

2022 University of Florida Campaign for Charities

Prospective New Agency – Application Workshop



UFCC New Agency Application Workshop and Information Session Agenda

Welcome and Introductions
Campaign History
UFCC Overview
Campaign Structure
Important Dates & Campaign Cycle
UFCC Application & Documents
Approval Process
Appeal Process
Q & A
Next Steps



UFCC CAMPAIGN HISTORY



CAMPAIGN HISTORY

THE UNIVERSITY OF FLORIDA
CAMPAIGN FOR CHARITIES (UFCC) IS
THE OFFICIAL ANNUAL EMPLOYEE
GIVING CAMPAIGN.

MORE THAN \$27,000,000.00
DONATED SINCE 1989

UF EMPLOYEES HAVE GIVEN
~\$1,000,000.00 PER YEAR FOR THE
PAST 17 YEARS





United Way of North
Central Florida

CAMPAIGN HISTORY

THE CAMPAIGN HAS
GROWN FROM 39
AGENCIES (IN 1993) TO
95 AGENCIES (IN 2022)



American Cancer Society

2021 SEC SCHOOL COMPARISON



University	2021 Totals	Participation	2020 Totals
University of Florida	\$1,038,108	14%	\$982,612
University of Alabama	\$437,458	73%	\$391,053
University of Missouri	\$410,655	6%	\$433,446
University of Tennessee	No report	---	No report
University of Kentucky	\$190,943	4%	No report
University of Mississippi	\$104,933	8%	No report
Auburn University	\$109,396	15%	\$108,991
University of Georgia	\$2,748	<1%	\$11,429
University of Arkansas	\$97,504	No report	\$84,424
LSU	\$47,395	2%	\$57,180
University of South Carolina	\$48,494	1%	\$40,153
Texas A&M University	\$574,165	7%	\$683,525
Mississippi State University	---	---	---
Vanderbilt University	---	---	---

UF Campaign for Charities

EMPLOYEE PARTICIPATION

ALL UF EMPLOYEES CAN PARTICIPATE BY MAKING CHARITABLE DONATIONS TO *AGENCIES OF THEIR CHOICE* THROUGH PAYROLL DEDUCTION, CASH, CHECK, CREDIT CARD OR STOCK CONTRIBUTION.

OTHER DONORS – NOT AFFILIATED WITH UF – CAN ALSO PARTICIPATE VIA CASH, CHECK, CREDIT CARD, AND STOCK TRANSFER.





UFCC CONTRIBUTIONS

EMPLOYEES CAN GIVE TWO TYPES OF GIFTS TO THE UFCC :

A DESIGNATED GIFT – SPECIFYING A SPECIFIC AGENCY/AGENCIES**

AN UNDESIGNATED GIFT – GIVING TO THE GENERAL CAMPAIGN



Ronald McDonald House



Rebuilding Together



UNDESIGNATED GIFTS:

DISTRIBUTED TO AGENCIES /
FEDERATION BASED ON
PERCENTAGE THEY RECEIVE FROM
DESIGNATED GIFTS**

IN 2021, THIS INCREASED AGENCY
GIFTS BY ABOUT 28%!

*AN AGENCY THAT RECEIVED \$10,000 IN
DESIGNATED FUNDS ALSO RECEIVED \$2,800
IN UNDESIGNATED FUNDS, RAISING THEIR
TOTAL GIFT TO \$12,800 IN 2021.*

UF Campaign for Charities

AGENCY PARTICIPATION

TO PARTICIPATE, AGENCIES MUST BE NONPROFIT AND MUST ADDRESS HEALTH, SOCIAL SERVICE, DIVERSITY, RELIEF, DEVELOPMENT OR ENVIRONMENTAL ISSUES OF LOCAL IMPORTANCE.

AGENCIES MUST APPLY EACH YEAR FOR THE CAMPAIGN AND BE APPROVED BY MEETING ALL THE REQUIREMENTS OF THE APPLICATION.





