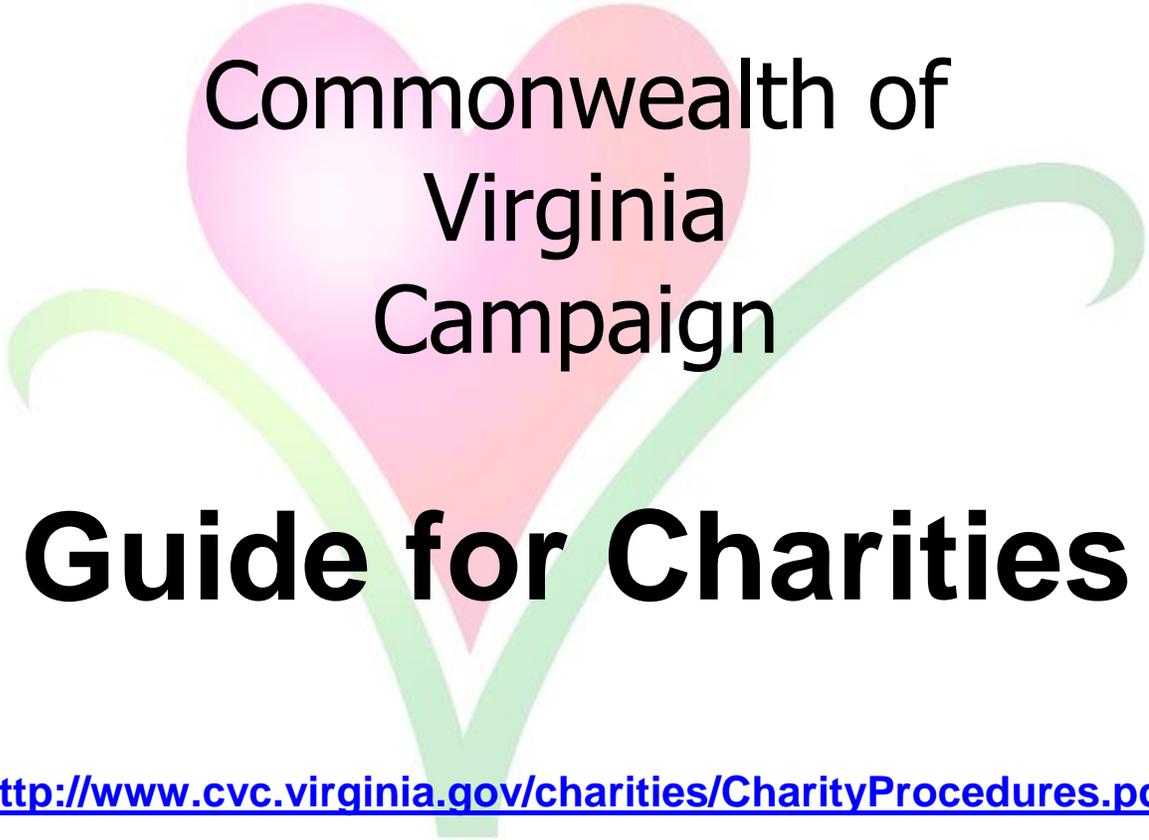


2017



Commonwealth of
Virginia
Campaign

Guide for Charities

<http://www.cvc.virginia.gov/charities/CharityProcedures.pdf>

Revised February 13, 2017

SCOPE

This guide includes policies, standards, and guidelines as approved by the CVC Advisory Council. Policies are subject to change at any time by a majority vote of the members of the CVC Advisory Council.

All **NEW** CVC charities should review our website at www.cvc.virginia.gov and click on the CHARITIES tab. Then select "How to Become a CVC Charity."

All **NEW** or **RETURNING** charity, please review the following as changes may have occurred since your last review of this document.

