

**CITY AND COUNTY OF DENVER
DENVER EMPLOYEES' COMBINED CAMPAIGN
POLICIES AND PROCEDURES
Amended June 2011**

I. INTRODUCTION

It is the policy of the City and County of Denver to encourage and facilitate donations by its employees to diverse charitable organizations. The City facilitates this giving by permitting its employees to direct that funds be automatically deducted from their paychecks. These Policies and Procedures are promulgated by the Denver Employees' Combined Campaign Committee ("Committee") to clarify and govern the organizational and procedural processes required by this convenience to our employees and the organizations participating in the Denver Employees' Combined Campaign ("DECC").

The following definitions shall apply to these policies and procedures:

- A. Coordinating/Umbrella Entities (CUEs): Entities which serve as agents for 7 or more member charitable organizations and which meet the eligibility criteria found in Section VI. of these policies and procedures.
- B. Participating Organizations/Recipients (PORs): Charitable organizations which participate as members of a coordinating/umbrella entity and which meet the eligibility criteria found in Section V. herein.
- C. City Service Organizations (CSOs): Organizations which are (1) supported by the City and County of Denver by city ownership of capital improvements or equipment or city sharing of operating or maintenance funding; or (2) have a direct relationship to a city agency by providing enhanced services of that agency; and (3) which meet the eligibility criteria found in Section V. herein.
- D. Campaign Year: The calendar year in which the campaign is run.
- E. Distribution Year: The calendar year immediately following the Campaign Year.

II. THE DENVER EMPLOYEES' COMBINED CAMPAIGN COMMITTEE

- A. **Composition.** The DECC Committee shall be appointed by and serve at the pleasure of the Mayor. The Mayor will also appoint the Committee chair, who, in turn, may appoint a vice-chair. A quorum comprised of a majority of the Committee members must be present to vote on any matters that come before the Committee.
- B. **Duties.** The Committee shall:
 - 1. Oversee an application process to obtain and nominate a Campaign Manager for appointment by the Mayor.
 - 2. Approve an annual Campaign Plan and Budget. The Committee may require the Campaign Manager to revise and resubmit all or part of the Campaign Plan and/or Budget prior to approval.
 - 3. Approve any significant variation from the approved annual Campaign Plan and/or Budget.
 - 4. Approve any modification or addition to these Policies and Procedures.

5. Review ALL applications received from charitable organizations and approve or deny those applications in writing based upon the eligibility criteria set forth herein.
6. Authorize the distribution of funds by the Campaign Manager to approved CUEs and CSOs as designated by City employees.
7. Authorize the distribution of undesignated funds by the Campaign Manager to approved CUEs and CSOs in the same proportion as designated funds.

III. **THE CAMPAIGN MANAGER**

- A. **Appointment.** The Campaign Manager shall be appointed by the Mayor and shall execute a written contract for the provision of management services.
- B. **Duties.** The Campaign Manager's duties as further defined in the written contract shall include:
 1. Submit to the Committee for approval a Campaign Plan no later than July 17 of each Campaign Year, which shall include, but not be limited to:
 - a. A budget for all expenses associated with the Campaign. The budget shall include a staffing plan. No campaign expenses shall be borne by the City and County of Denver.
 - b. A draft design of the pledge card to be used that reflects all statutory and processing requirements set forth by the Manager of Finance.
 - c. Draft designs of all promotional and publicity materials to be used in the Campaign.
 - d. A method and time line for recruiting and training Lead Coordinators.
 - e. A method and time line for organizing and conducting solicitation presentations.
 - f. A method and time line for distributing and collecting pledge cards, and delivering them to the Manager of Finance or the appropriate payroll office.
 - g. A method and time line for distributing funds that fulfills procedural requirements set forth herein.
 - h. Any other plans required by the Committee or deemed necessary by the Campaign Manager or contained in the Campaign Manager's contract.
 2. Obtain approval from the Committee for any significant variation from the approved Campaign Plan and/or Budget.
 3. Use a financial system based on generally accepted accounting principles which includes accounting procedures acceptable to the Manager of Finance. Provide a report of current, monthly finances to the Committee upon request.
 4. Prepare and submit to the Committee an annual financial report which shall be certified by an independent certified public accountant.

