.**

**Target populations:**

Families and individuals with incomes between 100 – 250% of FPL (primarily low income working families) and youth at high risk of a life of poverty.

**Income Strategies**

- **Improved Financial Literacy** for target population, may be imbedded in or combined with debt management, credit repair, foreclosure prevention, or renter-rehabilitation type programs, and should include connecting with the financial mainstream.
- **Strategic expansion of free Tax Sites** that promote the use of EITC and Childcare Tax Credits. Prefer that sites emphasize linking tax preparation with related financial services. Funds may support site-development, site infrastructure needs and/or expanded and specialized volunteer recruitment.
- **Pilot a one-stop “prosperity center”** for the adult target population that combines employment, training, banking and financial literacy services, income supports and social service referrals as needed in one convenient/logical location.
- **Building Assets** of target youth or adults by Individual Development Account use or other savings strategies.

**Preventive Strategies:**

- Services and supports that **increase high school graduation rates** among high risk youth.
- **Youth pregnancy prevention.**
- Programs to **promote career and post secondary training and education for high risk youth.**

**Agency Capacity Building:**

- **Prosperity Planner training** for agency staff – Workforce Partnership is the preferred strategic partner to manage this training.
- **Poverty 101 training** for agency staff and community – A Financial Stability Partnership (FSP) member organization would be the preferred strategic partner to manage these trainings.

**Notes:**

1. Proposals that have the potential to impact multiple funding strategies (Education, Income and Health) may receive extra points in the scoring process.
2. Proposals will be welcomed for individual strategies or any combination of strategies. Recommend that applicants incorporate the use of the Prosperity Planner as a

complement to most strategies (available at [www.prosperityplanner.org](http://www.prosperityplanner.org), log in as “guest”). Training for staff on the use of this tool will be available.

3. Community Outcomes are focused on 200% of poverty as a measure that can be reliably tracked over time. It is our intention, however, to serve individuals and families who are under 250% of poverty.

**Attachment B (Cont.)**  
**UWLC 2010 Strategic/Preventive Goals and Funding Strategies for**  
**Education, Income & Health**

**HEALTH**

**Vision:** Increase access and reduce barriers to health care for people below 200% of FPL

**Action:** Ensuring people have basic access to healthcare

**GOAL:** **By 2020, connect an additional 15,000 uninsured or underinsured Lane County residents to a community-based system of healthcare**

**Target Population:**

Families and individuals with incomes below 200% of FPL who are uninsured or underinsured

**Scope:**

Funding for patient direct care services will be provided through the Basic Needs Investments funding mechanism (*not* the Strategic Investments). Healthcare for the purposes of United Way Community Investments is defined as Physical Health, Mental Health, Substance Abuse, Dental Services, and Prescription Support

**Health Strategy:**

- Any strategies that are designed to increase the number of patients existing safety net clinics can serve will be considered.
- Individual agency proposals and/or joint proposals will be welcomed.

**Preventive Strategies:**

- Evidence based approach to patient directed chronic disease self-management

**Agency Capacity Building:**

- As above and/or including systems reform

Note: Proposals that have the potential to impact multiple funding strategies (Education, Income and Health) may receive extra points in the scoring process.

# Attachment C

## Causes of Poverty: Findings from Recent Research

*Amy Rynell, The Heartland Alliance, Mid-America Institute on Poverty, October 2008*

### Executive Summary of Findings

Poverty is widespread and will touch the majority of Americans at some point during their lifetimes. What emerges out of a review of the literature is a picture of a heterogeneous poor population with different triggers for entry into poverty. Certain groups are disproportionately impacted and certain events are more influential for various subgroups within the at-risk of poverty population than they are for others.

### What groups are more likely to be poor?

- Women face greater risk of poverty than men and comprise a greater number of all people in poverty.
- Minorities face greater risk of poverty than whites yet comprise a somewhat smaller number of all people in poverty.
- Children face greater risk of poverty than any other age group yet comprise a somewhat smaller number of all people in poverty.
- Immigrants face greater risk of poverty than native-born individuals, but comprise a much smaller number of all people in poverty.
- People with disabilities face greater risk of poverty than those without, yet comprise a much smaller number of all people in poverty.
- Female-headed households are at a far greater risk of poverty than married-couple families, and represent a greater number of all families in poverty.