ORIENTATION

Take a few minutes to tour the Commonwealth of Virginia Campaign (CVC) Website at www.cvc.virginia.gov and learn what participation in this campaign means to you. This campaign reaches over 100,000 employees in state government across Virginia and can be an effective way to increase your revenues. Just getting listed in the directory is not enough, however; unless your charity has great name recognition, you will need to be able to tell your story to touch the hearts of the generous public sector workforce.

Once you have a CVC code (a 5-6 digit number, assigned at the time you enter your charity application or your federation assigns it for you) and have been accepted into the campaign, be sure to include it on all literature,

promotional materials, videos, PSA pieces, and in your workplace or service delivery area. Always talk about your charity's mission – in the elevator, in the grocery store checkout line, while pumping gas – because you never know when you may be talking to a state employee!

CVC Solicitation vs. Marketing:

While we want you to “market” your charity, we ask that you do not go out and directly solicit state workers. Doing so may jeopardize your standing with the CVC. Part of the success of the CVC is that workers are only asked once a year to give to their favorite charities, and do not have to worry about being approached year round. If a state agency CVC Coordinator *approaches you* for an event, this is an appropriate line of communication. This includes sending solicitations during the year to those who earlier identified themselves as wanting an acknowledgement of their annual gift.

Charity Fairs:

Watch your email for notices of charity fairs in your area. These occur frequently throughout Virginia, usually from September through November each year. You will be contacted via email about events coming up in your region (you indicate your service regions on your application) and the email will go to the preferred email contact on your application. This is a new field on the

application and we suggest you establish a generic email box such as info@XYZcharity.org or similar so when there is turnover in staff at a charity, sometimes the notifications are not received by the right person at the charity.

Keep in mind that not every region will offer a charity fair. Many agencies do not have the space to host even three or four charities. Sometimes the agency operates in a lock-down or secure environment and cannot host non-state employees.

Many times space is limited and the places are assigned first-come, first served. Sometimes the number of respondents exceeds the number of spaces available – if that happens all respondents get their name placed in “a hat” and the number of available spots are drawn and awarded in that way.

Charities who attend a charity fair should bring appropriate print materials, promotional items, charity signs. Federations invited to charity fairs are encouraged to bring items representing all or a selection of their member charities. Please do not bring materials that may be interpreted as offensive or inappropriate. Displays will be reviewed for compliance by the charity fair coordinator prior to opening the fair and we will ask that inappropriate materials be removed from the display.

No Shows: Charities who have signed up for an event but are unable to attend are required to notify to event organizer at least 24 hours before the event. If a charity develops a pattern of signing up but not showing up to their events, they will be asked to not participate in any additional marketing activities for the duration of the campaign.

Charity Speaker Events:

Third, some state agencies look for speakers – people who will come to their workplace and give a brief talk about how CVC money helps them deliver stories.

People love to hear success stories. If you have a person who serves as your speaker, make sure they receive any emailed requests for speakers in a timely manner.

Online Marketing:

Each year we ask for photos and brief stories to add to our website. These rotate and older stories are archived. You will be notified via email when it is time to submit stories. Pictures must be in JPG format, and stories should be in MS Word, not longer than 250 words. (During the campaign, stories will rotate.)

Now let's take a look at what is required to be a member of the Commonwealth of Virginia Campaign.

CHARITY REQUIREMENTS

To be eligible for participation in the CVC, each charity must:

1. Be approved by the **IRS** as a 501(c)(3) Charity or, in the case of volunteer fire departments, a 501(c)(4) charity. To start the process to gain this status, go to:
<http://www.irs.gov/charities/index.html> for forms and instructions. It can take up to 2 years to gain IRS approval, so start early.
2. Be registered with the Virginia Department of Agriculture and Consumer Services (**VDACS**) as a charity authorized to solicit funds in Virginia. For more information, forms, and helpful links and resources, go to
<http://www.vdacs.virginia.gov/consumers/registrations.shtml>. Depending on the type of charity, you may be exempt from annual registration but most charities are required to register each year. You must get an initial determination from VDACS and register according to your determination letter.
3. Most charities have to file and **IRS form I-990 (or I-990EZ)** each year. You will need a copy of your most recent I990 (start at
<http://www.irs.gov/charities/article/>). You must use an IRS document that is no more than 2 years old.