5. Maintain a list of eligible CUEs, PORs and CSOs, as approved by the Committee, and remove from that list any organization upon the organization's request, or upon notification by the Committee, that the organization has ceased to comply with the criteria set forth herein. After removal, no further City employee funds shall be distributed to that organization.
6. Distribute funds to approved CUEs and CSOs as designated by City employees.
7. Distribute, after approval from the Committee, undesignated funds to approved CUEs and CSOs in the same proportion as designated funds. All funds from pledges received after the close of the Campaign Year shall be distributed as undesignated funds.
8. In the event a CUE is dissolved, declares bankruptcy, becomes insolvent or defunct or ceases to provide services, distribute designated and undesignated funds contributed to that CUE to all member PORs in the same proportion as their combined designated funds.
9. In the event a CSO is dissolved, declares bankruptcy, becomes insolvent or defunct or ceases to provide services, distribute designated and undesignated funds contributed to that CSO to all other approved CSOs in the same proportion as their combined designated funds.

IV. THE MANAGER OF FINANCE

The Manager of Finance or his/her designee shall:

- A. Be the custodian of applications and other relevant documents related to the Denver Employees' Combined Campaign.
- B. Distribute to the Campaign Manager at each payroll withholding period the total amount deducted from employees' paychecks for charitable contributions.

V. APPLICATION PROCEDURES FOR PORs, CSOs and CUES

- A. Each applicant for POR status shall submit annually to its CUE an application that consists of documents that prove it is in compliance with all criteria set forth herein.
- B. Each applicant for CSO status and each CUE shall submit annually to the DECC Committee an application that consists of documents that prove it is in compliance with all criteria set forth herein.
- C. The completed applications from the CSOs and CUEs must be received by the DECC Committee on or before 5:00 p.m. on March 10th of each Campaign Year, to be considered for eligibility for payroll deductions during the Distribution Year.
- D. The information required by the application process must be maintained by the CSO and CUE for at least three years and be available for inspection or audit by the DECC Committee, the Auditor of the City and County of Denver, or the Manager of Finance within one business day advance notice.
- E. The Campaign Manager, at the direction of the committee, has the right and responsibility to request additional documentation from any CUE, CSO or POR.

VI. **PARTICIPATING CUEs, PORs AND CSOs**

- A. **Qualifications.** In order to participate in and receive funds from the Campaign, all participating CUEs, PORs and CSOs must:
1. Be exempt from federal income tax under Internal Revenue Code 501(A) as described in Section 501(c) (3). An advance ruling on its exempt status shall meet this requirement.
 2. Be supported in part by voluntary contributions from the public.
 3. Be registered and in good standing as a non-profit corporation with the Colorado Secretary of State.
 4. Be registered, unless exempt, with the Colorado Secretary of State in accordance with the Colorado Charitable Solicitations Act.
 5. Demonstrate a history of service of no less than 12 months prior to the date of application as a CUE/POR/CSO under these criteria.
 6. Use either a cash-based or an accrual accounting system that can be reviewed and meets standard accounting procedures. CUEs must conform to Generally Accepted Accounting Principles (GAAP), which require accrual accounting.
 7. Certify with regard to persons served by the organization, persons employed as staff of the organization, and persons serving on the governing board of the organization, that the organization does not discriminate by reason of race, color, religion, national origin, gender, age, sexual orientation, gender variance, marital status, military status or physical or mental disability - - unless such organization is a religious organization or association as defined in Section 28-92 of the Denver Revised Municipal Code.
 8. Certify the following: (1) that the organization is in compliance with all statutes, Executive Orders and regulations restricting or prohibiting U.S. persons from engaging in transactions and dealings with countries, entities, or individuals subject to economic sanctions administered by the U.S. Department of the Treasury's Office of Foreign Assets Control; (2) that the organization is aware that a list of countries subject to such sanctions, and overviews and guidelines for each such sanctions program can be found at <http://www.treas.gov/ofac>; and (3) should there be any change in circumstances pertaining to this certification at any time, that the organization shall notify the Committee in writing immediately.
 9. Make available to the general public:
 - a. a full description of the charitable organization's activities;
 - b. sources and use of revenue;
 - c. administrative and fundraising (AFR) costs as a percentage of total revenue;
 - d. names of chief administrative personnel; and
 - e. names of governing board members.
 10. Base publicity and promotional activities on the actual program and operations of the charitable organization.
 11. Demonstrate local involvement and input into the decision-making process of the charity. A Colorado-based board of directors, advisory council, support committee, local chapter or an auxiliary could serve to demonstrate that involvement and input. **NOTE** – If an organization has both a national office

located outside the State of Colorado and a local office located in the State of Colorado **ONLY** the local office may apply to participate in the Denver Employees' Combined Campaign.

