



DONOR DESIGNATION POLICY

Scope of Designations:

This policy allows United Way of Northeast Florida to sustain its balanced and strategic investments made as part of a comprehensive Community Impact Strategy, which is focusing on serving its three impact areas: financial security, youth opportunity and healthy community. Undesignated gifts enable us to make the greatest impact within our community in the areas that align with our strategic priorities, which are based on extensive research and expertise. More information on United Way of Northeast Florida's mission, vision and impact areas can be found online at unitedwaynefl.org.

While we continue to accept gifts designated to agencies serving outside of our three impact areas, they do not allow us to invest in the comprehensive strategies identified to make the biggest difference in achieving our vision of a community of hope and opportunity for every person.

Due to the increased cost of processing designations, United Way of Northeast Florida requires a **minimum donation of \$50 per designated pledge**. An administrative fee is assessed on donor-designated gifts to other organizations. This administrative fee offsets the expense of processing, acknowledging, and stewarding gifts via United Way.

In order to be eligible to receive designated funds through United Way of Northeast Florida, agencies or organizations must have tax-deductible status as determined by the Internal Revenue Service, annually execute an Anti-terrorism Compliance Form attesting to their compliance with the USA Patriot Act (Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism), and **not appear on the Department of Treasury Terrorist Watch Lists**. United Way cannot honor designations that benefit a specific individual or family.

Disbursement Guideline:

Due to payroll deduction and payment processes of employers, it takes approximately 18 months to fully collect a campaign, beginning with the cash received during the campaign and closing out with final payments from payroll deductions. Every campaign is closed after three years, and no

further designation payouts will be made. All collected designations will be either paid out or redirected to United Way if the organization has not provided proper documentation to process the designation as required prior to the campaign close.

Designated agencies will be reviewed annually for eligibility and compliance and contacted to provide required documentation.

Uncollected Pledges:

Uncollectable pledges are a cost of doing business similar to unpaid sponsorships at a charitable dinner or sales losses in the for-profit industry. Primary reasons pledges are not collected in full include termination of employee, relocation and retirement.

Disbursements for designations are based on the amount of money United Way has received toward the payroll deduction pledges. Therefore, recipient agencies may not receive the total pledged. For example, if United Way received 95% of a company's payroll deduction pledges by the end of the year, then 95% of the designations associated with those payroll deduction pledges, less administrative costs, would be paid to the agency.

Administrative Costs:

The recipient agencies' share of fundraising and administrative costs, calculated in accordance with the United Way Worldwide's Cost Deduction Requirements for Membership Standard M, will be deducted from all designations, except when a company pays administrative fees upfront. Note: United Way of Northeast Florida will follow United Way of Florida policy regarding Administrative Fees to be deducted from other Florida's United Way Designations.

Designation Disbursements:

To disburse funds in the most cost-effective and timely manner, United Way of Northeast Florida has developed the following procedures:

- When we receive designations to new agencies, **we put the agency on hold in the CRM system until we collect the IRS forms and required documentation for payout.** We will reach out twice within 60 days of processing a designated **pledge** to gather necessary forms. If the agency does not respond or does not provide required documentation within 60 days of first contact, we will attempt to contact the donor for redesignation. If the donor does not respond within 60 days, we reserve the right to reallocate the funds to United Way's mission.
- Once United Way's books are closed and balanced each month, campaign designations are reviewed. For agencies receiving designation payments of \$250 or more in a month, payment will be disbursed the following month.

- For any organization receiving less than \$250, disbursements will be made in June and December.
 - If the designated charity is no longer in existence, cannot be found or does not qualify per guidelines, contributions will go to United Way's mission.
 - Designations less than the minimum required \$50 will not be paid out.
- We require ACH payment method for designation payouts. If a recipient agency opts out and requests a check, and the check is not cashed within the stale date period (180 days), we will attempt to contact the donor for redesignation, in case of no response within 60 days the funds will be reallocated to United Way.
 - Agencies receiving designation payments via ACH, will receive email notification about their processed payments to email provided with EFT Authorization form.
- Donor information is updated to AgencyLink, a secure web-based reporting system, on a regular basis. Recipient agencies should register for our agency portal, and check the portal for donor and payment details. <https://uwnefl.stratusliveportal.com>
- Future year payouts for previous years campaigns need to follow Donor Designation Policy that was in effect in the year of the campaign. (For example, this policy will apply for FY 2025-2026 designations for the next 3-year of campaign life until it is closed).

Policy Maintenance:

The Executive Committee will review this policy every two years or when changes are made.

Approved July 14, 2025

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