

# **UFCC New Agency Application Workshop and Information Session**



**GATORS GIVE**

# *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



**GATORS GIVE**

# housekeeping

UFCC Team Introductions

Please Mute Microphones

Drop questions in chat – will be monitored throughout workshop

Time for open Q&A at end of workshop

We will NOT record this meeting, BUT...

Slides will be posted on website after workshop, AND

We are here to be a resource to you!





Oak Hammock  
*at the University of Florida®*



SAVING COMMUNITY CATS  
OPERATION CATNIP

Puppy Hill Farm  
Animal Rescue



UFCC CAMPAIGN

history

- **THE UNIVERSITY OF FLORIDA CAMPAIGN FOR CHARITIES (UFCC) IS THE OFFICIAL ANNUAL EMPLOYEE GIVING CAMPAIGN.**
- **MORE THAN \$28,000,000.00 DONATED SINCE 1989**
- **UF EMPLOYEES HAVE GIVEN ~\$1,000,000.00 PER YEAR FOR THE PAST 18 YEARS**



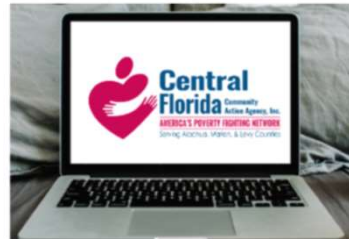
**UFCC CAMPAIGN**

*history*

**THE CAMPAIGN HAS GROWN FROM  
39 AGENCIES (IN 1993) TO 105  
AGENCIES (IN 2024)**



**SERVICE DOGS  
FOR PATRIOTS**  
Empowering Veterans with PTSD



**UFCC CAMPAIGN**  
*history*



**UFCC CAMPAIGN**

*overview*

## 2023 SCHOOL COMPARISON

# numbers

University	2023 Totals	Participation	2022 Totals
University of Florida	\$908,687	10%	\$979,405
University of Alabama	\$409,205	22%	\$382,559
University of Missouri	\$497,318	6%	\$437,089
University of Tennessee	No report	No report	No report
University of Kentucky	\$194,373	3%	No report
University of Mississippi	\$92,871	7%	\$100,811
Auburn University	\$125,639	16%	\$124,734
University of Georgia	No report	No report	No report
University of Arkansas	\$330,800	Not reported	\$84,665
LSU	No report	No report	No report
University of South Carolina	\$34,908	1%	\$37,942
Texas A&M University	\$618,876	6%	No report
Mississippi State University	No report	No report	No report
Vanderbilt University	No report	No report	No report





# UF Campaign for Charities

## DONOR PARTICIPATION

**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 – SAME OPTIONS, JUST NO PAYROLL DEDUCTION.**



# 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



## **UNDESIGNATED GIFTS:**

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

**IN 2023, THIS INCREASED AGENCY GIFTS BY  
ABOUT 23%!**

***AN AGENCY THAT RECEIVED \$10,000 IN  
DESIGNATED FUNDS ALSO RECEIVED \$2,300 IN  
UNDESIGNATED FUNDS, RAISING THEIR TOTAL  
GIFT TO \$12,300 IN 2023.***



## UFCC 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**

**MAKE DONOR DATABASE AWARE OF THE UFCC**

**LET DONORS KNOW THAT GIVING THROUGH  
THE UFCC CAN INCREASE THEIR DONATION BY  
23%**

**USE UFCC GRAPHICS IN NEWSLETTERS,  
SOCIAL MEDIA, WEBSITES**

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





## **AGENCY ROLE**

**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**



**humane society**  
OF NORTH CENTRAL FLORIDA



# Campaign Details

UF LEADERSHIP & STRUCTURE



**GATORS GIVE**

# 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**

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## **UFCC PLANNING COMMITTEE**