12. Use and distribute no less than seventy percent (70%) of DECC funds within the State of Colorado for the provision of direct services to the people of the State of Colorado.
13. Conduct its fiscal operations in accordance with a detailed annual budget, which is prepared and approved at the beginning of each fiscal year by its Board of Directors.
14. Not use funds donated through the DECC campaign for endowment purposes.
15. Not solicit City employee contributions through more than one umbrella organization.
16. Send written thanks to those City and County of Denver employees who have requested acknowledgment of their gift. The list of these employees will be provided by the Campaign Manager.

B. **Integrity of Operations:** In order to participate in and receive funds from the Campaign, all participating PORs and CSOs must:

1. Use funds contributed by City employees for their announced purposes.
2. Ensure that its activities are consistent with the organization's stated goals and objectives.
3. Be available during regular work hours through a local or toll-free telephone number to respond to inquiries from residents of Colorado.

C. **Fundraising Practices:** In order to participate in and receive funds from the Campaign, all participating PORs and CSOs must:

1. Not imply directly or indirectly that approval for payroll deductions constitutes endorsement of the organization by the City and County of Denver.
2. Not distribute lists of contributors who donate through the City and County of Denver Employees' Combined Campaign.
3. Not mail unordered tickets or other merchandise to City employees with a request for money in return.

VII. **COORDINATING/UMBRELLA ENTITIES (CUEs)**

A. **Qualifications.** In order to participate in and receive funds from the Campaign on behalf of member PORs, all CUEs must meet all requirements set forth in Sections VI. A, B & C. In addition to these requirements CUEs must also:

1. Certify annually that all member PORs meet the criteria set forth herein. Any CUE applying to the Campaign that was not a CUE in the prior year's Campaign shall submit a copy of the complete application of each POR which it is proposing for participation in the DECC.
2. Prepare and make available to the general public the current annual financial statements, which have been audited by an independent certified public accountant. Current is defined as a period ended not more than 18 months prior to January of the Campaign Year.

3. Submit to the Committee annually a report available to the general public which includes:
 - a. a full description of the charitable organization's activities;
 - b. sources and uses of revenue;
 - c. administrative and fundraising (AFR) costs as a percentage of total revenue;
 - d. names of chief administrative personnel; and
 - e. names of governing board of members.
4. Provide details of prior year distributions as a part of the annual application to participate in the DECC.

B. **Distribution of Funds by CUEs**

1. CUEs must distribute funds, whether designated or undesignated, on the basis of actual funds received, not on the basis of the amount pledged.
2. 100% of donations designated to a specific POR must be distributed by the CUE to that POR.
3. Donations designated to a CUE but not designated to a specific POR may be distributed at the discretion of the CUE.
4. Donations received by the CUE as its portion of undesignated DECC funds must be allocated to the CUE and its PORs in the same proportion as their combined designated funds.
5. Donations from the DECC are disbursed monthly to the CUEs. The CUEs shall disburse these funds, **at least quarterly**, to its PORs at their local Colorado addresses and shall notify the PORs that the funds received are from the Denver Employees' Combined Campaign.
6. In the event a POR is dissolved, declares bankruptcy, becomes insolvent or defunct, or ceases to provide services to the community, the Committee will redistribute all funds, designated and undesignated received by the POR, to the CUE to be distributed to the remaining PORs under the CUE in the same percentage as their combined designated funds.

VII. **APPEALS**

Any organization that is not approved by the Committee to participate in the Denver Employees' Combined Campaign may make a written request to the Mayor for review within ten (10) days of the date of the Committee's written denial.