



Designation FAQ

Why donate to United Way?

The United Way Community Fund is the heart of Northumberland United Way (NUW). Contributions are invested annually to local health and social service programs based on community needs through the fund. The United Way Community Fund increases the donor's ability to make a difference by combining the gift with hundreds of others to support a common community agenda. Donations to the United Way Community Fund are accountable, measurable and impactful.

At the same time, NUW recognizes that the ability to generate funds for the Community Fund is directly dependent on the ability to respond to the needs of donors. Donors want the option to make choices and exercise control over the purchase/investment/donation decisions. This is the reason that NUW offers choice to donors.

What are designations?

Designations are also referred to as Donor Choice and includes fundraising dollars designated by a donor to a specific registered Canadian charity. These designated donations are most often done via payroll deduction.

How does United Way facilitate designations directed to United Way funded Community Partners?

Any designations to Northumberland United Way's funded community partners are treated as first-dollars in. Total donor designations that exceed the allocated amount to a funded community partner will be paid to them as such designations are received by NUW.

For more information, please refer to the Donor Choice policy.

How does United Way facilitate designations directed to organizations not funded by United Way?

Cash, cheque, Visa, MasterCard, and Amex designations will be forwarded prior to fiscal year-end. Designations received through payroll deductions will be forwarded annually following payment of the pledge and will be based on the dollars received; net of administrative and fundraising costs that includes pledge loss.

Large designations (over \$2,000 annually) to organizations will be paid out semi-annually, in July and at year-end (February/March).

Are designations kept confidential?

In keeping with NUW's Privacy Policy regarding confidentiality of donors, the list of donors designating gifts will be kept confidential unless requested by the donor to provide the information. Organizations will be advised of amounts designated and NUW will thank and receipt donors.

What is the cost to facilitate a designated donation?

Designations to a specific NUW funded community partner or a specific registered Canadian charity shall be a minimum of \$75.00.

In order to equitably recoup administrative and fundraising costs, organizations receiving designations will be assessed an administrative fee of 15%, with a maximum of \$500 per designation per year. This is inclusive of pledge loss and a corporate match.

There will be no fee for donations to other United Ways across Canada.

How are fees determined?

Fees are analyzed on an annual basis, calculated in accordance with United Way Centraides in Canada Transparency, Accountability and Financial Reporting Policies (TAFR) , and are reviewed by NUW's Finance & Audit Committee and Board of Directors.

Has the fee changed?

Yes. The previous fee was \$15 from each designation.

Why has the fee changed?

In order to be TAFR compliant, all United Ways across Canada are now required to charge a cost of fundraising ratio, plus a pledge loss percentage to each designation to other organizations.

How was the new fee determined?

Consideration included the cost of fundraising ratio, pledge loss, and alignment with other United Ways.