

**United Way of Southeast Mississippi  
Campaign Pledges and Designation Policies and Procedures  
Fall 2010 – Spring 2011 Campaign**

About Pledges:

- When allocating United Way's agency funds and planning the overall budget, a shrinkage percentage of 8% is applied. This planned loss is applied to make up for pledges that are later cancelled or simply not paid. This figure is based on shrinkage rates averaged from prior years.

About Designations:

- United Way of Southeast Mississippi will honor designations to any 501(c)(3) organization that is not political in nature, does not address abortion and is not a specifically religious program.
- United Way of Southeast Mississippi is not responsible for designations made to "outside agencies" (those that are not United Way partner agencies) as those agencies are not held accountable by United Way. Designations to outside agencies will be paid in two installments in mid-September 2011 and mid-March 2012.
- Designations to partner agencies are funded through separate stream funding. This means that the funds distribution committee is not aware of how much money each agency will receive in designations when they determine how much money each agency should receive.
- If a person would like to designate his or her gift to a specific agency, he or she must complete a separate designation card and sign it. Designations should not be written on the employee pledge card because they may be overlooked.
- Non-designated gifts will go into the community fund to be divided among all United Way partner agencies.
- Designations must be a minimum of \$25 to be honored.
- Designations must be received by March 15 to be honored. United Way of Southeast Mississippi's fiscal year runs from April 1 to March 31. In order for a designation to be included in the agency funding for a new fiscal year, it must be received by March 15 to give enough time for processing.
- An administrative fee of 14% is applied to all designations to help control United Way's processing costs.