4. All charities should undergo an audit at least every 24 months. If you have questions about the type of audit, please email us at CVCStaff@dhrm.virginia.gov.

5. **Complete a CVC application EVERY YEAR!** While certain VDACS registrations may not require renewal each year, the CVC application must be re-entered each year. The application is on-line and may be located at: <http://www.cvc.virginia.gov/charities.htm> and clicking on "Apply Now" OR go to For Charities and then Application. You will need a copy of your I-990, your CVC code (stays the same unless you leave the campaign for more than two years or are filing differently) and a PIN number. PIN numbers will be auto assigned at the time of your initial application process. Please write down your PIN as we are not be able to access this secure code for you. The application system is available ONLY March 1st through April 30th each year.

For assistance with entering your application during this period, go to www.cvc.virginia.gov, select For Charities and then Guide to Charity Applications. You will be able to print a copy of the User Guide for Charities.

Click on Charities and then Application and follow the steps. Applications are only accepted in electronic format. Additional help on completing an application is found at

the end of this publication.

6. Complete an **Electronic Business Agreement**.

Download it from

<http://www.cvc.virginia.gov/charities/electbusagre>
[e.pdf](http://www.cvc.virginia.gov/charities/electbusagre) then print a copy. Sign it and mail it to the

address on the form. This is the only paper document that we require. *Charities need to complete it anytime there is a change in their CEO or CFO personnel.*

7. Maintain **fiscal responsibility** by having an expense ratio (based on I-990 figures) of 25% or less. Any charity admitted to the CVC who has a subsequent increase of expenses of over 25% will be asked to sit out the campaign for a year. **There are no appeals or exemptions for not meeting this requirement, regardless of the extraordinary circumstances that may have caused it.**

8. Because our employees trust CVC to include only those charities that operate very efficiently and who market their charity to state employees, there are additional requirements.

Charities that were in the campaign for one year must receive **\$250** or more in a campaign in the next year in direct designations to remain in the campaign the following year. **Charities that were in the campaign for the two past years** will need **\$750** in direct designations to be eligible

the following year. *Starting in 2017, those gifts made by state employees DIRECTLY to the charity may be counted toward the total designations for eligibility, but the employee must report these direct gifts to the CVC during the year.*

First-year charities (or any charity not in the campaign the previous year) must meet a minimum of \$250 the first year and \$750 each year thereafter. Charities who do not meet this requirement will be asked to sit out of the campaign for one (1) year. Please be very careful when reviewing the data in your application before transmitting it. Sometimes an unintended extra digit or two will make your expense rate excessively high and be cause for rejection. **There are no appeals or exemptions for not meeting this requirement, regardless of the extraordinary circumstances that may have caused it.**

9. Charities may apply as **independent/ unaffiliated charities** or as a **member of a federation** (such as a United Way, Earth Share, Global Impact and many others). Charities who apply through a United Way or other federation should discuss application protocol with their federation liaison. Many federations apply on behalf of the individual charities using information submitted for the federation's campaign and others require individual applications from their member charities. Bottom line: **there must be a new CVC application each**

year, regardless of whether or not the federation files for you or you file directly. Only one application will be included in the campaign for each charity. If a charity applies under two different federations or under one federation and as an independent charity, the CVC code that was used previously will be on the application that is accepted. This is done to maintain history of transactions on our system.

10. Charities will receive a PIN when they begin the application process online. PINs are different each year; be sure to record it in a safe place.
11. All charities that complete applications by April 30th will be notified by mail or email of the status of their application by the end of May.
12. If your charity application was rejected for **incompletion**, no appeal is available. An email will be sent to the charity contact on the application in mid-April asking that they finish their application or submit a new one. After April 30, there is no provision for resubmitting an application for that year.

