



CROSSROADS UNITED WAY DESIGNATED GIVING POLICY

Crossroads United Way (CRUW) believes everyone who gives should be able to make an impact with their donations in a way that is important to them.

The following impact opportunities are available to all donors:

1. Give to the Community Impact Fund: Donors choose that their gift be distributed through the CRUW Impact process. This is our specialty! We work very hard to ensure that charitable dollars do the most good in our community.
2. Designate to an IMPACT Area: Donors are able to pick a specific impact strategy (education, income or health). This is like picking a la carte, donors can have their money do the most good in a certain area.
3. Designate a gift to a Community Partner*: Gifts to community impact partners are among those “first dollars” CRUW invests in the Community Partner. If more designated dollars are given than what CRUW is investing, the Community Partner will receive the greater amount.
4. Designate to another United Way: *For individuals who may live in another community or have a fondness for another United Way, their designated gift (based upon actual collections) will be forwarded to any United Way less an administrative fee of 18%.*
5. Designate to an individual 501(c)3 Nonprofit Organization: *CRUW wants to help everyone be philanthropic. Therefore, gifts (based upon actual collections) will be forwarded to any 501(c)3 not-for-profit organization in the United States, less an administrative fee of 18%. Donor is responsible for informing on their pledge form the organizations name and address. Every effort is made to ensure donations go where the donor intends.*

6. Designating to exclude a CRUW Community Partner: If donor selects to withhold support from a community partner, that contribution will be divided between the other partnering agencies and will not benefit the agency earmarked for exclusion.

*Designation opportunities are available ONLY to companies who submit all donor data and gift information in their pledge payments. This is necessary to ensure the proper gifts go to the correct organizations. If you have questions about this, please contact us at give@crossroadsuw.org.

Additional Guiding Principles

1. To keep administrative costs low each designation must be for a minimum of twenty-five dollars (\$25.00) (whether to a single agency or another United Way).
2. Designations must be made in writing (by indicating the choice) on the pledge card. The donors name and mailing address must be legibly written if an acknowledgment of the gift is being requested.
3. For auditing purposes, all designations must be forwarded by the reporting organization by November 30 of any given year.
4. Only designations which meet the defined criteria will be accepted.
5. In cases where the guidelines and criteria are not met, CRUW will make reasonable efforts to contact the donor. If attempts are not successful, the contribution is processed as undesignated.