### What events are more likely to push people into poverty?

- **Loss of a job:** nearly 20 percent of people enter poverty when the head of household loses a job.
- **Decline in earnings:** half of poverty spells begin with the household experiences a decline in earnings.
- **No high school degree:** households headed by someone without a high school degree have a high likelihood of entering poverty.
- **Female head of household:** When a two-adult household becomes a female-headed household 20.1 percent entered poverty.
- **Having children:** 8.6 percent of poverty entries happen when a child is born into a household.
- **Disability:** when a head of household becomes disabled, 6.5 percent of households enter poverty.

### What contributes to these events happening?

Forces largely seen as outside of the control of individuals have dramatic impacts on income, earnings, and poverty. Recessions, high unemployment, the decline in the manufacturing sector and growth in the service sector, and declining unionization depress earnings and increase poverty, particularly for disadvantaged workers. A healthy economy alone, while integral to preventing poverty, does not prevent all entries into poverty. Many people at risk of poverty

have 28 circumstances that prevent them from entering the labor market or that limits their wages or the hours they work:

- **Growth in low-wage work:** one-fourth of the workforce in the United States earns poverty level wages, particularly impacting women and minorities.
- **Discrimination:** estimates suggest that discrimination against black men reduces the demand for their labor by at least 10 to 13 percent.
- **Wage declines for dropouts:** high school dropouts earn less money than those with more education and their wages have declined considerably.
- **Teen births:** half of all non-marital childbearing starts during the teen years which is associated with lower high school graduation and a 20 percent reduction in the girl's adult income.
- **Not working full time:** this is particularly prevalent for single parents and people with disabilities or parents caring for children with disabilities.
- **Increased incarceration experience:** previous incarceration reduces wages by 10 to 20 percent and increases likelihood of unemployment, particularly for black men.
- **Violence:** having experienced violence increases employment instability for some women and leaving an abuser can render a woman without any income.
- **High poverty neighborhoods:** segregation, discrimination, the decline in jobs, and the loss of positive role models constrain current opportunities and future aspirations for poor minority residents.

This deeper look at causes of poverty provides a solid jumping off point for policy and system change. By understanding the specific triggers that increase the likelihood that someone will experience poverty, we can better target our interventions and investments. There is a spectrum of solutions that should be considered, including prevention, human capital development, immigrant integration, economic development, income supports and asset development, that can directly impact the lives of millions of Americans.

## Attachment D UWLC Strategic/Preventive Investments Evaluation

Organization Name \_\_\_\_\_

Proposed Services \_\_\_\_\_

Annual and Total Amount Requested:        \$. \_\_\_\_\_

Criteria		Description	Possible Score	Rating
1	<b>Mission</b>	Do the proposed services fit within the organization's mission statement?	<b>NA</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
2	<b>Goal Alignment</b>	The proposed service(s) aligns with or supports one or more United Way goals of Education, Income and Health Rationale: _____	<b>NA</b>	Yes <input type="checkbox"/> No <input type="checkbox"/> Education <input type="checkbox"/> Income <input type="checkbox"/> Health <input type="checkbox"/>
3	<b>Strategy</b>	Which Strategic or Preventive strategies do the proposed services address? Note name of strategies. Rationale: _____	<b>NA</b>	<b>NA</b>
4	<b>Proposed Strategic or Preventive Services</b>	The services and strategies described will make a meaningful difference in the goal, community outcomes and/or for the target population. The amount requested is reasonable based on the scope of the proposed services. Rationale: _____	<b>50</b>	
5	<b>Need Target Population</b>	The need is compellingly described and the proposed service(s) reach our intended target population and is appropriate to the need. Rationale: _____	<b>25</b>	
6	<b>Collaboration/Innovation</b>	The service model attracts additional resources and/or partners to the work. It suggests an innovative approach to the need and/or target population. It complements and magnifies existing community efforts and momentum. Rationale: _____	<b>25</b>	
<b>Total Points</b>			<b>100</b>	
Should UWLC invite to submit a full proposal? Rationale: _____				Yes <input type="checkbox"/> No <input type="checkbox"/>