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



## **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**



## **UFCC FISCAL AGENT**



**United Way  
of North Central Florida**

**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 2024 WAS 10%**





**United Way  
of North Central Florida**

## **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  
of North Central Florida**

## **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 | 2025 DATES



**GATORS GIVE**

## 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**





**GRACE**  **10** CELEBRATING  
TEN YEARS  
MARKETPLACE

## UFCC LEADERSHIP CAMPAIGN

- **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**

**KRISHNA**  
 **Lunch** SINCE  
1971

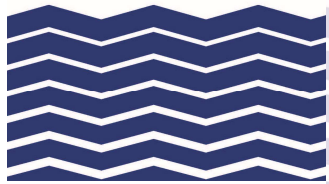






**UF UNIVERSITY of FLORIDA**  
**UF Campaign for Charities**  
 Community Relations  
 PO Box 113158 (111 Tigert Hall)  
 Gainesville, FL 32611-3158

INVEST IN OUR  
**community**  
 EVERY DOLLAR COUNTS



The UF Campaign for Charities is the official charitable fundraising drive for UF employees. Your Contributions:

- ▶ Support not-for-profit agencies serving the people and communities of North Central Florida
- ▶ Provide a consistent source of essential funding for participating agencies
- ▶ Help UF raise \$1,000,000 for our community
- ▶ Benefit a specific agency/agencies of your choice
- ▶ Make A Difference in the lives of people throughout North Central Florida

**“Your gift will make a huge difference just a glance at the list of agencies that your gift can support shows that the sweeping impact of your giving will change lives for the better in Alachua County, in so many ways. Whether it's health care, recreation, providing opportunities, or supporting our veterans, your support makes Gainesville and Alachua County a better place to live. Let's exceed our \$1 million goal and strengthen our community together.”**

—Hub Brown, UFCC General Chair  
 Dean, College of Journalism and Communications

**Community Health Charities**

Alzheimer's Disease and Related Disorders Association  
 American Kidney Fund  
 Autism Speaks  
 CFC - Creating Healthy Communities  
 Epilepsy Alliance Florida  
 Heritopia Foundation of Greater Florida  
 JDR International  
 Lupus Foundation of America  
 Parkinson's Foundation  
 Special Olympics Florida  
 The V Foundation  
 ZERO Prostate Cancer

**Independent**

Alachua Conservation Trust  
 Alachua County Library District Foundation  
 Alachua Habitat for Humanity  
 Alachua House of Ganessville, Florida  
 American Red Cross  
 Archer Family Health Care  
 Rowena Springs Charter School  
 Cade Museum for Creativity and Invention  
 Center for Independent Living of North Central Florida  
 Community Hospice and Palliative Care  
 Community Spring  
 Conservation Florida  
 Crisis Pregnancy Center of Gainesville  
 Davey Arline National Ballet  
 Early Learning Coalition of Alachua County  
 EarthShare  
 Enter South Florida  
 Faithful Friends Pet Rescue and Rehoming  
 FHS & Wildlife Foundation of Florida  
 Florida 41 Club Foundation  
 Florida Wildlife Care  
 Florida Wildlife Care  
 Food/Water Backpack Program of North Florida

**Friends of Gainesville**

Gainesville Area Chamber of Commerce  
 Gainesville Area Housing  
 Gainesville Community Ministry  
 Gainesville for All  
 Gainesville Thrive  
 Garden Canal Measles Therapy Horses  
 Girls on the Run of Northeast Florida  
 Gator Healthcare Services Corp  
 Heart Hope Foundation  
 Humane Society of North Central Florida  
 K9U (K9s for Us) Education  
 K9CIN of Gainesville  
 K9s of Alachua County Humane  
 Meridian Behavioral Healthcare  
 Minor League Baseball Academy  
 Neighborhood Housing and Development Corporation  
 Oak Hammock at the University of Florida  
 Operation Camp  
 Planned Parenthood of South, East, and North Florida  
 Plains Creek Conservation Cemetery  
 Proton Community Center of North Central Florida  
 Priddy Hill Farm  
 Putnam Land Conservancy  
 Ronald McDonald House Charities of North Central Florida  
 Second Chance Farms  
 Services Drop for Patients  
 Southern Legal Counsel  
 Southwest Alachua Group (SWAG)  
 St. Francis Pet Care & Veterinary Clinic  
 Step Children's Center  
 The Education Foundation of Alachua County  
 The Inspire Project  
 The Ronald and Joaney Club for Cancer Foundation  
 The Society of Saint Andrew  
 Tyler's Hope for a Dystonia Cure