AGENCY ROLE



Tyler's Hope for a Dystonia Cure



Gainesville Community Ministry



Gainesville Opportunity Center

MAKE DONOR DATABASE AWARE OF THE UFCC

LET DONORS KNOW THAT GIVING THROUGH THE UFCC CAN INCREASE THEIR DONATION BY 28%

USE UFCC GRAPHICS IN NEWSLETTERS, SOCIAL MEDIA, WEBSITES

OFFER TO SPEAK AT UNIT / COLLEGE EVENTS, MEETINGS, ZOOMS



AGENCY ROLE



Florida Wildlife Care



American Kidney Fund



Bread of the Mighty Food Bank

FIND CONNECTIONS TO YOUR MISSION ACROSS CAMPUS

PROVIDE A BRIEF MISSION DESCRIPTION

PROVIDE AGENCY PHOTOS FOR UFCC GIVING SITE, FACEBOOK AND TRAINING USE

PARTICIPATE IN THE KICKOFF EVENT

CAMPAIGN DETAILS

UF LEADERSHIP AND STRUCTURE



UF Campaign for Charities

REGULATIONS AND GOVERNING PROCEDURES

- SET BY OUR BOARD OF TRUSTEES
 - APPLICATION PROCESS
 - AGENCY REQUIREMENTS
 - PLANNING COMMITTEE STRUCTURE AND TERMS
 - APPROVAL AND APPEALS PROCESS

CAN BE FOUND ON OUR WEBSITE UNDER FAQ TAB





AMikids Gainesville



Pace Center for Girls



Operation Catnip



K9s for Warriors

2022 UFCC PLANNING COMMITTEE

- 12 MEMBERS APPOINTED BY PROVOST
- GENERAL CHAIR AND LEADERSHIP CHAIR
- OVERSEES UFCC ACCORDING TO UF REGULATIONS
- DETERMINES CAMPAIGN GOAL
- REVIEWS AGENCIES – DETERMINES WHICH WILL QUALIFY FOR THE UFCC



2022 UFCC STEERING COMMITTEE

DEANS/VPS APPOINT TWO MEMBERS FOR EACH COLLEGE/UNIT

MEMBERS RECRUIT VOLUNTEERS AND HELP RUN CAMPAIGNS IN THEIR UNIT

THERE ARE ABOUT 200+ VOLUNTEERS ACROSS CAMPUS

Autism Speaks



Kids Count in Alachua County

Partnership for Strong Families

UFCC FISCAL AGENT



UNITED WAY

UFCC FISCAL AGENT – UNITED WAY

THE UNITED WAY SERVES AS THE
FISCAL AGENT FOR THE UFCC

EACH YEAR, THEY PRESENT A
DETAILED CAMPAIGN BUDGET
PROPOSAL TO UFCC PLANNING
COMMITTEE FOR APPROVAL

THE FISCAL AGENT FEE FOR
2022 WILL BE 4.5%





UNITED WAY CAMPAIGN ROLE

ASSISTS IN THE APPLICATION REVIEW
PROCESS

ASSISTS WITH PRINTED MATERIALS

MANAGES THE ONLINE GIVING SYSTEM

MANAGES CASH, CREDIT CARD AND
CHECK DONATIONS





UNITED WAY FISCAL AGENT

UW DISTRIBUTES FUNDS TO AGENCIES ON A QUARTERLY BASIS

PAYMENTS ARE MADE IN MAY, AUGUST, NOVEMBER AND FEBRUARY

(First-time agencies will not receive their first payment until May of the payroll deduction cycle)




CAMPAIGN DETAILS

CAMPAIGN CYCLE | 2023 DATES



UF Campaign for Charities - Year-Round Campaign Cycle

- DECEMBER – AGENCY APPLICATION OPEN 
- JANUARY – ANNOUNCE PRIOR YEAR CAMPAIGN TOTAL
- FEBRUARY – AGENCY APPLICATION CLOSES
- MARCH – AGENCY APPLICATION REVIEW
- APRIL – FIRST ROUND AGENCY DECISIONS
- MAY – AGENCY APPLICATION APPEAL PROCESS
- JUNE – FINAL AGENCY DECISIONS
- JULY – CAMPAIGN MARKETING & PLANNING
- AUGUST – AGENCY AND COORDINATOR TRAINING
- SEPTEMBER – LEADERSHIP CAMPAIGN & KICK OFF EVENT
- OCTOBER – GENERAL CAMPAIGN & SPECIAL EVENTS
- NOVEMBER – GIVING TUESDAY





