

**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 Community Impact Partners (CIP's) of the United Way of Greater Stark County (UWGSC). A CIP 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 CIP'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

CIP'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 CIP'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 CIP'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 CIP agrees to follow this Policy.

III. GUIDELINES

CIP'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 CIP's employees, board members or any other CIP 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 CIP's for donations. CIP's shall be provided with the names of donors who have selected donor preference.

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

IV. SANCTIONS

- **All CIP'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 fundraising activity.**
- **Removal of an agency's eligibility to receive UWGSC funding.**
- **Termination of any or all of the UWGSC's funding.**

The UWGSC's Community Investment Committee shall be responsible for reviewing any violations of the Policy and for recommending to the UWGSC 's Board of Directors 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 Community Investment Committee for recommendation to the UWGSC Board of Directors.