**UFCCB Advocacy Center**

UF College of Dentistry Community Outreach Programs  
 We Are Neutral  
 WoundHealance Project

**United Way**

Act in Motion (Gainesville Area Community Tennis Association)  
 ACSINK Clinic  
 AMBUSH Gainesville  
 Big Brothers Big Sisters of Tampa Bay  
 Boys & Girls Clubs of Northeast Florida  
 Board of the Mighty Food Bank (Regional Food Bank of Northeast Florida)  
 Catholic Charities Gainesville  
 CFS Family & Behavioral Health Services  
 Central Florida Community Action Agency  
 CHD Advocacy Center  
 ElderCare of Alachua County  
 Family Business of Gainesville  
 Gainesville Community Counseling Center  
 Gainesville SportsAbility Center  
 Girl Scouts of Gateway Council  
 GRACE  
 GRACE Marketplace  
 Healthy Start of North Central Florida  
 K9s Care in Alachua County  
 New Technology Made Simple Now  
 Now Center for Girls Alachua  
 Partnership for Strong Families  
 Powell Faith Community Abuse Network  
 Project YouthBuild (Florida Institute for Workforce Innovation)  
 Rebuilding Together North Central Florida  
 St. Francis House  
 The Guardian Foundation  
 Thruout Legal Services  
 United Way of North Central Florida

[ufcc.ufl.edu](http://ufcc.ufl.edu)

Body pays through payroll deduction, cash, check or credit card. \*No always made through payroll deduction will continue until the donor stops or changes the pledge in the online giving system, or until the donor contacts UF Human Resource Services to stop the pledge.

# GENERAL CAMPAIGN

UFCC POSTCARD

INTRODUCTORY EMAIL

WEEKLY EMAILS

MYUFL SPLASH PAGE

UF AT WORK – HR EMAIL

SOCIAL MEDIA POSTS



# 2025 UFCC GENERAL COMMUNICATIONS



**2025 UFCC DATES**  
**SEPTEMBER 2**  
**THROUGH**  
**OCTOBER 19**

**LEADERSHIP & GENERAL**



# **UFCC KICK OFF EVENT**

## **FOR ALL UFCC VOLUNTEERS & AGENCIES**

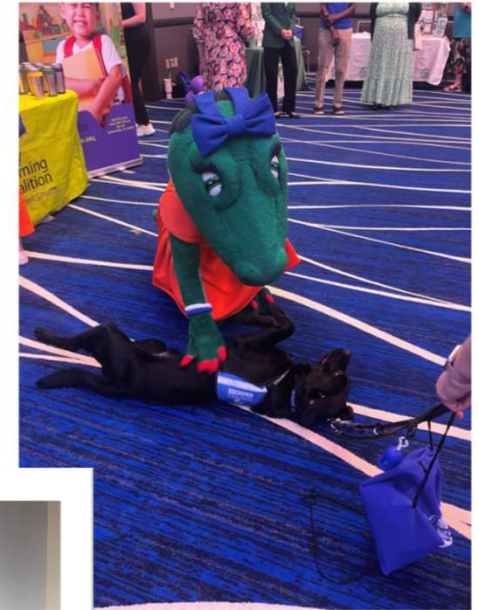
**TWO AGENCY REPRESENTATIVES**

**SET UP AGENCY TABLE**

**BRING DISPLAYS AND BANNERS**

**BROCHURES AND GIVE AWAYS**

**CONNECT WITH VOLUNTEERS**



# SPECIAL EVENTS

Organized by Steering Committee Members and Volunteers

Health & Human Performance  
Journalism and Communications

## PAPER AIRPLANE CHALLENGE



2024  
UF Campaign for Charities

## Food Trucks

At the College of Law  
November 12  
11:30 am to 1:30 pm

verde spice  
Eim Thai  
ROLLIN SLIDERS

**Support** UF CAMPAIGN FOR CHARITIES



Invest in our community.  
Every dollar counts.