UFCC LEADERSHIP CAMPAIGN

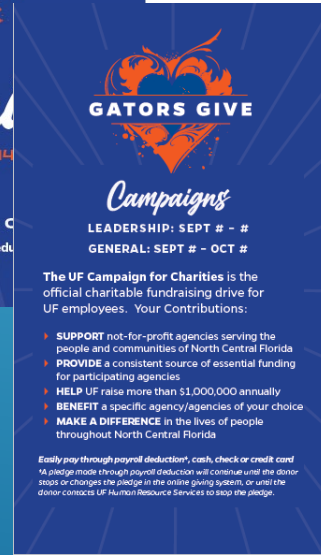


Altrusa House



Child Advocacy Center

- ▶ CONSIDERED TO BE LEADERSHIP CATEGORY EMPLOYEES WHO MADE GIFTS > \$500
- ▶ COMMUNICATE WITH EMPLOYEES WHO EARN > \$50,000
- ▶ LEADERSHIP GIFTS (>\$500) ACCOUNTED FOR 80% OF EMPLOYEE GIVING



Community Health Charities

Alzheimer's Disease and Related Disorders Association
 American Cancer Society
 American Kidney Fund
 Arthritis Foundation
 Autism Speaks
 CHC: Creating Healthier Communities
 Epilepsy Florida
 Florida Breast Cancer Foundation
 Florida SIDS Alliance
 Hemophilia Foundation of Greater Florida
 JDRF International
 Lupus Foundation of America
 Parkinson's Foundation Florida Chapter
 Sickle Cell Disease Association of Florida, Inc.
 Special Olympics Florida
 ZERO - The End of Prostate Cancer

Independent

UF Aid A Gator
 Alachua Conservation Trust
 Alachua County Library District Foundation
 ACDRN Clinic
 Alachua Habitat for Humanity
 Altrusa House of Gainesville
 American Red Cross
 Boulevard Springs Charter School
 Center for Independent Living of North Central Florida
 Community Hospice & Palliative Care
 Conservation Florida
 Sira Crisis Pregnancy Center of Gainesville
 Dance Alive National Ballet
 EarthShare
 Easter Seals Florida
 Faithful Friends Pet Rescue and Rehoming

Fish & Wildlife Foundation of Florida
 Florida 4-H Club Foundation
 Florida Defenders of the Environment
 Florida Wild Life Care
 Gainesville Area Chamber of Commerce Foundation
 Gainesville Area Rowing
 Gainesville Community Ministry
 Gainesville for All
 Gentle Carousel Miniature Therapy Horses
 Girls on the Run - Alachua County
 Grace Healthcare Services Corp
 Haile's Angels Pet Rescue
 HOPE - Horses Helping People
 Humane Society of North Central Florida
 K9s For Warriors
 Keep Alachua County Beautiful
 Meridian Behavioral Healthcare
 Neighborhood Housing and Development Corporation
 Oak Hammock at the University of Florida
 Operation Catnip
 Planned Parenthood of South, East and North Florida
 Prairie Creek Conservation Cemetery
 Pug Rescue of Florida
 Puppy Hill Farm Animal Rescue
 Outspan Land Conservancy
 Ronald McDonald House
 Charities of North Central Florida
 Second Chance Farms Inc.
 Service Dogs for Patriots
 Society of Saint Andrew
 Southern Legal Counsel
 Southwest Advocacy Group
 St. Francis Pet Care
 Stop Children's Cancer
 The Repurpose Project
 Tyler's Hope for a Dystonia Cure

UF College of Dentistry Community Outreach Programs
 Unity Family Community Center
 University of Florida Foundation
 We Are Neutral

United Way

AMikids Gainesville
 Boys & Girls Clubs of Northeast Florida - Alachua County
 Bread of the Mighty Food Bank
 Catholic Charities Bureau Gainesville
 Central Florida Community Action Agency
 Child Advocacy Center
 Early Learning Coalition of Alachua County
 ElderCare of Alachua County
 Episcopal Children's Services
 Family Promise of Gainesville, Florida
 Project YouthBuild
 Aces in Motion
 Gainesville Opportunity Center
 Girl Scouts of Gateway Council
 Girls Place
 GRACE Marketplace
 Healthy Start of North Central Florida
 Kids Count in Alachua County
 Pace Center for Girls
 Partnership for Strong Families
 Peaceful Paths
 Rebuilding Together North Central Florida
 St Francis House
 The Education Foundation of Alachua County
 The Guardian Foundation
 United Way of North Central Florida
 VETSPLACE

