

United Way of Olmsted County Designation Policy

Statement of Policy

United Way understands that some donors choose to direct a portion of their gift to a specific agency. As a service to our donors, United Way of Olmsted County will process contributions designated by the donor to a specific agency. However, unlike gifts made to United Way's LIVE UNITED Community Fund or targeted to one of United Way's four focus areas, United Way cannot guarantee how these funds will be used or provide oversight to report measureable results.

Making a Designation

You may designate all or a portion of your United Way contribution to any qualified nonprofit, tax-exempt agency. Designations need to be made and submitted at the time of the pledge. Agency information, including the agency name, address, city, and state is required to ensure that a designated gift is correctly processed (if we are unable to locate your agency, we will contact you for more information). Donor names and gift details are forwarded to designated agencies with each payout unless anonymity has been requested, or if a donor's employer doesn't provide detailed gift information.

Payment of Designated Gifts

Upon receipt, designated gifts made with cash, check or credit card is paid to your agency in the next scheduled designation payout beginning in February. Each year donors make pledges to United Way which are then paid through payroll deduction the following year. One third of each designated payroll deduction gift is paid out three times a year in April, August, and December.

Administrative and Fundraising Costs

There is a charge to all agencies receiving designated funds to cover United Way of Olmsted County's cost of fund-raising, processing, and distributing the designation. This charge is 8 percent. This cost is very low in relation to the cost of raising funds at other charities, and is far below the 30 percent suggested by the Charities Review Council. Visit Charities Review Council for more information at: <http://www.smartgivers.org>.