Happy  
*Giving  
Tuesday*

Last chance to  
donate to the UFCC!



# GIVING TUESDAY

Invest in our community. Every dollar counts.

*Giving Tuesday*



[ufcc.ufl.edu](http://ufcc.ufl.edu)



# Campaign Details

AGENCY APPLICATION PROCESS



**GATORS GIVE**

# UF Campaign for Charities – APPLICATION PROCESS

- **AGENCY APPLICATION COMPLETED IN FULL (WITH ALL REQUIRED DOCUMENTATION) BY FEBRUARY 1, 2025**
  - **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!**

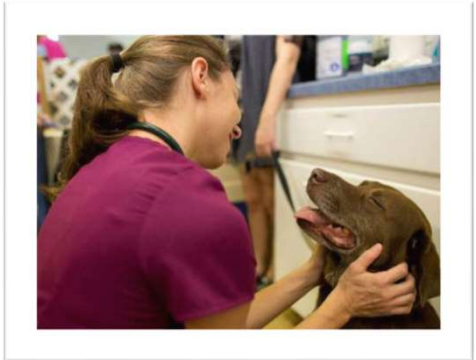
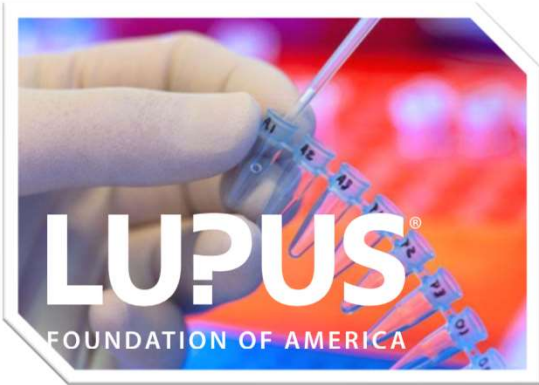
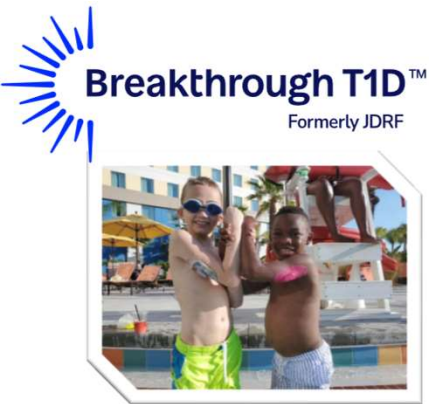


# *Why UF Campaign for Charities?*

**CAMPAIGN MESSAGING**



**GATORS GIVE**



**Remedy**  
your community vet



## CAMPAIGN MESSAGING

**WHY PARTICIPATE IN THE UFCC ?**

**EASE OF PAYROLL DEDUCTION**

**UFCC DONORS AND VOLUNTEERS**

**AGENCIES RECEIVE PORTION OF UNDESIGNATED FUNDS, INCREASING GIFTS BY A SIGNIFICANT AMOUNT (IN 2023, DONATIONS WERE INCREASED BY ~ 23%!)**



# Wrap Up

IMPORTANT TAKE AWAYS | NEXT STEPS



# NEXT STEPS

COMPLETE ONLINE APPLICATION BY  
FEBRUARY 1, 2025

ENSURE ALL DOCUMENTATION IS  
CURRENT

VISIT [UFCC.UFL.EDU](http://UFCC.UFL.EDU) FOR CAMPAIGN  
DETAILS AND INFO

QUESTIONS: [UFCC@UFL.EDU](mailto:UFCC@UFL.EDU)



*Questions?*