ufcc.ufl.edu  

GENERAL CAMPAIGN

- UFCC POSTCARD
- INTRODUCTORY EMAIL
- WEEKLY EMAILS
- MYUFL SPLASH PAGE
- UF AT WORK - HR EMAIL
- SOCIAL MEDIA POSTS

2022 UFCC GENERAL COMMUNICATIONS



Ctr for Independent Living



St. Francis House



Planned Parenthood

SEPTEMBER 5 THROUGH OCTOBER 20

LEADERSHIP & GENERAL

**2023 UFCC
DATES**

UFCC KICK OFF EVENT

FOR ALL UFCC VOLUNTEERS
& AGENCIES

TWO AGENCY REPRESENTATIVES

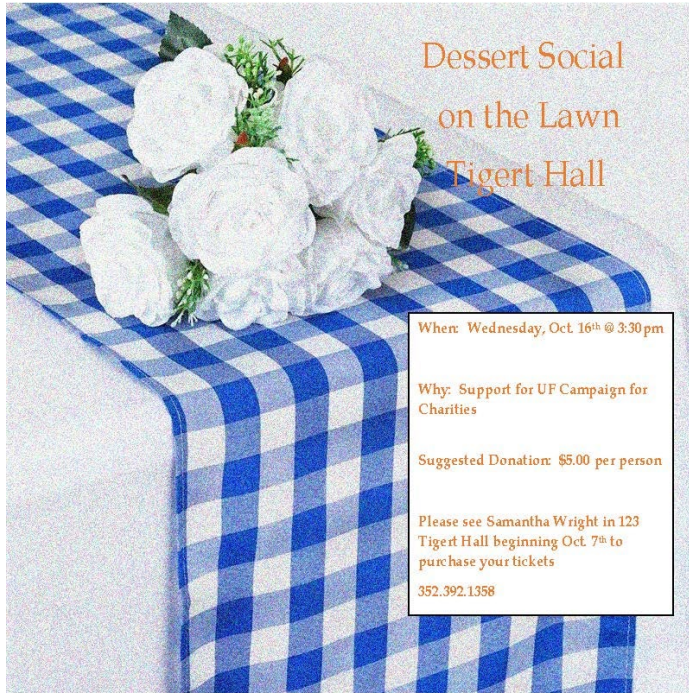
SET UP AGENCY TABLE

BRING DISPLAYS AND BANNERS

BROCHURES AND GIVE AWAYS

CONNECT WITH VOLUNTEERS





Dessert Social
on the Lawn
Tiger Hall

When: Wednesday, Oct 16th @ 3:30 pm

Why: Support for UF Campaign for Charities

Suggested Donation: \$5.00 per person

Please see Samantha Wright in 123 Tiger Hall beginning Oct. 7th to purchase your tickets
352.392.1358

Featuring Homemade Desserts as follows:

Banana Pudding, Cherry-Cola Dump Cake, Tropical Sunshine Cupcakes, Strawberry Cake, Mexican Wedding Cookies, Chocolate Fudge, Coconut Pie, Nut-A-Roo Bars, Sour Cream Pound Cake, Kahlua Cake, Ranger Cookies, Pecan Candies, Chocolate Truffles, etc. and Milk/Dairy-Free Milks



surprise celebrity judge... STEVE SPURRIER!

GATORS GIVE

Health & Human Performance vs Journalism and Communications

PAPER AIRPLANE CHALLENGE

.....

Wednesday, Oct. 9 @ 2PM
Meet at the ramp between FL Gym and the Stadium

chuck one for charity!

donation per entry is **ONLY \$5**

Prizes for **most creative** and **longest distance.**


e-mail swagner@wuft.org to sign up early!

2019 UF Campaign for Charities HHP.UFL.EDU/EVENTS

SPECIAL EVENTS

Organized by Steering Committee members and volunteers



 **UF Campaign for Charities**
 Published by Karen Houpt Thomas · December 1, 2020 ·

It's [#GivingTuesday](#) - donate now to the UFCC and join a global generosity movement that seeks to transform communities and the world. Your donation to the UFCC goes directly to support local agencies who are committed to ending homelessness, improving education, protecting the environment, caring for those in need, researching treatments and cures for diseases, finding loving homes for abused or abandoned pets, and many other worthwhile causes that help make North Central Florida a great place to live. Visit <https://ufcc.ufl.edu/> today and celebrate generosity.

