



**United Way  
of Lamoille County**

# Policy Manual For Funded Agencies and Agencies Applying for Funding

Adopted: 2/21/2018  
Last Revision: 2/21/2018

Jim/Policies/Policy Manual for FPs

## **HOW TO BECOME A UWLC FUNDED PARTNER (FP)**

UWLC funds programs in the following priority areas:

### **HEALTH**

**Priority #1: Lamoille County residents enjoy optimal physical and mental health**

United Way will promote, support and fund efforts that:

- Raise awareness about available resources of risk and protective factors
- Increase opportunities for healthy eating, physical activity and overall mental health.
- Improve building structures, roads, sidewalks and safe places which allow increased accessibility for recreation.

### **EDUCATION**

**Priority #2: Lamoille County children enter school ready to succeed, and are reading at grade level by 3<sup>rd</sup> grade.**

United Way will promote, support and fund efforts that:

- Provide quality learning opportunities that supplement schooling (mentoring, tutoring, summer learning programs, parent/caregiver learning opportunities)
- Enhance parent/caregiver engagement in child's early learning and schooling
- Promote community engagement and volunteerism in children's early learning and schooling
- Intervene early in emerging absentee patterns

### **INCOME**

**Priority #3: Lamoille County families achieve financial stability and independence**

United Way will promote, support and fund efforts that build:

- Soft skills: attendance, time management, appropriate dress, etc.
- Technical skills: industry/job specific, computer literacy, safety and compliance, mechanical skills.
- Business capital: start-up costs, marketing, equipment purchase, financial management, legal advice.
- Childcare: expand or enhance existing programs, co-pay assistance.

### **General Information**

**Funded Partner:** A Funded Partner (FP) is one that provides health and human services in the Lamoille County area, and receives an investment for a specific program from UWLC.

**Funding:** FP's must apply for funding every year. Determination of funding is based on community needs, local data, quality programs, the agency's ongoing relationship with UWLC, and UWLC's ability to fund the program. **Agencies should never have an expectation or feel entitled to any funding amount, and should not expect funding just because they have been funded in the past.**

## Criteria for Funding

To be eligible for funding, an agency must first meet the basic criteria. It must:

- Provide services within the priority areas identified as priorities by the UWLC;
- Secured, or applied for, tax exempt status as a non-profit organization under 501(c)(3), or other applicable classification of the U.S. Internal Revenue Service. (No disbursement of funds, however, can be made until such tax exempt status has been actually approved);
- Be incorporated, or be a branch of a parent body that is incorporated, with Articles of Incorporation and Bylaws, and have a governing Board of Directors with local representation;
- Have a physical location in Lamoille County.

## One Year Funding

Admission of an agency for funding is based, in part, on UWLC's ability to support such services. FP's are expected to:

- Continue providing services within the priority areas established as priorities by the UWLC Board of Directors during the time they are funded;
- Support the annual fundraising campaign by actively promoting their involvement with UWLC to their constituents, the community at large, and their employees. Financial support is not required but is appreciated.
- Refrain from any direct solicitation fundraising activities during the UWLC's annual campaign (**September 1 through October 31**). If the agency is unclear as to whether an activity is considered a direct solicitation or a special event, they should contact the United Way office no later than 60 days prior to the event.
- Cooperate with UWLC in all other applicable ways.

Once these basic requirements are met, the foremost criterion for funding is the agency's direct involvement in addressing UWLC's current funding priorities. UWLC volunteers also consider the quality of agency performance and effectiveness according to the following key indicators:

- Governance by an active, responsible, independent volunteer Board of Directors of at least five (5) members;
- Operation by policy and practice on a non-discriminatory basis with regard to race, color, national origin, sex, disability, marital status, sexual orientation, age, religion, political affiliation, or any other protected attribute, except insofar as the agency serves a specific target population as defined in its mission statement;
- Demonstrate impact of agency services on client lives and/or community problems;

- Have responsible financial management, with audited financial statements for the past two (2) fiscal years. (Agencies with annual operating budgets under \$500,000 may submit copies of their IRS Form 990 in lieu of audits);
- Well-managed financial resources which provide a sound operating base, and funding requirements that are within the capabilities of UWLC;
- Effective agency administration; national United Way standards suggest that agency overhead not exceed 25%
- Adequate, qualified professional staff and volunteer support; and
- Effective inter-agency collaboration to improve program effectiveness and avoid unnecessary duplication of agency services.
- How well the agency has worked with UWLC in the past, if applicable.

