

PROCEDURES FOR APPLICATIONS FOR MEMBERSHIP IN THE NORTHUMBERLAND UNITED WAY

MISSION STATEMENT

To improve lives and build community by engaging individuals and mobilizing collective action. To do this, we aspire to:

- Raise and allocate funds in an efficient manner and ensure the effective delivery of services,
- Inspire people to make a difference,
- Respond to current and emerging social needs throughout Northumberland County,
- Reflect the diversity of the communities we serve.

INTRODUCTION

Northumberland United Way will consider all applications for membership as a United Way sponsored agency from any health and social service group in Northumberland County. The Board of Directors of the United Way has the ultimate responsibility for determining Member Agencies in the United Way.

Consideration will be given to:

- a) The optimum use of the available financial and human resources of the United Way.
- b) The policies and priorities of the United Way as determined from time to time.
- c) Whether the inclusions of any agency could adversely affect the goodwill or support of the United Way and its current Member Agencies.
- d) The fact that the United Way may not be in a position to meet all the recognized needs within its current membership, notwithstanding the fact that an applying agency may otherwise meet all the criteria for admission.

PROCEDURES FOR APPLICATIONS

The Allocation Committee will study the application submitted to determine if the membership requirements have been met.

- 1) If an application for membership clearly indicates the applicant will be ineligible for admission, an agency review will not be conducted and the applicant will be so advised in writing by the President of the Board of Directors.
- 2) If the applicant appears to be eligible for admission under the requirements listed, the Allocations Committee will request a presentation to further discuss their services and its application for Member Agency status.
- 3) The Allocations Committee will then make an initial presentation to the Board of Directors and recommend either proceeding with the application or declining the application.
- 4) If all the requirements have been met, a social audit and financial review will be conducted with the officers of the applicant. The United Way may request an outside organization (Citizens Review Panel) to carry out the agency review.

Applicants eligible for Member Agency status will be requested to make a presentation to the Board of Directors of the Northumberland United Way.

Applicants will be notified in writing of the Board of Directors' final decision. There will be no appeal process.

Upon acceptance of the applicant as a Member Agency, it will be required to sign the Member Agency Agreement as shown in Appendix C.

DEADLINE FOR APPLICATIONS

Please note that funds raised in a fall campaign are allocated in the following year. The application must be submitted by January 1st for inclusion in that year's campaign objective for financial support in the following year. The decision by the Allocations Committee to proceed with the application will be made by January 31st.

An applicant deemed to be eligible for admission would be required to complete and submit further documentation by February 28th for the social audit and financial review.

The Board of Directors will make a final decision on the application by June 30th.

FUNDRAISING REGULATIONS FOR MEMBER AGENCIES

United Way Responsibilities:

United Way is responsible for making charitable solicitations to individuals, businesses, and organizations on behalf of its Member Agencies. United Way primarily canvasses the workplace, which includes corporations and employee groups, as well as private citizens.

Member Agency's Responsibilities:

Member Agencies are responsible for soliciting government funding for services that are eligible for statutory or discretionary government support.

The Member Agency may generate revenue from organizations such as service clubs, foundations and churches whose objectives specifically include the direct funding of charities.

Member Agencies are encouraged, where practical, to charge user fees. Such fees should reflect the actual cost of the service rendered and the ability of the client to pay.

Supplementary Fundraising Restrictions:

1. Proposals for the following fundraising activities must be made to the President of the Northumberland United Way, prior to each endeavour, and are subject to final revisions and approval by the Board of Directors of the United Way:
 - Solicitation from selected individuals or businesses,
 - Raffles,
 - Lotteries,
 - Sponsored entertainment and/or athletic events/competitions.
2. No fundraising activities of any kind may be carried out during the period from September 1st to November 30th.
3. An Agency must not solicit funds from business or industrial organizations or their employee groups on an organized basis, or ask employees to solicit their fellow employees in those firms, corporations, or government units, whether or not they conduct a regular employee campaign of their premises for United Way.

4. An applicant may solicit or raise funds from the following. However, the United Way must be notified in writing in advance of each such activity so it can provide interpretation to the public:
 - Trusts,
 - Foundations,
 - Bequests, endowments, legacies,
 - Unsolicited gifts
 - Service clubs.

5. For items #1 and #4 above, each Agency will be required to complete the Supplementary Fundraising Report as attached. (Appendix D)

A) GENERAL

1. The organization shall support the United Way Mission Statement.
2. The organization shall be a registered charity.
3. The organization shall provide services in response to current and emerging *social needs* in Northumberland County.
4. The organization shall not exclude anyone from participating in the organization's affairs and services by virtue of race, religion, or ethnic background.
5. The organization must show evidence of having conducted its program, for a minimum period of two (2) years, within the framework of a stated set of objectives. The organization must also demonstrate the capability of continuing to provide its service(s) effectively.
6. The organization shall act within the letter and spirit of Northumberland United Way.
7. The organization shall have no political connections or functions.
8. No campaign for operating funds may be conducted by an organization during the annual Northumberland United Way campaign.
9. The organization shall promote, in a prominent fashion, the United Way name and logo on all printed materials, signage, and advertising throughout the year.
10. The organization shall provide assistance and cooperation during the annual campaign.
11. The organization shall sign a standard Agency Agreement. (Appendix C)

B) COMMUNITY

1. The organization's service must meet a need not already met and demonstrate the need is great enough to warrant the support of a separate agency. The organization must indicate that it can effectively meet this need within the framework of its stated set of objectives.
2. The applicant shall demonstrate the ability to respond to the changing trends of the community.
3. The organization shall demonstrate the ability to attract the support of the community through such things as maximum involvement of volunteers, membership lists, financial contributions, etc.