UF CAMPAIGN FOR CHARITIES

GIVING TUESDAY

There is ONE last chance to give in support of your favorite UFCC charity!

Visit ufcc.ufl.edu to make your gift today!




GATORS GIVE

INVEST IN OUR COMMUNITY | EVERY DOLLAR COUNTS

Because of the generosity of UF employees like YOU, the 2021 UF Campaign for Charities has raised more than \$1,000,000 to support local agencies committed to ending homelessness, improving education, protecting the environment, caring for those in need, researching treatments and cures for diseases, finding loving homes for abused or abandoned pets, and many other worthwhile causes that help make North Central Florida a great place to live.

It's not too late to [MAKE A GIFT](#) and show you care. This #GivingTuesday (11/30/21), we hope you'll consider making a gift through the UFCC to support one or more of the 100 agencies participating in this year's campaign.

One of the advantages of making a gift through the UFCC is that undesignated funds are shared among [all agencies](#), increasing the size of your gift by approximately 24 percent! You also can make a gift through payroll deduction, thus spreading your gift across the course of several months or a year.

Thank you again for all that YOU do to make the University of Florida, Gainesville and North Central Florida a great place to work and live

TO MAKE A GIFT, please go to ufcc.ufl.edu and click the appropriate link under "Donate Now" link. You also can go to the [myUFL](#) secure sign on > My Self Service > UFCC Sign On, which will direct you to the UFCC pledging site. You can designate your gift to specific agencies or choose to give an undesignated gift that will be divided among all the agencies.

GIVING TUESDAY...LAST CHANCE!



CAMPAIGN DETAILS

AGENCY APPLICATION PROCESS



UF Campaign for Charities – APPLICATION PROCESS

- AGENCY APPLICATION COMPLETED IN FULL (WITH ALL REQUIRED DOCUMENTATION) BY FEBRUARY 1, 2023
 - APPLICATION IS ONLINE ONLY – UPLOAD DOCUMENTS
- COMMUNITY RELATIONS INTERNAL REVIEW UPON RECEIPT
 - OPPORTUNITY TO CORRECT DEFICIENCIES BEFORE FINAL REVIEW
- APPLICATION REVIEW BY PLANNING COMMITTEE AND FISCAL AGENT
 - MISSION, IMPACT, OVERHEAD PERCENTAGE
- FIRST ROUND APPLICATION DECISIONS
 - APPROVED – VIA EMAIL
 - CONDITIONALLY APPROVED - VIA CERTIFIED LETTER
 - DENIED - VIA CERTIFIED LETTER
- APPEAL PROCESS
- FINAL DISPOSITION OF AGENCIES



CAMPAIGN DETAILS

AGENCY APPLICATION



UF Campaign for Charities – APPLICATION TIPS

- CONTACT INFORMATION – CRITICALLY IMPORTANT!!
- FEDERATION – CREATING HEALTHIER COMMUNITIES, UNITED WAY, OR INDEPENDENT (NOT AFFILIATED WITH EITHER)
- MISSION DESCRIPTION - ESTABLISHED ORGS
- COUNTIES SERVED (IMPACT WORKSHEET)
- DOCUMENTATION
 - FILE SIZE – MAX 1 MB (MAY NEED TO REDUCE 990)
 - EXPIRATION DATES / APPLICATIONS NOT ACCEPTED
 - LEGIBILITY
- OVERHEAD PERCENTAGE CALCULATION = MANAGEMENT + FUNDRAISING EXPENSES / TOTAL REVENUE
 - NOT OVER 25%



CAMPAIGN DETAILS

AGENCY DOCUMENTATION



UF Campaign for Charities – APPLICATION DOCUMENTS

- STATE OF FLORIDA DIVISION OF CORPORATIONS REGISTRATION (SUNBIZ.ORG)
- IRS TAX EXEMPT RULING LETTER – 501C3 DESIGNATION
- FLORIDA DEPARTMENT OF REVENUE SALES TAX-EXEMPT DOCUMENT
- FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER AFFAIRS DOCUMENT SHOWING CHARITABLE DONATION REGISTRATION # OR DOCUMENT SUPPORTING EXEMPTION UNDER CHAPTER 496, FLORIDA STATUTES (CHECK A CHARITY – FDACS)
- IRS FORM 990 OR IRS FORM 990EZ PLUS PAGES 9 AND 10 OF IRS FORM 990
 - LATEST ONE ON FILE WITH IRS
- AGENCY BUDGET FOR CURRENT FISCAL YEAR
- ROSTER OF BOARD OF DIRECTORS
- WRITTEN POLICY OF NON-DISCRIMINATION AND AFFIRMATION ACTION



