

2016 Funded Partner Contract

Required to Release Allocation

United Way of Monongalia and Preston Counties
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**United Way of Monongalia
and Preston Counties**

If an agency wishes to receive funds from the United Way as a Funded Partner, the signed agreement will be returned to the United Way no later than June 30, 2016. Failure to return the agreement will result in forfeiture of allocation. The agreement will be in effect from July 1, 2016 through June 30, 2017.

Financial allocation to the Funded Partner will be made for the fiscal year beginning July 1, 2016. Unless special payment arrangements are approved, one-twelfth of the Funded Partner's allocation will be sent each month starting July and ending in June, assuming sufficient funds available. Allocations are subject to adjustments based upon recommendation of the United Way Board of Directors.

This document covers the following items:

1. Memorandum of Understanding
2. Supplemental Fundraising
3. Co-Branding
4. Participation
5. Volunteer Connection
6. Document Submission
7. Reporting
8. Signatures

1. MEMORANDUM OF UNDERSTANDING:

We agree to work together as Collaborative Partners to achieve a common purpose of achieving outcomes in our community by sharing risks, responsibilities, and rewards. This partnership includes exchanging information, participating in activities together, sharing resources and enhancing the capacity of one another for mutual benefit to attain our shared vision.

As Collaborative Partners, we must commit to ways of work that:

- Reduce competition and duplication of services and build consensus
- Are inclusive of a diversity of cultures, fields, and sectors
- Are focused on comprehensive strategies and long term results

In carrying out our respective roles, we understand that the following Critical Elements are essential to facilitate a successful Collaborative Partnership for achieving outcomes in our community:

Valuing Community Outcomes - Walking the Talk

- Understanding Community Needs
- Ensuring Consistent Messages
- Practicing Continuous Improvement
- Promoting the General Campaign Fund
- Focusing on Community Needs

Partnering with One Another

- Identifying & Seizing Opportunities with Community Partners (ex. City, County)
- Enhancing Our Multiple Roles
- Positioning – Sharing Credit and Co-Branding
- Promoting the UWMPC Agency Partnership
- Making a Commitment to the Relationship

Generating Resources

- Supporting the Campaign
- Committing to Supplemental Fundraising Agreement
- Diversifying and Leveraging Resources

Ensuring Accountability

- Striving to Implement Best Practices
- Focusing on Outcomes
- Making Informed Planning and Funding Decisions in Cooperation with the Board of Directors
- Having Clear Policies and Procedures

Being Responsive to One Another

- Acting with Integrity and Respect
- Ensuring Open Communication
- Responding to Requests for Information and Reports in a Timely Manner
- Being Considerate of Each Other’s Time
- Offering Support and Assistance to Enhance Capacity

2. SUPPLEMENTAL FUNDRAISING:

Principles guiding this policy are:

- Preserving the fund raising capacity of the United Way of Monongalia and Preston Counties.
- Maintaining the independent decision-making authority of organizations.
- Implementing the policy with minimum burden to the organizations and the United Way of Monongalia and Preston Counties.

United Way of Monongalia and Preston Counties agrees to:

- Raise dollars for the general fund, which provides allocations to Funded Partners.
- Accept donations that are specifically designated to Funded Partners.

United Way of Monongalia and Preston Counties encourages all Funded Partners to consider and pursue multiple income sources that might include: grants from foundations, government funding, direct mail fund raising appeals, membership drives, fees from services, and special events.

United Way of Monongalia and Preston Counties Funded Partners agree to:

- a) **Contact businesses** or corporations for agency operational, capital or special event funds any time during the year **except between September 1 and October 31**. This 2 month period is when United Way volunteers are working to raise funds in workplaces throughout Monongalia and Preston Counties.
 - Organization special events may take place during this period as long as the business/corporate support has been solicited prior to September 1.
 - Organizations may solicit in-kind donations for events such as auctions during this period.
 - Organizations may make follow-up calls to businesses during this period as long as the initial request for funds was made before September 1 or after October 31.
 - Organizations may have on-going conversations about funding with current Board members that represent businesses.
 - Organizations will not kick-off a capital campaign between September 1 and October 31 and will notify the United Way before the capital campaign begins.
- b) Conduct **no payroll deduction solicitations** from Monongalia and Preston Counties businesses and corporations.
- c) Conduct no self-promotion campaigns for the purpose of designations. Self-promotion campaigns are defined as direct mailings, emails, social media, or advertising exclusively and specifically to encourage donors to designate to the agency.