NOTE: It is the responsibility of each charity to check the accuracy of the data entered in the application, especially financial data. Apply a test of reasonableness at the point where your expense percentage is

calculated. Some applications have had expense ratios well over 100% and many cases are due to entering inaccurate data. **Do not enter dollar signs or commas when entering financial data.**

APPLICATION PROCESS TIPS

Before you start your application – have the following information ready:

1. Your most recent I-990
 2. The date of your last audit
 3. Your VDACS registration approval letter (or a note saying it has been received but not yet reviewed).
 4. Email, phone number, fax number, mailing address, and web address information for key contacts
 5. Any changes in your mission statement. You need a 25 words or less “mini” statement that is used on profiles of charities and a longer, more inclusive statement that will be viewable in your application on line, after it has been approved.
6. To start the application process, go to www.cvc.virginia.gov and click on Charities and then Application or simply click on the Apply Now button.

Step 1

In order to complete this application, you will need YOUR CVC CODE.

Your CVC code remains the same and your PIN changes each year.

All applicants must have 501(c)(3) tax-exempt status with the Internal Revenue Service (IRS), with the exception of volunteer fire or rescue departments, which may be 501(c)(4). Charities must be registered with the IRS as a non-profit for at least one year prior to participating in the CVC.

As a returning participant, you already have an Electronic Business Agreement (EBA) on file with us. Note in 2010: Every charity is asked to submit a fresh EBA.

If you are a NEW applicant filing with us for the first time, you will be assigned a CVC code and pin number in order at the time you make your online application. All NEW applicants must submit a completed [Electronic Business Agreement](#) (EBA), signed by the Chief Executive Officer, no later than July 1. All NEW applicants that have not submitted the required EBA by July 1 will be rejected.

All applicants will receive a PIN when they begin their online application process and are responsible for submitting an accurate and complete application. Applications with incomplete fields or inaccurate data or statements will be rejected without the right of appeal.

Step 2 Follow the online prompts – they are very easy to follow.

(If you do not belong to any Federation, please select Independent/Unaffiliated Charity.)

Then you need to enter your Charity Code and PIN. PINs change every year and expire after 30 days. Charity codes do not change unless you drop out of the campaign for more than two years or change the way you register (independent one year and part of a federation another year).

Click on the appropriate spot to request a PIN. It will be sent to the preferred Email contact on your most recent application.

Then move on to the main application.

Complete each field, being careful to enter your charity name the way it should appear in our campaign directory.

Be sure to complete the email addresses as these are not pre-filled and to make any changes of address or phone contacts. There is now a third email address field – this is labeled as the preferred email you would like for CVC to use when contacting you.

Management Expense, Fund Raising Costs, and Total Revenue should be pulled from your most recent (may be current year or two years previous at the time of application). Please enter in whole dollars.

I-990 or CVC Financial Worksheet. PLEASE REVIEW THE ACCURACY OF THESE NUMBERS BEFORE SUBMITTING THE APPLICATION. Note that IRS often changes the line numbers corresponding to certain data fields. Please match the data requested by the description of the data and not by the line number. The line numbers are different on the I990 and the I990EZ.

When you complete the application, hit the SAVE and the SUBMIT buttons. Until you release the application, it is in UNSENT mode, and we cannot view it, approve it, or process it. UNSENT applications at the end of the application period are deleted by the system. If you have questions concerning the application and data entry, please email us at CVCStaff@dhrm.virginia.gov.

Questions?

Web site:

www.cvc.virginia.gov

Email:

CVCStaff@dhrm.virginia.gov

CVC Staff:

Anne Dinterman, Director of Employee Programs

Nancy Elfino, CVC Programs and Employee Events

Jonathan Singleton, CVC Programs and Employee Events

