

United Way of Monongalia and Preston Counties

The United Way of Monongalia and Preston Counties conducts a single annual fund-raising campaign to finance a local network of vital human care services for individuals and families.

Although the campaign takes place in the fall, United Way agencies and programs are at work throughout the year helping to improve the quality of life for those in Monongalia and Preston Counties.

In part, our contributions through United Way help provide food, shelter and medical care to the disadvantaged and homeless, fund emergency assistance and disaster services, support a variety of educational and rehabilitation programs, and provide screening, referrals, and case management. All in the local area.

The efficiency of a combined campaign is an advantage United Way offers to member agencies and donors. Administrative costs are kept much lower and every contribution brings a greater return to the community.

The process of distributing United Way funds is overseen by the volunteer Citizens' Review Committee. Each agency applying for funds is carefully examined. The committee members and assisting liaisons visit each agency's facilities and interview the directors and staff. Financial information and controls are reviewed.

To make its final recommendations, the Citizens' Review considers the attitudes of the contributing public, the services available from governmental and charitable services, all available financial resources, and the documented needs of the community. The thoroughness and integrity of the entire process places United Way - and its supporters - in a unique position to effect positive change at the local level.

Your personal involvement and the participation of your company and co-workers are needed to meet the pressing needs and human distress in Monongalia and Preston Counties. Together, through our United Way, we can accomplish tasks that would be too great to face alone.

Your cooperation and support are greatly appreciated.

United Way of Monongalia and Preston Counties

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Campaign Chair:

Frank Vitale

TAKE A LOOK AT LAST YEAR

Whether you are a rookie or a seasoned pro, the best way to plan this year's United Way employee campaign is to take a good look at how your organization's campaign performed last year.

If this is your first year as an Employee Campaign Coordinator, the first thing you need to do is to sit down with your predecessor. If he or she is not available, try to obtain any files that might exist and review the information that is available to you. Above all, remember that United Way staff and volunteers are always available to help you review previous year's results.



Review last year's campaign with regard to the following, to determine areas in which your new campaign can have the most impact:

- Did you have a well-defined, tight campaign timeline?
- Did you have a good mix of employees on your campaign committee? Did they have a clear understanding of United Way and the United Way campaign? Was every member of your team assigned specific responsibilities?
- Did management endorse the campaign and convey its importance to the employees?
- Did everyone know that your campaign was going on? Did they feel positive, did they have fun?
- Was everyone given an opportunity to ask questions and learn more about United Way, before making their decision?
- Were there opportunities for United Way speakers to share information with employees? Were employees encouraged to attend speaker presentations?
- Were employees encouraged to give conveniently through payroll deduction?
- Was there a system in place to follow up on cards that had not been returned?
- Did volunteers participate in United Way's public campaign reports? Were campaign results reported back to the United Way office in a timely manner?
- Were all of the volunteers thanked?
- Were all of the contributors thanked? Did everyone feel his/her gift was appreciated?

NOW ANALYZE THE DATA

When you look at last year's performance data, you might want to break it down into departments or units if your organization is large. The performance indicators you'll want to review are:

A. Total number of employees _____

B. Total number of employees participating _____

C. Participation rate (B divided by A) _____%

D. Total dollars given \$_____

E. Per Capita gift (D divided by A) \$_____

F. Average gift (D divided by B) \$_____

G. Total number of Leadership gifts (\$750 or more) _____

You have now determined what worked in the past, and where you need to improve. You have also examined the campaign results by reviewing the performance data in strategic areas. You will soon be ready to determine your organization's campaign potential and set a goal. But before you do that...

CONFIRM YOUR CEO'S SUPPORT

The support of your Chief Executive Officer is essential to a successful campaign. The fact that you have been selected to serve as Employee Coordinator is evidence of that support. The key is to make that support visible throughout the campaign.

Ask your CEO to:

- Review last year's campaign results. Review the company's giving potential with you. Set a company campaign goal.
- Send a letter to managers announcing your role as Employee Coordinator and ask for their support and involvement.
- Send a special letter to each employee endorsing the campaign and urging his/her support and involvement.
- Attend employee group meetings to add a personal endorsement.
- Allow time for training and group presentations.
- Encourage top management to consider becoming a member of United Way's Leadership Giving Association (a gift of \$750 or more).

RECRUIT AND TRAIN YOUR TEAM

Teamwork is vital to a group's success. Building a campaign team not only makes your job easier, it means that there are more people talking about United Way. By getting their ideas and input, and together deciding on a campaign plan, you're spreading the work and the enthusiasm.