Reviewer Signature/Date \_\_\_\_\_

## **Attachment E**

### **UWLC Values and Beliefs**

- **Integrity:** United Way commits itself to being a good steward of our donors' money and our volunteers' time, and to maintaining the highest standards of integrity and openness. We keep our promises.
- **Impact:** We make a positive difference in our community and have a measurable impact of enduring consequence. Our efforts improve lives. We are committed to a United Way that is relevant to its people, its community, and the times. We are accountable for quality work and sustainable results.
- **Voluntarism:** Quality volunteer involvement at all levels will assure the future health and vitality of our human care system. The most effective models of service are created and maintained through the leadership of local volunteers.
- **Diversity/Inclusiveness:** Respect for and understanding of all cultures, peoples, and lifestyles are central to the spirit of voluntarism and to our mission of improving lives through the caring power of community.
- **Community Leadership:** We enable people of all ages and abilities to contribute, to volunteer, and to help improve the lives of others. United Way is a convener, providing a community forum where all people work together to build a more caring community. United Way advocates for lasting changes in community conditions that will improve people's lives.

## **Attachment F Required Compliance Documentation**

***UWLC policy requires all applicants to provide copies of the following documents along with their full proposal:***

- **Documentation of Tax Exempt Status – Commonly IRS Determination of 501 (c) 3**
  - **Audited Financial Statements** for the most recently completed fiscal year. If no audit exists, submit a complete set of statements reviewed or compiled by a third party.
  - **Management Letter/Auditor Recommendations**  
When a management letter has been issued, submit the formal response from your Board of Directors. If a management letter was not issued, a letter from the auditor stating that no management letter was issued should be submitted.
  - **Current Year Organization Budget**
  - **Prior Year Organization Budget Compared to Actual Results**
  - **Board of Directors' Roster**
- **UWLC Best Organizational Practices and Management Inventory**– Exhibit A  
A completed copy of Best Organizational Practices and Management Inventory.
- **UWLC Policies and Certification Documents** – Exhibit B  
Agency signed agreement to adhere to the following:
  - **Non-Discrimination Certification**
  - **USA Patriot Act Anti-Terrorism Compliance Measures**
  - **Agency Direct Fundraising Policy**
  - **Donor Designation Policy**

### **Funded Organizations**

**Once funding has been awarded, the organization must:**

1. **Sign an Agreement for United Way Service Providers**
2. **Annually submit the following:**
  - **Board of Directors' Roster**
  - **Budget-to-actual comparison report for current year**
3. **As requested by UWLC on an interim basis:**
  - **Program Specific demographic information**
  - **Progress on output or outcome measures as listed in application and proposal**

## Exhibit A

# United Way of Lane County Best Organizational Practices and Management

**Agency Name:** \_\_\_\_\_

The following questions represent generally accepted best practices for the management and governance of non-profit organizations. Please respond with **Yes** or **No**. If **No**, provide a brief explanation. (Note: These are not required and some policies and activities may not be appropriate for your agency.)

<b>ORGANIZATIONAL MISSION AND DIVERSITY</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
<b>A. Mission</b>			
1. Our agency has a written mission statement that reflects our purposes and values.			
2. The board regularly reviews our agency's mission statement.			
3. Our agency engages in annual planning that helps define organizational and divisional goals.			
<b>B. Diversity</b>			
1. Our agency's governance and operations strive to be inclusive of all parts of our community.			
2. Our agency strives to reflect the diversity of the community we serve.			
3. Our agency has a written policy and practice of non-discrimination in the following areas:  a. Employment (recruitment, hiring, assignment, promotion, discipline, termination)  b. Board and committee participation  c. Volunteer selection  d. Service delivery			

<b>FINANCIAL MANAGEMENT</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
<b>A. Audit</b>			
1. Our agency has an annual audit or review done by an independent certified public accounting firm.			
2. If yes, the reports and management letter (if provided) are reviewed by a finance committee or the board.			
<b>B. Financial Transactions and Controls</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>