UFCC Application Worksheet for Documentation of Item #12

Directions: Please list your agency's main services in 2022 and how much was spent on each one. List the number of people served by those services in each county. Please put a zero in counties not served. Total number of people served by each service should go in the last column. Fill in amount spent in 2022 on services and research at the bottom.

Agency name:

Goals and Objectives:

Agency Service(s)	Expenditures	Counties Served (enter # served in each county)										Total # Served
		Alachua	Bradford	Clay	Columbia	Gilchrist	Levy	Marion	Putnam	Suwannee	Union	
	\$											
	\$											
	\$											
	\$											
	\$											

Total amount spent by agency in the Alachua County region in calendar year 2022 on **programs and services** (not research):

Total amount of spent by agency in the Alachua County region in calendar year 2022 on research:

Note: Documentation of this information should be attached to your application (for example: agency audit, program brochures, annual report)

CAMPAIGN DETAILS

APPEAL PROCESS



UF Campaign for Charities – APPEAL PROCESS

- CONDITIONALLY APPROVED
 - DOCUMENTATION OR CLARIFICATION
 - PROVIDE BY DEADLINE
 - REVIEW BY PLANNING COMMITTEE
 - APPROVED/DENIED
- DENIED
 - WILL PROVIDE REASON
 - OPPORTUNITY TO APPEAL DECISION
 - ATTEND MEETING IN PERSON, VIA PHONE/ZOOM, OR IN WRITING
 - REVIEW BY PLANNING COMMITTEE
 - APPROVED OR DENIED
- *DECISIONS ARE FINAL!*



WHY UFCC?

CAMPAIGN MESSAGING





Conservation Florida



Dance Alive



Juvenile Diabetes
Research Foundation

CAMPAIGN MESSAGING

WHY PARTICIPATE IN UFCC?

EASE OF PAYROLL DEDUCTION

UFCC DONORS AND VOLUNTEERS

AGENCIES RECEIVE PORTION OF UNDESIGNATED FUNDS, INCREASING GIFTS BY A SIGNIFICANT AMOUNT (IN 2021, DONATIONS WERE INCREASED BY ~ 28%!)