## **Funded Partner Review**

All FP's, their programs and services, will be subject to a six (6) month review by UWLC for relevancy, effectiveness and efficiency. Should serious questions arise regarding an agency, program or service, the CIC will investigate the matter, and then forward its recommendation(s) to the UWLC Board of Directors for appropriate action.

## **Funded Partner Termination**

The existence of one or more of the following conditions may be cause for the Board of Directors to reduce and/or terminate UWLC's support of a FP, program or service:

- The agency or program loses its tax exempt status as a 501(c)(3), or other appropriate non-profit organization, according to the U.S. Internal Revenue Service rules;
- The agency or program is unwilling or unable to abide by established UWLC policies including, but not limited to, those regarding financial management and reporting, fundraising, inter-agency cooperation, active board management, and/or other established policies, practices and procedures.

## **Overview of Investment Process**

April: Agencies requesting funding must submit a Letter of Intent (LOI) (see below for details).

April/May: The CIC reviews the LOI and determines which agencies to invite for an interview.

April/May of each year, the CIC meets individually with each agency requesting program funding.

May/June: The CIC makes funding recommendations to the United Way Board of Directors makes all United Way funding decisions after reviewing the recommendations of the CIC. (The CIC is comprised of United Way volunteer board members and community members at large. The composition of the CIC can change each year.)

June: Agencies are notified of funding decisions.

## Letters of Intent:

Each agency requesting funding from UWLC is required to first submit a letter of intent (LOI). The LOI should include the following:

- Name of Program;
- A general overview of program and how it fits within UWLC's funded priorities;
- Information on how many people are served annually through the program (projected);
- Other funding sources for the program;
- Funding amount requested;
- Supporting evidence of why this program is needed in Lamoille County;
- Partnerships involved in making the program successful.

## Presentation Participation

- During Investment meetings, the agency must have an individual available to answer all aspects of agency operations (financial/budget, goals, services, program information, outcomes). The agency understands that if questions are not answered during their presentation, there is a risk of losing funding in a very competitive environment.
- The agency should have the Executive Director present for the Investment meeting. The agency may have up to three (3) people in the meeting, including the director.
- The agency must come prepared with an informative presentation, showing impact in the community, professionalism of services, wise fiscal management, services unique to your organization and justification for your agency's request.

One-half hour will be set aside for each applicant. Your entire presentation should take no more than 20 minutes, which will leave 10 minutes for questions and answers.

Charts, displays, handouts and brochures are welcome. Because of time restrictions, computerized presentations should not be used.

## APPEALS

UWLC funding is not an entitlement. Because agencies should have no expectation of funding amounts, the UWLC has no appeals process.

## Check Disbursement

If an agency is approved for funding, the funding will be effective for the fiscal year July 1 through June 30. Agencies will receive bi-monthly checks, starting in October.

Each year, the UWLC Board of Directors determines, based on actual historical data, the year's anticipated pledge loss and reduces from its campaign totals a percentage of anticipated "uncollectibles". In the

event the UWLC campaign collects an amount which is lower than the anticipated amount, the Board will deduct that pledge loss from the FP's final payment.

No administrative fee is charged to UWLC FP's to process their investment amounts. The prevailing rate will be applied to non-partner agencies receiving designations.

## **Donor Designations**

The UWLC encourages donors to make unrestricted contributions to the United Way Community Fund. This fund allows the CIC to determine the most critical needs in our community and to allocate the dollars to meet those needs. When considering investments to agencies, the CIC will not be provided with designation information. Investments will be made in addition to designations.

