



Funded Agencies Handbook

PURPOSE OF THIS HANDBOOK

This Handbook defines the expectations and structure of United Way's funding relationships. Organizations that receive support through United Way should become familiar with all policies and procedures. Failure to follow these policies due to lack of knowledge is not acceptable. By signing a funding agreement, agencies have agreed to follow these policies and procedures.

OCUW GOAL:

United Way's vision for Ogemaw County is to transform the quality of life in our community. We are on a mission to cultivate partnerships in our communities that will change the lives of children and families through education, financial stability and healthy living.

OCUW VALUES:

At United Way of Ogemaw County, we pledge to hold fast to the following core values:

- **Integrity:** Be honest in everything we do.
- **Accountability:** Be effective, efficient; and transparent by regularly reporting results to community.
- **Collaboration:** Be fully engaged with our community and committed to community-wide success.
- **Volunteerism:** Mobilize residents to be meaningfully connected with our community.
- **Innovation:** Create and support dynamic solutions to community challenges.
- **Diversity:** Embrace and leverage the different points of view that diverse populations offer.

FUNDED AGENCIES

Funded agencies are expected to comply with specific United Way standards, as the standards apply. Failure to meet these standards is grounds for denying admission, probation, phase-out funding or termination of funding.

Agencies must demonstrate that they meet all United Way's standards (unless otherwise exempted by law or circumstance). Any agency that does not meet all of the standards must commit to meet all of the minimum standards in a mutually agreed to time frame.

The following policies apply to all agencies with a funding relationship with United Way through the funding allocation process:

OCUW Funding Agency Policy #1: FINANCIAL REPORTING

In accordance with United Way's standards, agencies with operating budgets of \$500,000 or more must submit an independent audit with full disclosure conducted by an independent, certified public accountant annually.

Agencies with operating budgets of \$100,000-\$499,000 must submit a review completed by a certified

public accountant.

Agencies with budgets of less than \$100,000 can submit a Compiled Financial Statement prepared by an independent certified public accountant.

Audits, Reviews and Compiled Financial Statements should include:

- Statement of Activities
- Statement of Financial Position
- Statement of Cash Flows and Statement of Functional Expenses.

All financial reports must encompass all agency funds and transactions and must be prepared on an accrual basis following Generally Accepted Accounting Principles.

Procedures: Current Audits, Reviews and Compiled Financial Statements must be included with funding application. If circumstances warrant, a written 30-day extension may be requested.

OCUW Funding Agency Policy #2: UNITED WAY WORKPLACE CAMPAIGNS

Funded agencies are expected to participate in the United Way campaign effort every year.

Procedures: Agency staff **is not** required to contribute to United Way. However, agency directors are expected to set an example for the United Way campaign and provide staff with the opportunity to contribute by allowing a United Way staff member or volunteer to directly solicit contributions from employees during the United Way campaign.

This procedure would not apply to agencies without paid employees.

OCUW Funding Agency Policy #3: CO-MARKETING

The United Way logo is a highly recognized symbol among the general public, representing accountability and integrity. United Way funded programs should place the United Way logo on related marketing and communications materials such as newsletters, brochures, fliers, posters, news articles, signage, letterhead, etc. Each agency is expected to publicly acknowledge its relationship with United Way and to promote local giving through United Way during the annual campaign.

The United Way logo should be visible and consistently used to keep the public aware United Way supports your organization. This recognition will provide the public with assurance that your program meets local accountability standards and will help keep them aware of how United Way dollars are used.

If the funding relationship ends, use of the United Way logo in co-marketing must cease.

Procedures: All materials created to inform the community about a specific program which received United Way funding must include an acknowledgement of this support and display a United Way logo.

OCUW Funding Agency Policy #4: SUPPLEMENTAL FUNDRAISING

Recognizing that United Way funds only a portion of any agency's budget, supplemental fundraising is necessary. As noted in the co-marketing policy in this handbook, each agency is responsible for recognizing its relationship with United Way in any written materials promoting the agency or any related fundraising effort.

There are two restrictions on fundraising conducted by funded agencies:

- 1) No solicitation of corporate funds for monetary support. There are circumstances; however, in which an agency can solicit gifts from specific companies. The only circumstances are the following:
 - Solicitation for capital expenses
 - Solicitation for donation of company products
 - Solicitation for sponsorship of specific fund-raising events
- 2) No solicitation of employees in the workplace. Funded agencies can never conduct employee workplace giving campaigns without written permission from the OCUW Board of Directors.

Procedures: United Way considers all agency fundraising plans on a case-by-case basis. Agencies are required to annually submit fundraising plans to United Way as a supplement to the program proposal for funding. United Way may contact the agency as needed to clarify the scope and purpose of specific fundraising efforts upon reviewing such plans. Unless notified otherwise, the plan will be considered approved by United Way upon signing the annual agreement.

Requests for exceptions to the restrictions outlined in this policy or for additional events not presented in the annual funding proposal must be presented in writing to the United Way President. The agency must receive written approval before engaging in fundraising conflicting with this policy.

It is extremely important that funded agencies comply with this policy consistently. Failure to do so could be detrimental to the fundraising abilities of both the agency and United Way. If United Way becomes aware that the policy is not being followed, the agency will be contacted by United Way to alert the agency of the problem.

In addition, violation of the policy will result in a meeting between the agency and representatives of United Way, who will recommend appropriate action to the United Way Board of Directors. After reviewing the United Way Representatives recommendation, the United Way Board of Directors will determine final action including (but not limited to) a written warning, reduced allocation, probation or termination.

OCUW Funding Agency Policy #5: AGENCY RESERVES

United Way does not fund agency reserves.

Procedures: All requests for funds must be for a specific program that provides services to the community during the calendar year they are allocated.

OCUW Funding Agency Policy #6: ADMINISTRATIVE FEES

United Way funds cannot be used for non-program directed administrative fees and costs.

Procedures: United Way funds can only be utilized to fund specific program expenses related to the delivery of services that address education, financial stability, health, and support services.

OCUW Funding Agency Policy #7: CAPITAL FUNDRAISING

United Way program funding is not to be used for capital expenditures.

Capital expenditures are defined as funds used by a company to acquire, upgrade, and maintain physical assets—such as property, plants, buildings, technology, or equipment.

Procedures: All OCUW funded agencies must agree not to use UW funding for capital campaigns of any amount.

OCUW Funding Agency Policy #8: FUNDING DISTRIBUTIONS

United Way funds are distributed once a year. Each funded agency must reapply for allocations yearly.

There is no guarantee of indefinite program funding by United Way.

Reasons for termination of a funding request vary and depend upon the decisions of the United Way Board of Directors.

OCUW reserves the right not to distribute funds if monies collected are less than \$5,000.00 for any given year.

Procedures: United Way allocations are paid by check to the funded agency during the same month they were allocated and will be mailed via the United States Postal Service.

OCUW funding Agency Policy #9: NON-COMPLIANCE WITH OCUW POLICIES

All United Way funded organizations are expected to adhere to all applicable policies, supporting procedures, other directions outlined in this handbook, the funding agreement and/or funding contingencies.

Procedures: United Way and its funded agencies are expected to act in good faith in carrying out all conditions of the funding relationship, which are spelled out in funding agreements, this handbook and contingencies placed on any allocation. If good faith efforts fail, both parties reserve the right to terminate the relationship.