- Select members from all major units or departments, including both union and management leadership where applicable. Choose the "natural leaders" for your team.
- Assign specific duties and responsibilities based on the talents and interests of your team members. It is recommended that each volunteer have no more than 30 employees to solicit.
- Carry out this project as you would any other important assignment; meet regularly, establish a timetable, and keep track of progress and results.
- **If your team would like a personalized training session, or needs additional ideas, just call the United Way office. It is a fact - education is the key to winning over potential donors.**

DETERMINE CAMPAIGN POTENTIAL AND SET GOAL

For the campaign volunteers, and for those that contribute, much of the satisfaction of participating in a United Way campaign comes from knowing that we have done our part, all that we can do, to help the needy of our community. Setting a campaign goal inspires each to reach for the best inside of us. A goal gives us a measure of the success we have accomplished and the work still ahead.

There are many approaches to setting a campaign goal. Having analyzed the data of the past campaign, you know the number of contributors, the average gift, and the campaign total. It's easy to simply add 10% to last year's total to set this year's goal. But with the advice of your campaign team and the company CEO, you can first look at some important factors:

- Is it possible to increase the participation rate?
- Can more employees be encouraged to give through payroll deduction?
- Are all of the executives aware of the Leadership Giving program?
- Do some departments need an extra effort to build the campaign?

The answers to these questions should help you set a meaningful goal. Another approach that you may want to use is called **CAMPAIGNING TO POTENTIAL**.

CAMPAIGNING TO POTENTIAL is a simple process to determine a goal for your company's employee campaign. In graduated steps over a period of years, your company builds towards a targeted potential.



IT'S EASY TO CALCULATE YOUR ORGANIZATION'S POTENTIAL. Simply multiply the gross annual payroll by .006. Example: \$3,000,000 *gross annual payroll* X .006 *giving guideline* = \$18,000 *full potential*. The giving guideline is equivalent to one hour's pay per month (0.6% of annual pay) and may be adjusted to fit your company.

THE CAMPAIGN TEAM WORKS WITH THE CEO TO SET THE ANNUAL GOAL based upon a percentage of the full giving potential. After looking at past campaigns, it might be decided to set this year's goal at 70% of potential. In future years, this percentage could be raised, as success builds upon success until the highest level is reached.

Whatever approach best fits your workplace, do set a goal. Then make your plans and measure your progress.

ASKING IS EASY

Asking your co-workers to support the United Way campaign can be as easy as one-two-three: Preparation, Solicitation, Follow-up.

THE PREPARATION PROCESS

The successful workplace campaigner will prepare by:

- Becoming familiar with the United Way mission;
- Becoming familiar with United Way materials;
- Building upon the company's commitment to United Way;
- Developing a solicitation plan.

Make a master list of all employees to be contacted; include a place to check off names as pledge cards are returned.

Request that all employees return a pledge card, even if they choose not to give. This is the only way to ensure that everyone has been solicited. As an incentive, all employees returning a card could be entered in a prize drawing.

Make sure pledge cards are personalized. People give more freely and are more satisfied when a request is personalized; personalized pledge cards produce three times the giving of plain cards.

Understand the importance of payroll deduction. Statistics show that people are five times more generous when giving by payroll deduction. Payroll deduction is the most cost-efficient, convenient method of giving. In most cases, deduction begins in January following the campaign. Make sure you know when your company's new payroll deduction year begins.

THE SOLICITATION PROCESS

If you don't ask, they won't give. The solicitation process depends on an approach of selling, not simply telling. In a presentation meeting, or one-to-one, you'll want to:

- talk with everyone face to face, explaining the purpose of the meeting in a positive, friendly way;
- ask open-ended questions about knowledge of United Way and establish rapport;
- customize the presentation, based on the donor's interest in a particular service of United Way or impact on the community;
- share your personal motivation in giving;
- answer all questions and address objections.

Ask for a pledge.

- Ask directly. Encourage use of payroll deduction. Encourage a contribution increase over last year.
- Collect the completed pledge card and THANK THE DONORS.