C) HUMAN AND PHYSICAL RESOURCES

1. The organization shall hire qualified staff and provide adequate training to ensure the effective and efficient delivery of service.
2. The organization shall maintain personnel policies and guidelines.
3. The organization shall demonstrate the ability to extend services through the effective utilization of volunteers in the service delivery of their organization.
4. The organization shall be governed by a volunteer Board of Directors responsible for policy, planning, priority setting, service evaluation, evaluation of Executive Director, adoption and regular monitoring of its operating budget.
5. The Board of Directors should be representative of the community it serves within Northumberland County.
6. Membership of the Board of Directors shall not include staff or Board Members of the Northumberland United Way.
7. The organization's office shall be accessible to the clientele their organization serves.

D) AGENCY OPERATIONS

1. The organization shall conduct short and long-term planning and evaluation of operations and funding.
2. The organization shall maintain financial reports and budgets to provide the information to the Board of Directors to monitor the effective and efficient use of their organization's resources.

E) PROGRAM EFFECTIVENESS

1. The organization shall monitor its service delivery on an ongoing basis and make improvements where necessary.

F) FINANCIAL REQUIREMENTS

1. The organization shall identify and seek out all other potential funding sources.
2. The organization shall demonstrate a need for United Way dollars and ensure the dollars will be directed to pre-determined programs.

APPENDIX B

APPLICATION FOR ADMISSION TO THE NORTHUMBERLAND UNITED WAY

Agency Name _____

Address:	
Date of Incorporation (include Name of Incorporated Body, if different from Agency):	
Charitable Business Number:	
Person to be contacted regarding this submission:	
Position:	Telephone:
Chair, Board of Directors:	Telephone:
Executive Director:	Telephone:
History:	
Mission Statement:	
Service Boundaries:	
Other Locations (Address & Telephone) within Northumberland County:	

APPENDIX B

APPLICATION FOR ADMISSION TO THE NORTHUMBERLAND UNITED WAY

NARRATIVE SUPPORT

In this order, please answer the following on a separate page(s):

1. Describe in detail the services your organization provides to the community.
2. What are the objectives of the organization?
3. Please explain why Northumberland United Way funding is needed for your organization.
4. Describe your clientele. What is your total membership/users? Has this number increased or decreased in the past 5 years?
5. How are volunteers used in your organization? Please include number of volunteers, estimated volunteer hours, etc.
6. Please confirm that the organization meets each of the criteria of the Northumberland United Way. (See Appendix A)
7. Please estimate how much United Way funding you will be requesting.

APPENDIX B

APPLICATION FOR ADMISSION TO THE NORTHUMBERLAND UNITED WAY

BOARD OF DIRECTORS

Agency Name: _____

Please list, or enclose a list, of Board Members with business and home phone numbers and date first elected.

Indicate the number that:

a) live in Northumberland County _____

b) work in Northumberland County _____

c) Does your Board have a consumer representative?

Yes _____ No _____

NAME	ADDRESS	PHONE	DATE FIRST ELECTED
------	---------	-------	--------------------

APPENDIX B

APPLICATION FOR ADMISSION TO THE NORTHUMBERLAND UNITED WAY

CHECKLIST FOR DOCUMENTS

Covering Letter _____

Application for Membership _____

Narrative Support _____

List of Board of Directors _____

Agency's Charter, Constitution & By-Laws _____

Copy of Most Recent Financial Statements _____

Copy of Most Recent Board of Directors Minutes _____

APPLICATION FOR ADMISSION TO THE NORTHUMBERLAND UNITED WAY

SAMPLE COVERING LETTER

Date

President
Northumberland United Way
P.O. Box 476, 1005 Elgin St. West, Suite 203
Cobourg, ON
K9A 4L1

Dear _____ :

Re: Application for Membership

Please find enclosed our completed application for membership to the Northumberland United Way.

(Organization's name) agrees to abide with the Member Agency Agreement and uphold the Criteria for Membership and the By-Laws and Constitution of the Northumberland United Way, which have been received and read.

We understand that the Board of Directors may request other supplementary information.

Sincerely,

President
Board of Directors



MEMBER AGENCY AGREEMENT

Between Northumberland United Way
(Herein called the United Way)

AND _____
(Herein Called the Agency)

Introduction

The mission of Northumberland United Way is to improve lives and build community by engaging individuals and mobilizing collective action. To do this, we aspire to:

- *Raise and allocate funds in an efficient manner and ensure the effective delivery of services,*
- *Inspire people to make a difference,*
- *Respond to current and emerging social needs throughout Northumberland County, and*
- *Reflect the diversity of the communities we serve.*

In this endeavour, United Way provides the means by which a cross section of citizens and Agencies join in a community-wide effort to deliver effective human service programs.

