

# Designation Policy

*The following information applies only to gifts processed by United Way of Greater Williamsburg (hereafter “United Way”).*

Making a gift to United Way is the most effective way to help our whole community. United Way attacks poverty’s root causes through measurable goals and provides solutions that are interconnected, so that people most in need have the best chance of success.

## **MAKING A DESIGNATION**

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United Way understands that some donors choose to direct a portion of their gift to a specific agency. Although we process these donor-directed contributions as a service to our donors, United Way is unable to guarantee how designated funds to a specific agency will be used or ensure measurable results by the recipient agency. Any agency receiving designations must be a 501(c)(3) organization and must comply with the United States Patriot Act by submitting the proper documentation to United Way.

If you wish to make a designation to a specific organization, the following is required:

- Confirm that the agency you wish to donate to is a legally recognized 501(c)(3), nonprofit organization by visiting Guidestar, or contact your designated agency.
- Specify the designation amount.
- Provide complete agency information, including the name, street address, city and state to ensure that your designated gift goes to the right agency—many have similar names.
- Submit designation information at the time of the pledge.

## **AGENCY PAYMENTS AND ACKNOWLEDGMENT**

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No fees are charged to member agencies who receive designated pledges during the campaign.

Pledges made through payroll deduction are paid to agencies quarterly beginning in July, after completion of our campaign cycle. One-fourth of each significant designated payroll deduction gift is paid during the year in July, October, January and April, though smaller gifts may be accumulated and distributed to non-member agencies in December of each year.

Gifts paid by cash, check, credit card or stock are distributed to designated agencies in the next scheduled designation payout.

Donor names and gift details are forwarded to designated agencies unless the donor chooses to remain anonymous, or if an employer does not provide United Way with detailed donor gift information.

## **ADMINISTRATIVE AND FUNDRAISING COSTS**

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Approximately 10 percent of all gifts is used to cover the costs of fundraising, collecting, processing and distributing donations. The percentage will vary slightly from year to year. The Charities Review Council's recommended range for administrative and fundraising costs is 10 percent to 30 percent for responsible charities. Visit [Charities Review Council](#) for more information.

For complete financials, please refer to the About section of this website for complete [financial statement and tax return information](#).

## **IF YOU GIVE BY PAYROLL DEDUCTION**

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United Way can only distribute dollars that are actually collected. Therefore, on payroll gifts additional costs are subtracted to cover the loss of uncollected pledges.

United Way is given a lump sum from employers versus individual checks and thus is unable to know specifically which payroll pledges are unfulfilled.

Based on prior experience, United Way assumes that 7.0 percent of all payroll deduction pledges will not be fulfilled.

## **IF YOU GIVE BY CASH, CHECK, CREDIT/DEBIT CARD OR STOCK:**

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If you give by cash, check, credit/debit card or stock, the 7.0 percent uncollectible allowance does not apply.