QUESTIONS & OBJECTIONS

- ❖ **BE POSITIVE** to correct a misunderstanding or resolve a particular concern.
- ❖ **LISTEN CAREFULLY.** Show respect for all opinions.
- ❖ **DON'T ARGUE.** Give information when helpful. Be honest. Answer with facts.
- ❖ **BE ACCURATE.** If you can't answer a question, promise you'll get an answer. Call your United Way staff.
- ❖ **BE PROMPT.** Responding promptly to questions is important. People give when they understand the community's need and their ability to make a difference.

THE FOLLOW-UP PROCESS

The follow-up process is critical. Many donors may hesitate from pledging immediately, or simply want time to think it over, talk to a spouse, or look at the family budget. If a pledge is not obtained in the first meeting, set a follow-up time and adhere to it.

Make sure all follow-up with donors is completed. Thank everyone, whether or not they gave.

Track and review all results. Keep current a worksheet of solicitations and pledges received.

Make sure the payroll office has a copy of all payroll deduction pledges.

 **Celebrate your success!!!!**

KEY MESSAGES TO SHARE WITH CONTRIBUTORS

Reaching our audience with consistent, well-focused information can have a very positive effect on donors' perceptions of United Way. We suggest that every time you speak on behalf of United Way, these four key messages should be emphasized.



United Way makes sure that the money you give is well spent. Trained local volunteers monitor every agency and distribute dollars only to the programs that best meet the community's needs. This "Citizens' Review" of human service programs is unique to United Way.



Through United Way you are helping people who really need help.



Your United Way donation works here in your community. Unless the donor specifies otherwise, all contributions are spent for local services.



United Way keeps fund-raising costs low, so nearly all your contribution goes to community charities. One real advantage of United Way is that it can raise money for the organizations it funds far less expensively than they can ever hope to do themselves. Through United Way, more money goes to those you want to help.

RESOURCES AVAILABLE

The most important role of the United Way Employee Coordinator is to inform co-workers of the important work done by our local agencies. The United Way office has resources you can call on to make your job easier:

Local campaign video or DVD

United Way Speakers

Thermometers, posters, pins, etc.

FORMS AND REPORTING

As soon as the company campaign is completed, call the United Way office (296-7525) with a company total. Plan to attend the Campaign Report Meetings and share your progress report with other campaign volunteers.

PLEDGE CARD

The pledge card is in 3 parts:

- The **front white copy** must be forwarded to the United Way office.
- The **middle yellow copy** should be sent to the company payroll office if the contribution is a payroll deduction.
- The **back pink card** is the donor's receipt.

Please be sure that the contributor's name and the place of employment are legible.

CONTRIBUTIONS RECORD SHEET

We strongly recommend companies use the **Excel spreadsheet** to automate and simplify the functions of the Contributions Record Sheet. When you've finished entering your data, print the spreadsheet and send a copy to United Way and your payroll office. Also, please e-mail an electronic copy to the United Way at unitedway@teamunitedway.org.

REPORT ENVELOPE

The employee coordinator should complete the envelope form. To evaluate campaign progress, it is important that the total number of employees and the number of contributors be noted. Also, please list the number of company Leadership Givers - donors pledging \$750 or more.

The report envelope with pledge cards and contributor sheets enclosed should be forwarded to the United Way office. Call the office - 296-7525 - to arrange for pick-up. *Please do not mail.*

SAY THANK YOU

“Thank you.”

Don't you like to hear those words? So do all of the employees who will work with you on this year's campaign. And all of the employees who will make a contribution to the annual drive.

Thanking contributors can be as simple as sending a note, or as elaborate as throwing a party. It's not important how you do it, so long as volunteers and contributors feel appreciated.

Oh, and by the way, from us to you...



SPECIAL EVENTS

Keeping the “Fun” in Fund Raising

Special events can have a positive impact on your fellow employees and on the outcome of your United Way fund raising campaign.

Special events:

- **create awareness of United Way** and the services and programs of its agencies.
- **generate enthusiasm toward the annual campaign.**
- **build good feelings about the benefits of United Way.**
- **increase the involvement of employees, especially those who serve** on event committees, as well as those who participate in the events.
- **bring together employees** from different areas of the organization, such as management and labor, support staff and professionals, employees in regional offices and employees based at headquarters facilities, etc.
- **raise additional funds for your United Way campaign** and help you reach your goal - over and above the dollars pledged during the campaign itself
- allow you to say **“thank you”** to your fellow employees.

***Please use the
“Raising Funds
Raising Awareness
Raising The Bar”
Guide included on the CD Rom!***

UNITED WAY'S DONOR CHOICE PROGRAM...