1. Our board has approved a policy specifying that dual signatures are required on checks over a certain amount.			
2. Our board has approved a delegation of authority to specified levels of management that shows types and limits of spending or approval authority.			
<b>C. Money &amp; Investments</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. Bank deposits are FDIC insured and account balances are at or below the \$250K limit.			
2. The board has adopted an investment policy that is regularly reviewed.			
3. Securities, mortgages, insurance policies and similar instruments are under the control of the executive director, chief financial officer, or board member.			
<b>D. Capital Equipment</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. The board approves all equipment purchases, leases, and related renewals over a certain dollar amount.			
2. Periodic physical inventories are taken and compared with the capital equipment ledgers.			
<b>E. Accounts Payable</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. The board has approved a written purchasing policy.			
2. All deposits for payroll taxes, employee retirement contributions, etc. are made in a timely manner.			
3. Purchases for or on behalf of employees are made pursuant to a board-established policy.			
4. Credit cards are issued in the agency's name but assigned to specific employees and in line with board policy.			
5. Credit card usage by employees is limited to use specified by board policy and is periodically reviewed by supervisors or, in the case of the executive director, the budget or finance committee.			
<b>F. Employees Expense/Reimbursement</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. We have a board-approved policy governing if and when salary advances (draw), travel advances, and per diems are provided to staff.			
2. There is a travel and employee expense reimbursement policy approved by our board.			
3. Employees are required to submit expense reports for all reimbursements within 60 days of expenditures.			
4. The board assures that the executive director's travel and expense reimbursement are reviewed and approved.			
<b>G. Budgeting and periodic financial reports</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>

1. Our agency forecasts financial requirements for proposed program activity and optimum use of funds.			
2. The executive director prepares an annual comprehensive operating budget and capital budget, presents the budget to the board for approval, and establishes controls to assure that budgetary objectives are achieved.			
3. Substantial changes in the budget are presented to the board for approval.			
4. Our board, or the financial committee: <ul style="list-style-type: none"> <li>a. Reviews the financial statements (statement of activities, statement of position) on a quarterly basis</li> <li>b. Receives explanations of major variances.</li> <li>c. Receives a comparison of actual to budgeted expenditures for the reporting period and year-to-date by program.</li> <li>d. Reviews source and amounts of funding by function.</li> </ul>			
<b>GOVERNANCE</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
<b>A. Board of Directors</b>			
1. Our agency has a governing board of citizen leaders.			
2. Our board is a volunteer group serving without compensation.			
3. Each board member has received training, as well as guidance materials on board governance and our agency operation.			
4. Our board ensures the creation of and approves agency policies and procedures.			
5. Our board hires, terminates, evaluates, and sets compensation for the executive director.			
6. Our board delegates responsibility for day-to-day agency operations to the executive director.			
7. Our board meets at least quarterly. Indicate how often:_____			
8. Our agency creates and maintains permanent board minutes.			
9. Our agency ensures continuity by having overlapping board member terms.			
10. Our board's nominating process ensures that the board remains appropriately diverse with respect to gender, ethnicity, culture, economic status, disabilities, and skills and/or expertise.			
11. Our board has a process for handling urgent matters between meetings.			
12. Each board member has contact information for the entire board.			

13. Our board evaluates the executive director on an annual basis.			
14. Over the last year, at what percent of your board meetings did you have a quorum in attendance? Indicate percentage_____			
<b>B. Bylaws and Policies</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. Our agency has written bylaws.			
2. Our agency provides each board member a copy of the bylaws.			
3. Our bylaws state the requirements for a board quorum.			
4. Our board regularly reviews the bylaws.			
5. Our agency has written operational policies and procedures.			
6. Our board has approved a code of ethics for both staff and volunteers, which includes provisions for ethical management, client confidentiality, publicity and fundraising practices.			
7. Our agency has a written conflict of interest policy and a mechanism for resolving conflicts should they occur.			
8. Our board ensures that the agency has personnel policies and written job descriptions.			
<b>C. Board Committees</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. Our agency has standing and special committees that have been established to achieve efficiency of operations and share responsibility for decision-making.			
2. Our agency's board members serve on at least one board committee.			
3. Our agency committees meet on a regular basis (monthly or quarterly).			
4. Our agency committees' activities and recommendations are reported to the board (verbally or in writing) for approval/action.			
<b>D. Compliance with legal requirements</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. Our agency complies with all applicable legal, local, state, and federal operating and reporting requirements, including non-discrimination and non-profit requirements.			
2. We have been the subject of a governmental investigation in the last 24 months.			
<b>E. Insurance</b>	<b>Yes</b>	<b>No</b>	<b>Other/Explain</b>
1. We have liability insurance covering volunteers, staff and board of directors.			
2. We have general liability coverage.			

