

2. FUNDRAISING POLICY

Policy Number	CI-002
Board Decision	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved
Date of Board Action	January 17, 2014
Effective Date	January 17, 2014
Officer Signature & Date	

Introduction

United Way recognizes that agencies receive revenue from multiple sources, and does not intent to be an organization's only funding source.

This document is meant to outline fundraising parameters to maximize United Way's ability to run a successful campaign with the cooperation of funded agencies.

Policy

1. While affiliated agencies may solicit their own employees, they are strictly prohibited from soliciting employees at other workplaces at any time.
2. Funded agencies will refrain from promoting donor designations to specific organizations.

Consequences of Non-Compliance

United Way of the Greater Chippewa Valley and program partner* agencies are in partnership for the benefit of the entire community. If an agency does not choose to follow the Fundraising Policy, the following consequences will be enforced.

If United Way receives notification or observes that a violation *may occur* with an upcoming fundraising activity, United Way will notify the agency that they may not be in compliance with the Fundraising Policy. United Way will give the agency an opportunity to explain the pending activity and will encourage the agency to change the activity if it appears to be in violation of the Fundraising Policy.

If United Way receives notification or observes that a violation *has already occurred*, United Way will notify the agency that they were not in compliance with the Fundraising Policy and United Way will give the agency an opportunity to explain the activity that occurred and will forward information to the Community Mobilization Committee who will make a final determination. If it is determined that there was a violation, the agency will be notified in writing and will be asked to refrain from conducting the activity in the future.

If the Community Mobilization Committee and Board of Directors confirm and verify that a *second violation* has in fact occurred, the agency will be notified in writing that the

agency will be recommended for disaffiliation from United Way and funding will be discontinued.

Appeals Process

1. **All appeals must be delivered in writing.**
2. If an agency determines that it is not in agreement with United Way's decision regarding a violation of the Fundraising Policy, the agency may request an appeal within 30 days of the receipt of United Way's notification letter. **An agency's lack of awareness of the Fundraising Policy will not be considered grounds for appeal.**
3. The grounds for appeal will be reviewed by the Community Mobilization Committee within 30 days of receipt of written agency request.
4. If the Community Mobilization Committee rules that the appeal does have sufficient merit, United Way will expunge the violation.
5. If the Community Mobilization Committee rules that the appeal *does not have merit*, the agency retains the right to appeal to the United Way Board of Directors within 30 days of notification.
6. If an agency was defunded and the appeal results in a reversal, funding allocations will be reinstated retroactively to the defunding date.

* A program partner is an organization that receives grant funding from United Way of the Greater Chippewa Valley.