3.CO-BRANDING:

Required Placement of United Way of Monongalia and Preston Counties' Funded Partner Logo:

- On your organization's website. At minimum the logo should appear on your homepage. The logo must be linked to UWMPC's homepage: <http://www.unitedwaympc.org>.
- At the entrance to all facilities or lobbies where funded programs take place. All signage should be hung at eye level in plain sight of visitors to your location(s). (UWMPC will provide).
- On your organization's brochures, annual report, printed newsletters and promotional materials. Logo should be placed on either the front or back cover, or both. (Aspect ratio should always be maintained.)
- On e-newsletters, both email and web based.

Non-Disparagement Clause:

Agree to not disparage the name of United Way of Monongalia and Preston Counties or any of its employees, board members or volunteers in their roles at United Way of Monongalia and Preston Counties in the media (broadcast, print, social media, interactive or mobile/text).

United Way of Monongalia and Preston Counties agrees to:

- Promote agencies through logo signage in United Way facilities, agency tours, speaker's bureau and United Way sponsored events.
- Encourage corporate and community support of agency needs through United Way website.
- Provide a link to agency website.
- Recognize successful United Way funded programs through videos, client stories, PSAs, and other materials where appropriate.
- Encourage promotion of partner programs via workplace publications, email, web sites, campaign tools and other opportunities.
- Provide window clings for each of your locations at no cost to you.
- Provide resources and staff assistance for agency communicators to develop marketing and public relations skills.

Best Practices

- Invite UWMPC staff to agency special events.
- Identify agency/organization as a United Way of Monongalia and Preston Counties Funded Partner whenever possible on program fact sheets, business cards, new releases/media advisories/boilerplates, and special promotional flyers, etc. ("Agency name/logo") is a United Way of Monongalia and Preston Counties Funded Partner.
- Provide United Way of Monongalia and Preston Counties staff with updated agency contact data for media spokespersons including name, email, and phone number.
- Regularly provide current success stories (with Client releases) that tie to United Way of Monongalia and Preston Counties funded programs and focus areas.

4.PARTICIPATION:

The United Way of Monongalia and Preston Counties requires participation of all Funded Partners.

Participation Requirements (Mandatory Events)

- Funding Application Training
- 5 - Agency Relations Meetings
- 1 - Campaign Progress Report
- 1 - Day of Caring Volunteer Project Application
- Distribute United Way campaign materials to agency staff and board members.

When appropriate, United Way staff will provide a sign-in sheet to track attendance.

Should a Funded Partner fail to meet the participation requirements, the United Way will take action in the following manner:

- Step 1 - Call to Funded Partner's Executive Director by United Way Agency Relations Chair
- Step 2 - Funded Partner's Board of Directors and/or Board President will be notified
- Step 3 - Funding Reduction

5. Volunteer Connection Management System:

Funded Partners must register an account and maintain an active profile online with the Volunteer Connection Management System (www.volunteermvc.org).

For more information on how to set up your account please visit www.volunteermvc.org.
Funded Partner must post at least one volunteer opportunity annually.

6. Document Submission:

The United Way of Monongalia and Preston Counties will not accept late submissions of required documents.

It is the organization's responsibility to submit all required documents by the scheduled deadline. As a practice, organizations will be notified upon receipt of required documents by United Way staff. Agencies are responsible to confirm receipt of required documents. Requests for consideration after the deadline will not be considered.

Omitted Essential Documents

Timely submissions missing any essential documents will be considered incomplete. Upon notification to the organization of the omitted documents, the organization will have 2 business days to submit these to the United Way office. Funding will be held until full compliance is achieved.

If any organization develops a pattern and practice of incomplete submissions, the United Way Executive Committee reserves the right to reduce/terminate funding to the organization and request a meeting with the organization's Executive Committee.

Agencies are advised in writing of all deadlines.

7. Reporting:

All Funded Partner Agencies must complete both a Mid-Year and an Annual Report.
The reports will be made available to the Agency in a timely manner via the Partner Portal.

The Partner Portal can be accessed at: <http://www.unitedwaympc.org/partnerportal>

The United Way Funded Partner Contract has been read and reviewed by the members of The Board of Directors and the terms of the agreement are understood and approved.

Funded Partner

Date

Board President

Date

United Way CEO

Date

Duly Authorized Representative of United Way

Date

(to be signed upon receipt at United Way office)

This page must be signed and returned to the United Way office **no later than June 30, 2016** in order for the first allocation payment to be released.

Retain a copy of this Funded Partner Contract for your records.