We believe strongly in United Way's Citizens' Review Process. The way we distribute the money we raise to an extensive network of member agencies through the Citizens' Review Committee is one of the major strengths of our local United Way. This year, nearly 50 trained volunteers who are knowledgeable about local needs reviewed each agencies' funding requests. When a donor gives to the general fund or chooses the Community Care option they are putting their trust in local volunteers who have spent many hours evaluating local programs and services, reviewing budgets, and balancing needs with available dollars. Simply stated, these dollars are working right here at home in the most effective, efficient and accountable manner possible.

However, we also recognize that some people who participate in the annual campaign want to have a choice in how their United Way gift will be used. United Way's donor option section of the pledge card offers additional choices.



Community Care - Helping where help is needed most. Local volunteers decide how much each United Way member agency receives based on an objective review of programs, services, budgets, community needs and the availability of funds. Community Care is the most effective way to meet the needs of people in the Monongalia and Preston Counties - it's the best way to care!

Preston Co. Community Care - These contributions are earmarked for a pool of funds that the Citizens' Review process will distribute to Preston Co. agencies.

Guaranteed Gifts to United Way Member Agencies - Donors may "guarantee" their contribution to the United Way agency or agencies of their choice. The agency is guaranteed to get at least the amount that donors specify to them, regardless of the outcome of the campaign. If an agency's total guaranteed gifts exceed the funding approved by the Citizens' Review Committee, the excess will also be distributed to that agency. No processing fee is charged on guaranteed gifts.

Another United Way - Many people who work in Monongalia or Preston Counties prefer to send a portion or all of their contribution to a hometown United Way operating in another county or state. Our United Way will forward this contribution as a service to the donor. No processing fee is charged for this option.

Other Health and Human Services Organizations - Donors may direct their gifts to non-member organizations. The agency must provide a health or human service, must qualify as a tax exempt charity under IRS Regulations 501(C)3, and must be registered as a non-profit charitable agency with the State of West Virginia or with the state in which its principal office is located. The donor is responsible for providing United Way with the correct mailing address of the organization. An administrative fee of 17% (12% fee for cash/check pledges) is charged to the desig-

nee. Because of the costs involved in processing these pledges, United Way requires a \$75 minimum per designation to exercise this option.

Administrative fees for designations made to other health and human service organizations are assessed as follows:

For designations given through payroll deductions, a processing and uncollectible fee of 17% is charged to the designee. For designations given as cash or checks, a processing fee of 12% is charged to the designee. Because of the costs involved in processing these pledges, United Way requires a \$75 minimum per designation to exercise this option. Designations not meeting this minimum requirement will be distributed through the Community Care Fund.

Designations for cultural, educational, religious, or political purposes cannot be honored, nor will gifts to capital campaigns. Some examples of organizations and activities, though worthy of public support, that fall outside the definition of the term "health and human services" include: churches and synagogues; schools and colleges; libraries; private or public foundations; cultural organizations; environmental organizations; political action committees; organizations whose sole purpose is advocacy.

United Way does not review and cannot vouch for the claims and practices of non-member agencies.

Please note: If the donor wishes to have his/her name, address and donation information released to the organization(s) to which a gift has been directed, the "Name Release" box on the pledge card must be checked.

This summary is intended to provide basic information regarding our United Way's donor designation practices. A copy of the complete, board-approved Donor Choice Policy is available by contacting the United Way office at 296-7525.

LEADERSHIP GIVING

The Leadership Giving Association (LGA) recognizes major contributors and the central role these individuals play in the fulfillment of the United Way mission. LGA membership is open to all pledging \$750 or greater to the community through the United Way. Pledges may be made to the general campaign, or any of the following Donor Options:

- Community Care, or Preston Co. Community Care
- A Guaranteed Gift to a local United Way member agency
- A designation to support the United Way campaign in another county

Designations to non-United Way agencies will not be counted as leadership contributions.

LGA members are given public recognition in the newspaper and various United Way reports. Please ask all employees making leadership-level gifts to complete an LGA pledge card and indicate a preference for name listing.



ONE OF MY BIGGEST CONCERNS IS...

- Not fully understanding what United Way does.
- Accurately describing the United Way services in an effective way.
- Convincing everyone that all funds are used locally.
- Increasing employee participation.
- Helping employees at the lower end of the wage scale to understand the benefits of contributing to United Way.
- Encouraging payroll deduction.
- Finding volunteers to help share the United Way message with employees.
- Keeping the enthusiasm throughout the entire year.
- Changing negative ideas and attitudes towards United Way.
- Answering the question: "Is all of my contribution used for the needy?"
- Answering the question: "Will my contribution be given to the agency of my choice?"