GATORS VOLUNTEER

AGENCY CONNECTIONS



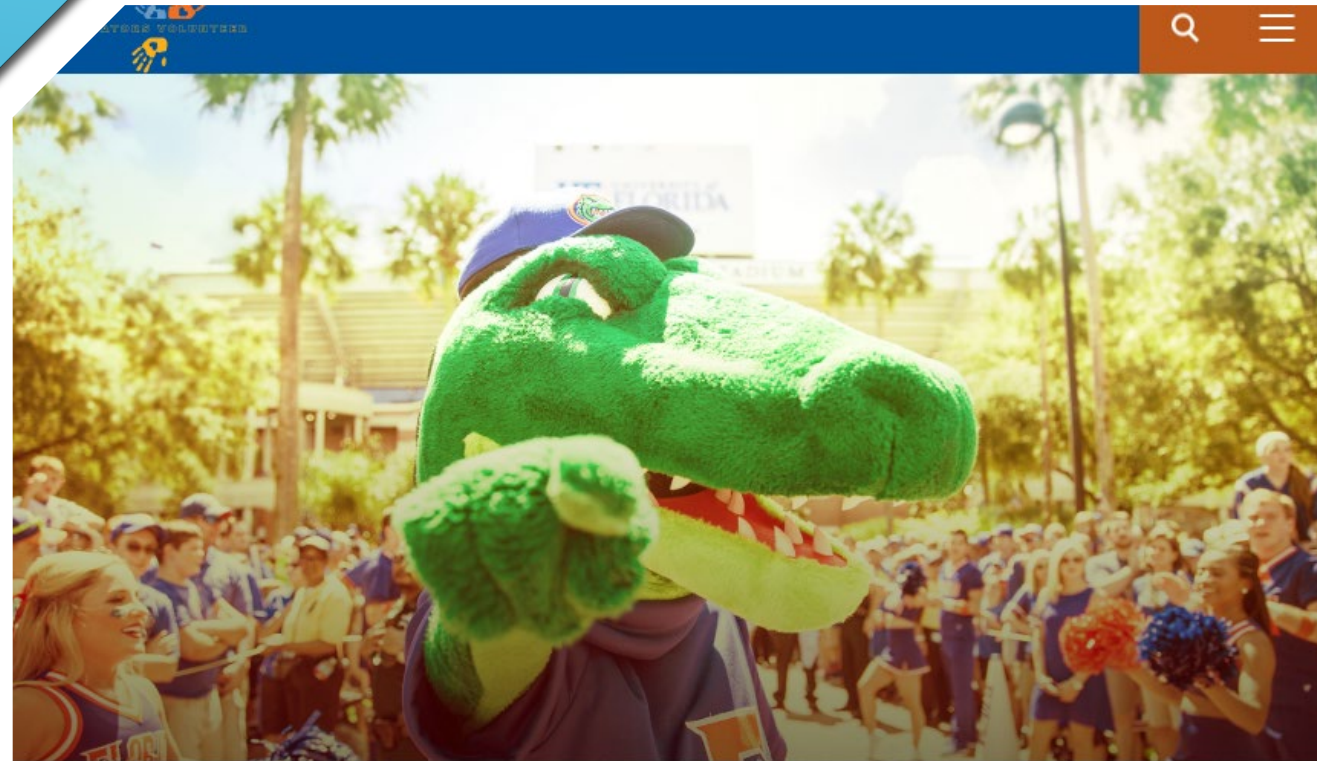


GATORS VOLUNTEER



BUILDING ON THE SUCCESS OF GATORS GIVE





HOW CAN I PARTICIPATE?

The Gators Volunteer website will be open year-round. During the campaign held in the spring, UF employees will receive e-mails from Gators Volunteer with links to this online volunteer site. UF employees can search for agencies and learn more about the volunteer opportunities.

CONNECTING UF EMPLOYEES TO VOLUNTEER OPPORTUNITIES





FOR VOLUNTEERS

FOR AGENCIES

RESOURCES

UFCC

CONTACT



The University of Florida is pleased to introduce Gators Volunteer, a new campaign that will link the University of Florida to area organizations in need and further enhance the UF community impact. You can participate by volunteering for a cause that needs your time and effort. Through this website you can discover new service opportunities and contribute to causes that matter to you. Spend your time helping those with special needs, our schools, veterans, those in crisis, animals, children and more.

GATORS VOLUNTEER

VOLUNTEER OPPORTUNITIES

UFCC-APPROVED AGENCIES

AGENCY APPLICATION PROCESS

ALACHUA COUNTY PUBLIC SCHOOLS

ON-CAMPUS OPPORTUNITIES

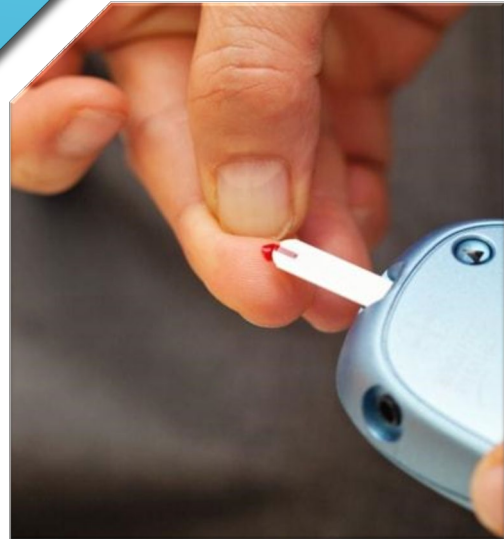
www.GATORSVOLUNTEER.ufl.edu



UFCC WRAP UP

IMPORTANT TAKE AWAYS | NEXT STEPS





NEXT STEPS

COMPLETE ONLINE APPLICATION BY
FEBRUARY 1, 2023

ENSURE ALL DOCUMENTATION IS
CURRENT

VISIT [UFCC.UFL.EDU](https://ufcc.ufl.edu) FOR CAMPAIGN
DETAILS AND INFO

QUESTIONS: UFCC@UFL.EDU





QUESTIONS?

