

# Harvey County United Way

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## Harvey County United Way Community Partner Organization Policy

### I. Introduction

The Harvey County United Way and its partners must mutually work together to secure the necessary funds to maximize the community's support.

The intent of the Harvey County United Way is to be flexible and attentive to the needs of those with whom it works to create change in our community. Questions regarding this policy should be referred to the Harvey County United Way Executive Director.

A Harvey County United Way "community partner" is defined as a non-profit organization in receipt of a Community Investment Grant who has successfully completed the application process and the citizen review process.

An organization's "self-supporting" activity refers to any effort on the part of the member agency to financially support its mission. An auxiliary, associated group, club of the partner organization or any business or organization, which proposes to raise funds in the name of the community partner, is subject to conforming to the same regulations as the community partner. It is the responsibility of the community partner to ensure such groups adhere to these United Way policies.

### II. Policies

- A. Community partners' **restrictions** on self-support activities are as follows:
  - 1. No direct workplace, payroll campaigns may take place.
  - 2. No capital campaigns between September 1 and October 31.
  - 3. No events/fundraisers that mirror current United Way activities (ie United Way Chili Cook-off).
- B. Community partners **may conduct** self-support activities as follows:
  - 1. Any activity not in direct competition with Harvey County United Way efforts is allowed year round (excluding those listed in section A).
  - 2. Direct mail or email campaigns may be conducted any time during the year.

### III. Procedures

- A. A "Partner Fundraising Activity Notice" form for each self-supporting activity should be submitted within a minimum of 30 days in advance of the event (attachment 1) if the activity falls between September 1 and October 31.
- B. The community partner will display the United Way logo (see email for logo and display guidelines) on marketing materials and website, including brochures, annual reports, etc. Any permanent materials are excluded. The partner should also prominently display United Way logo at events.

### IV. Penalties

Violations of this policy will be determined by the Harvey County United Way Board of Directors and penalties will be assessed on a case by case basis.

Continuing and flagrant violations of this policy could result in a loss of current and future funding.