Questions and Answers About United Way

What does the United Way do?

Our mission is:

The United Way of Monongalia and Preston Counties enhances the quality of life in our community by helping those in need.

Another way to say it: the United Way's role in the community is to increase the organized capacity of people to care for one another. This is accomplished through the annual fund-raising campaign to support local health and human service agencies, operation of the Volunteer Connection, planning the annual "Day of Caring," participation in community problem-solving strategies, and providing a variety of support activities to local charitable services.

How much of my contribution is spent on administration?

A vast network of volunteers, the simplicity of payroll deduction and in-kind contributions keep administrative expenses low. Our local United Way's administrative cost is 9.7%. This figure compares favorably with the suggested Better Business Bureau guidelines of up to 35%. Our efficiency also measures up very well against other national charities, whose overhead costs run normally between 20 – 40%. In addition, donors giving through the United Way have a unique assurance that their contribution provides funding to agencies with local programs reviewed for cost effectiveness and community need.

Is money spent on meals, special events and advertising?

The annual dinners and events to honor volunteer workers are sponsored by local businesses, or paid for by those attending. Newspapers, radio and TV have generously provided publicity without cost to the United Way as a part of the Media Embracing the Community campaign.

Will I be pressured to give when I don't want to?

United Way volunteers are not encouraged to pressure anyone to participate. The role of an employee campaign coordinator is to inform co-workers of the activities of the local United Way agencies and to enable concerned people to give their support where it will be used effectively to meet urgent social challenges.

When I give to United Way, who decides what agencies will receive my contribution?

Annually in the spring and as necessary during the year, the Citizen's Review Committee of the United Way meets to consider the funding requests of member agencies and new agencies. A diverse group of over 50 volunteers spends weeks reviewing each agency's programs and budgetary information.

The Citizens' Review volunteers work very hard to try and balance the needs of our community with the resources available to meet those needs. This committee makes their allocation recommendations to our local volunteer board of directors for final approval.

How does United Way handle donor designations?

Several options are available:

Community Care - contribution is distributed by a local panel of diverse volunteers (the Citizens' Review Committee) after carefully considering the needs and requests of every agency and balancing the distribution of funds to best serve the community's total needs.

Preston Co. Community Care - contribution is earmarked for the Citizens' Review process to distribute to Preston Co. agencies and programs.

Guaranteed Gift - contribution is earmarked for a specific agency. An agency is assured that its minimum share of all funds raised in the United Way Campaign will not be less than the total of guaranteed gifts.

Another United Way - contribution is forwarded to the United Way working in the specified area.

Other - contribution will be accepted and forwarded only to other health and human service organizations holding IRS 501(C)(3) status. (Note: Campaigns for federal and state employees operate under different rules.)

Why should I give to United Way? Doesn't it make more sense to give directly to a particular agency?

A broad spectrum of health and human service agencies depend on United Way for important funding. None of these agencies can address all the needs in our community. You might have a special interest in the service a particular agency provides. However, there are many needs in our community, and that agency's effectiveness is enhanced by the complementary role of sister agencies. With your gift to United Way, you can be assured that all of these agencies will benefit. In addition, United Way can provide a convenient way to contribute through a workplace payroll deduction program.

Why do some United Way brochures list many non-member agencies?

Our local United Way conducts three fundraising campaigns. The first is the familiar general campaign, through which most contributions are made. The other two are the Combined Federal Campaign (CFC) for federal employees, and the WV State Employees Combined Campaign (WVSECC).

The local United Way sets only those rules and regulations that apply to the general campaign. Federal and state law dictates guidelines and admissions to the CFC and WVSECC. We organize and conduct these campaigns, following the government regulations.

Who are the Leadership Givers?

The Leadership Giving Association recognizes contributors supporting the local United Way campaign with an annual personal gift of \$750 or greater. Any pledge to our United Way, "Guaranteed Gift" to a local member agency, or another United Way in the region may be counted as a Leadership contribution. With permission from the donor, the names of our Leadership Givers are published in *The Dominion Post* and other publications. Detailed information is available on the internet, at www.teamunitedway.org or call Erin Snedegar Newmeyer, 296-7525.

Where can I go for information on giving through charitable trusts and estate planning?