The primary function of United Way is to develop voluntary financial resources for the human service needs of the community. Basic to this function is United Way's annual fundraising campaign, the key element in an overall system of inter-related activities in which United Way and its Agencies jointly participate.

Underscoring the cooperative nature of the United Way/Agency relationship is a reciprocal commitment to communicate on matters of mutual concern and to work together to reach solutions that are in the best interest of the community as a whole.

SECTION I

By entering into this Agreement, the Agency recognizes the fundamental principles that characterize the United Way/Agency relationship, and agrees to adhere to the specific policies and procedures summarized in this written Agreement and outlined in the United Way Statement of Operating Policies.

APPENDIX C

The Agency Agrees to:

- A. Utilize all United Way dollars paid to the Agency in support of its operating budget only.
- B. Participate in the Community Review Process to review its services and financial requirements on a regular basis as established by United Way.
- C. Make available program, service, statistical, and financial reports as required by United Way.
- D. Advise United Way immediately of any organizational changes (service, program, or funding changes), that affect services supported by the United Way allocation.
- E. Prominently display an identifying plaque or sign at or near the entrance of its premises with the United Way logo and/or the words “United Way Member Agency”, unless detrimental to the well-being of the Agency’s clients.
- F. Use the United Way logo and/or the words, “United Way Member Agency” on all printed materials (including letterhead, Agency newsletters, promotional folders, brochures and flyers, direct mail solicitation and promotional efforts, news releases, annual reports, and income tax receipts).
- G. Abide by United Way policies discouraging self-designations and the promotion of donor designations by Member Agencies.
- H. Abide by United Way’s supplementary fundraising policies, which state that no fundraising of any kind may be carried out during the United Way campaign period from September 1st to November 30th each year.
- I. Participate actively in promoting the success of United Way’s fundraising, Community Review Panel Process, and program activities, and to encourage and enlist the participation of its constituency and members in such activities.

SECTION II

By entering into this Agreement, United Way agrees to:

- A. Conduct a comprehensive annual campaign in the County of Northumberland.
- B. Identify the Agency as a United Way Member Agency and to interpret to the public the broad range of services provided by all Member Agencies.
- C. Accept and consider an annual submission from the Agency outlining program, service, statistical, and financial information as required.

APPENDIX C

- D. Allocate available funds to the Agency based on the criteria and guidelines of United Way's Community Investment Policy.
- E. Provide allocation payments in twelve monthly installments based on a January to December fiscal year. (Payments are made on the last business day of the month). In the first year as a Member, the Agency will be paid in equal monthly installments from the date of its admission to the end of December.
- F. Make available to the Agency, its Annual Report and audited financial statements.
- G. Make additional benefits of membership, such as Day of Caring, available to the Agency in a fair and equitable manner.

As provided in the Policies & Procedures, payment of funds allocated to the Agency is subject to reduction or cancellation, in whole or in part, if the Agency fails to carry on its activities, in whole or in part, as represented at the time of the request for funds. Where the Agency uses or applies funds allocated to the Agency by United Way, or it is anticipated that such funds may be used or applied for purposes other than those for which such funds were allocated, United Way may suspend further payments or cancel the allocation of funds not already paid to the Agency.

SECTION III

The Agency and United Way agree to:

- A. Not exclude anyone from participating in their organization's affairs and services by virtue of colour, race, religion, or ethnic background.

SECTION IV

This Agreement is intended to be a continuing statement of funding relationship, which is reviewed formally as part of the Community Review Process, unless terminated because of failure of either party to comply with the terms of this Agreement and the Statement of Operating Policies.

This Membership Agreement, upon its approval by both the United Way and the Agency, shall supersede previous Membership Agreements executed between United Way and the Agency.

"United Way's Policies & Procedures" is part of this Agreement and should be reviewed by the Agency prior to entering into this Agreement.

APPENDIX C

This Membership Agreement was reviewed and approved by the Agency's Board of Directors at its meeting on:

Date

FOR THE FUNDED AGENCY

Signed at _____ this _____ day of _____ 20__ .

By: _____
Chair of the Board/Board Representative (Print name and provide signature)

By: _____
Executive Director/Agency Liaison (Print name and provide signature)

FOR NORTHUMBERLAND UNITED WAY

Signed at _____ this _____ day of _____ 20__ .

By: _____
Chair of the Board

By: _____
Executive Director

APPENDIX D

REPORT ON PLANNED SUPPLEMENTARY FUNDRAISING ACTIVITIES

Agency:		
Volunteer Responsible for Fundraising:		
Address:		
Phone Number:		
Staff Contact:		
Position:		
Dates of Fundraising Activity	Ongoing Fundraising Activity	\$ Objective
Total Objective of Ongoing/Annual Projects		\$
Dates of Fundraising Activity	Ongoing Fundraising Activity	\$ Objective
Total Objective of Capital Projects		\$

President's Name: _____

Signature: _____

Date: _____

Please submit an update as plans are finalized or changed.