Donors may choose to designate their gift directly to an organization of their choice, either to a United Way funded agency, or to a non-partner agency, by indicating their desire on their donor pledge form.

**DESIGNATION MINIMUM:** Donor designations must be over \$100 per agency, to a 501c3 non-profit health or human service organization providing service in the United States, preferably in the state or region. If a designation does not meet these criteria, it will become part of the United Way Community Fund. A good faith effort will be made to distribute donor designated funds to the intended recipient.

Although it is not encouraged, a donor may also choose to make a "negative designation", instructing United Way NOT to direct dollars to a particular agency. In this case, the dollars will become donor designated in equal increments to the other partner agencies.

**PROCESSING FEE:** A processing fee of \$25 will be assessed for each designation check issued. Gifts to other United Ways will be passed through without an administrative deduction, but must meet the minimum \$100 per agency.

Designations will be paid out in April of each year, less any uncollectible amounts.

Agencies funded by UWLC may not promote or encourage designations to their agency in any manner, at any time. This restriction applies to any form of written or verbal communication to all audiences, including, but not limited to, volunteers, board members, agency staff, current contributors, service recipients and potential contributors at agency events or at workplace presentations.

FP's will positively promote United Way's community-wide campaign with all audiences as the best choice to assist a broad range of health and social service needs and will promote the United Way investment process of distributing funds based upon identified community needs.

Violation of the Donor Designation Policy by a FP may result in reduced investments or even membership termination.

This policy will be reviewed on an annual basis.

## **Policy Relating to Supplemental Fundraising Activities**

The mutual objective of UWLC and the agencies and programs it supports should be to maximize the dollars available to provide services to individuals and families. Accordingly, the UWLC encourage self-support for its FP's. It should be recognized, however, that such efforts must not compete with or otherwise jeopardize the annual UWLC campaign, either from the standpoint of timing or workplace solicitation. The following principles should apply to all supplemental fundraising activities of FP's:

- Supplemental fundraising activities of an agency should be part of the total plan of the agency, and take into account the overall fundraising strategy of the UWLC and the agency.
- It should be understood that the purpose of supplemental fundraising is not to compete for already envisioned funds, but to creatively develop additional amounts and sources of funding.

### **Guidelines on Fundraising During the United Way Capital Campaign**

FP's should refrain from any direct solicitation fundraising activities during the UWLC's annual campaign (September 1 through October 31). If the agency is unclear as to whether an activity is considered a direct solicitation or a special event, they should contact the United Way office no later than 60 days prior to the event.

### **Supplemental Fundraising December 1 through July 31**

All fundraising events or efforts of FP's must be carried out in an ethical manner, avoiding any exaggerated, misleading or false claims, and must be promoted in a way that will enhance respect for the agency. In conducting any fundraising event or effort:

- the agency must clearly identify itself as a UWLC FP;
- acknowledge that it receives support from UWLC;

### **Guidelines for Using the United Way Brandmark**

- The brandmark (logo) may not be altered in any form. For example, the text "United Way" may not be separated from the visual element (i.e. the hand/rainbow symbol). Also, no artwork or text may be added to the mark.
- If you choose to use the localized United Way logo (with the text "United Way of Lamoille County"), you may not add additional text or break apart the text from the logo. If your agency/program is funded by more than one United Way, it is recommended that you use the standard (non-localized) brandmark.

#### Non-Localized



#### Localized



**United Way  
of Lamoille County**

The mark must be produced in either full color, solid black or United Way blue (see specifications below).

### **Placement**

The landmark must not be rotated or skewed or used in a vertical position.

### **Color Palette**

Give these color parameters to your printer:

#### **United Way Blue**

Spot Color: Pantone 287

Process Color: C:100 M:74 Y:0 K:0

RGB (for screen/web site) R: 16 G:22 B:127

If you have questions on appropriate use of the United Way logo, please call the UWLC Executive Director at 888-3252 or e-mail [unitedway@uwlamoille.org](mailto:unitedway@uwlamoille.org).