When you make your annual pledge through the local campaign you provide immediate help for those who need it. To insure that your annual investment continues to make a significant impact well into the future, our local United Way has created the Future Fund. The Future Fund, established with the Greater Morgantown Community Trust, is a vehicle for the donor to support health and human services through a variety of options: Will Bequest, IRA Charitable Bequest, Charitable Gift Annuity, Charitable Remainder Trust.

All inquiries to our office will remain confidential. For more information or to request a brochure please contact the United Way office at 296-7525 or the Greater Morgantown Community Trust at 296-3433.

Does our local United Way send money to United Way of America?

The United Way of Monongalia and Preston Counties operates as an independent charity, controlled and governed by a local volunteer board of directors. All decisions are made by people who live and work locally. Funds raised remain here to support this United Way and its agencies.

United Way of America serves as a national trade association for more than two thousand independent, autonomous United Ways across the country. The fee we pay for United Way of America services (1% of our campaign) is paid from rental revenue, rather than donor pledges. In exchange, we receive a variety of services that benefit Monongalia and Preston counties, including corporate monetary support, training, materials, and national advertising.

How can I get involved as a volunteer for United Way or other service agency?

The United Way could not exist without the talents and assistance of the hundreds of volunteers that participate in our campaign, the Citizens' Review process, and the activities of our Board and committees. We always welcome community-minded volunteers and will work with you to find a service that fits your interests and the hours you can contribute. If you want to be an integral part of the behind-the-scenes activities that make United Way a success, contact our Director, Brandi Potock Helms, at 296-7525.

Many local human non-profit agencies are looking for volunteers for a great variety of programs. The Volunteer Connection is operated by the United Way to assist individuals and companies interested in service projects and community building. To explore the opportunities available, contact the Volunteer Connection Manager, Kim Mitchell, in our office.

How can I find out information on upcoming United Way events or information on where I can volunteer my time to meet a community need?

United Way works hard to offer fun and exciting events throughout the year to meet specific community needs or to increase awareness of the organization and its member agencies. Events range from the campaign kick-off event, the Annual Day of Caring, to the B.E. Taylor concert in December. We sponsor food drives, Corporate Cup athletic competitions and even offer extensive opportunities for youth to volunteer. Visit www.teamunitedway.org for the most current calendar of events. You can also call the United Way office at 296-7525 to be put on our listserv to receive up to the minute emails on events.

It is important to us that donors are provided with timely, accurate and up to date information.

Please contact us if you, or someone you know, has a question about the United Way of Monongalia and Preston Counties.

Thank you!

Still have questions? Call our office, at 296-7525, or visit our website: www.teamunitedway.org.

Information on Tax Laws - Charitable Contributions

*PROOF
REQUIRED
FOR ANY ONE
PAYMENT OF
\$250 AND UP*

*APPLIES ONLY
TO EACH
PAYMENT, NOT
TOTAL
PAYROLL
DEDUCTION
PLEDGE*

*LOCAL UNITED
WAY DOES NOT
PROVIDE
GOODS OR
SERVICES IN
EXCHANGE
FOR
DONATIONS*

*REQUIRED
RECEIPTS WILL
BE MAILED*

Federal tax laws, effective January 1, 1994, state that donors must have proof from the charity to which they contributed any separate payment of \$250 or more if the donation is to qualify as a tax deduction. (This law therefore applies to those donors who itemize charitable deductions for IRS tax purposes.)

In regard to payroll deduction, the deduction from each pay check is regarded as a separate contribution. That is, a payroll deduction gift of more than \$250 from a single paycheck would be included under the need for documentation from the charity, under the regulations. A payroll deduction gift of less than \$250 from a single paycheck, even if the grand total deducted by the end of the year is \$250 or more, would not require documentation from the charity, under the regulation.

The requirement for proof includes timely written substantiation from the charity of any good faith estimate of the value of any good or service that has been provided to the contributor in exchange for making a contribution. United Way of Monongalia and Preston Counties does not provide goods or services in exchange for contributions. If the individual's employer is providing incentives for gifts, it would be advisable to check with a tax accountant for information about what may or may not be claimed on a tax return.

United Way of Monongalia and Preston Counties provides receipt letters for cash contributions and direct bill payments of \$250 or more. It is customary to mail receipts within four weeks of the completion of a company campaign. Donors should contact the United Way office directly (304-296-7525) if a required receipt has not been provided.