**Agency Name:** \_\_\_\_\_

**Prepared By (Name):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Exhibit B**

**United Way of Lane County  
UWLC Policies and Certification Documents**

**“I hereby certify that**

\_\_\_\_\_ **(print agency name)**

**agrees to follow and adhere to the following UWLC Policies and Certification Documents:”**

- Non-Discrimination Certification**
- USA Patriot Act Anti-Terrorism Compliance Measures**
- Agency Direct Fundraising Policy**
- Donor Designation Policy**

**Signature, Agency Director:** \_\_\_\_\_

**Print name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## United Way of Lane County

### **NON-DISCRIMINATION CERTIFICATION OF COMPLIANCE**

**“I hereby certify that our agency/organization is in compliance with all applicable Federal, State, and local laws that may apply to our agency regarding discrimination on the basis of: race, religion, color, sex, national origin, marital status, familial status, age, source of income, disability, sexual orientation, and any other category protected by such laws.”**

### **ANTI-TERRORISM COMPLIANCE MEASURES**

**“I hereby certify that our agency/organization is in compliance with the USA Patriot Act and other counterterrorism laws, United Way of Lane County requires that each agency certify that all United Way funds and donations will be used in compliance with all applicable anti-terrorist financing and asset control laws, statutes and executive orders.”**

### **AGENCY DIRECT FUNDRAISING POLICY**

#### **Intent**

The intent of this agreement is to adapt current fundraising agreements to the new community impact model and foster a spirit of cooperation within our current system. United Way does not wish to regulate fund raising that has little impact on workplace giving. It is the position of this agreement that, in good faith, agencies will not engage in any development activities that would interfere with United Way’s workplace efforts.

#### **Agreement**

- Member agencies will dedicate as much staff and volunteer effort as possible, in support of each other, to increase community giving from September to November.
- Agencies agree to grant United Way exclusive rights and leadership of the workplace campaigns.
- Member agencies agree to co-market with all fundraising activities as noted in the agency agreement and clearly identify themselves as a United Way agency.

# **DONOR DESIGNATION POLICY**

United Way of Lane County conducts an annual, community-wide campaign for the purpose of raising funds and recruiting volunteers. The objective is to increase good will and public involvement and commitment to community goals by addressing high priority health and human care issues in Lane County, Oregon. Donor designations are offered within that context as a service to our donors.

## **Accepting Donor Designated Gifts**

United Way of Lane County will accept donor designated gifts within the framework of the following choices:

- a designation to the Live United Fund
- a designation to a specific action area (Education, Income, Health)
- a designation to a specific eligible organization or another United Way
- a designation to exclude a specific United Way participating agency from receiving any portion of a donor's gift

A donor may designate all or part of their gift.

## **Eligibility Criteria**

Organizations must meet the following criteria to be eligible for receiving designations through the United Way campaign:

- Contributions to the organization must be fully tax deductible to the donor. Specifically excluded in accord with this policy are political campaigns, political action groups, tuition, dues, or other payment for services.
- The organization must be in compliance with all necessary registration and filing requirements for charitable organizations.

United Way reserves the right to review the status of any organization at any time as it relates to eligibility for designations.

## **Promotion of the Donor Designation Program**

Organizations—both United Way participating, as well as non-United Way—are expected to promote the United Way concept when engaged in activities surrounding the campaign. United Way of Lane County reserves the right to deny eligibility for designated funds to any organization that engages in or encourages activities designed to result in direct designations to their own organization through the annual United Way campaign.

## **Service Fees**

United Way will forward designated gifts to specific agencies on a quarterly basis. Payouts will be based on the actual cash collected from donors less a service fee to help cover the fundraising and administrative costs. The amount of the fee is dependent on the amount of the donor's total gift or their employer.