

# United Way of Riley County

## Self-Support Policy for Partner Agencies 2010

### I. INTRODUCTION AND DEFINITIONS

United Way of Riley County acknowledges that partner agencies should have the ability to conduct a variety of year-round activities to raise sufficient revenue for program and agency operations. With the exception of the restricted activities below, agencies are encouraged to seek funds on a year-round basis through methods that are achievable through agency volunteer and staff resources.

A United Way “partner agency” is defined as an agency that participates in the citizen’s review process and receives an allocation from United Way.

A partner agency’s “self-support” activity refers to any effort by the agency to financially support its mission within the community.

#### **Restricted Activities**

- Agencies may not at any time solicit donors by requesting direct designations through the United Way campaign or participate in a workplace solicitation that raises funds through payroll deduction.
- Agencies may not apply for corporate grants from local organizations from September 1- November 15.

#### **Self-Support Activities**

On a year-round basis that includes the campaign period, agencies may conduct fund raising activities such as but not limited to the following:

- Membership drives
- Special events
- Direct Mail solicitation
- Request in-kind donations of equipment, supplies, or other non-monetary items
- Conduct holiday drives for food, clothing, and other items
- Sell merchandise (i.e. candy, thrift shop sales, wrapping paper, etc.)
- Request donations in regular agency newsletters
- Charge fees for program services
- Receive donations as the beneficiary of a special event hosted by a third party
- Conduct capital campaign visits

### II. POLICIES

#### **Agency Compliance With Policy**

Each agency is responsible for educating its volunteers and staff about the United Way self-support policy.

a. All self-support solicitation activities shall be conducted and publicized in a quality manner so as to create respect for the affiliated agency and the United Way. High pressure fund-raising methods are discouraged. Self-support events should strengthen community relations and the partnership of United Way and the agency in maximizing dollars available for programs and services within the community.

b. No partner agency shall conduct a self-support activity that utilizes a general appeal for funds similar to the United Way General Campaign.





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