

ATTACHMENT F: Supplemental Fundraising Policies

PURPOSE

United Way of El Paso County (UWEPC) recognizes that it cannot and should not attempt to meet all the fundraising needs of CI Funded Agencies and that Agencies must seek other sources of contributed funds to operate their programs. The intent of UWEPC's fundraising policy is to facilitate the community's capacity to support the goals, strategies and community outcomes in our four areas of impact.

GENERAL PROVISIONS

The following fundraising activities are allowed without restrictions:

1. Offering individuals an opportunity to name an agency in their wills or other planned giving instruments.
2. Accepting bequests or unsolicited gifts.
3. Negotiating with other organizations regarding reimbursement for services provided.
4. Receiving earned income, such as client fees, reimbursements from third parties, user memberships, participative memberships and rentals, thrift shops, or charges related to participation in an agency program.
5. Broadside direct mailings, e-mail solicitations, PSAs or advertising.
6. Corporate and individual solicitation.
7. Special events.
8. Sustaining membership campaigns.

This activity is always prohibited:

1. Solicitation of businesses and their work force for payroll deduction (agencies may solicit their own employees for payroll deduction support of agency/program operations or capital campaign contributions).

Adopted: March 24, 2004
Amended: May 28, 2008
Amended: November 2009
Amended: September 25, 2019

This policy supersedes all previous policies.