

UNITED WAY OF NORTHWEST ARKANSAS DESIGNATION POLICY

GOVERNING VALUE: It is our position to educate donors about our community impact agenda and to encourage contributions to the Community Fund to be invested in programs, initiatives, and services that improve people's lives by meeting goals established by the community. The organization will not solicit donor directed funds; neither will partner organizations. United Way of Northwest Arkansas will accept and process donor directed funds as described below.

BASIC PRINCIPLES:

- A. UWNWA incurs expenses associated with fund raising and processing of designations; therefore, a donor may only direct their contribution to partner agencies of the United Way of Northwest Arkansas or other United Ways.
- B. Designations will be treated as a "separate stream" funding. For UWNWA funded partners this will mean that designations will be in addition to an award allocation.
- C. Designations to UWNWA Community Fund will be regarded as funds available for allocations without restriction.
- D. Names of designating donors will be released to programs only with the permission of the donor as expressed on their pledge card. The amount contributed by a donor will not be released to any program.
- E. Designations received from other United Ways, or the Combined Federal Campaign will not be assessed any local administrative charges or fees or counted as local revenue.

Member agencies are prohibited from encouraging designations to their respective agency during United Way campaign presentations and will refrain from conducting any public campaign promoting designations throughout the year. If agency fails to comply with this policy, United Way may recommend a sanction that may include, but not limited to, suspension of allocation payments or termination of agency agreement. It shall be a condition of continued distribution of allocation payments that the agency demonstrate to United Way in writing that measures will be taken to prevent further violations in the future, including the effective communication to staff and Board members of the need to abide by the provisions of the designation policy.