

UNITED ARTS FUND ALLIANCE POLICY

In the spirit of partnership, Arts Culture Catawba (ACC) has established the following POLICIES for the UNITED ARTS FUND (UAF) ALLIANCE.

I. UAF DRIVE PARTICIPATION POLICY

Each year ACC will conduct a federated UAF Drive to solicit unrestricted charitable contributions for board approved Funded Affiliates and for its own operation.

A. UAF Alliance Campaign Period

1. The Alliance Campaign Period (January 15 - February 28 each year) is a time during which all recipients are to focus on the UAF Drive. The success of the drive is contingent on a community-wide effort. Because the drive's success affects all of the Funded Affiliates, each Funded Affiliate is expected to participate through board participation and promotion of the drive.
2. If any individual fundraising efforts by Funded Affiliates occur during this Period, the affiliate shall also include mention of the UAF Drive, make a clear distinction between the UAF Drive and their own efforts, and promote both equally.
3. Specific recognition language of the UAF Drive will be made available each year and can generally be found on the ACC website along with logo guidelines and specifications.

B. Affiliate Board Contributions

All Funded Affiliate Boards shall provide volunteers to assist in the UAF Drive. All Funded Affiliate Board members are encouraged to contribute individually to the UAF Drive to demonstrate 100% participation.

C. Promotion Credits

Funded Affiliates shall acknowledge their status as a Funded Affiliate throughout the year. This includes listing "Funded Affiliate of Arts Culture Catawba" and/or including the ACC logo as appropriate:

- On the Funded Affiliate's website
- In press releases and e-newsletters
- In verbal acknowledgement during opening remarks and program speeches
- On programs, posters, and digital materials where general sponsors are recognized

- In donor lists at the appropriate donor level in recognition of support for general operations, annual funding, season sponsors, annual sponsors and any other instance of recognition for unrestricted operating support.

D. Public Events Calendar

The public events calendar is hosted on the ACC website and publicizes arts and entertainment events taking place throughout Catawba County. All Funded Affiliates shall actively utilize this resource by listing all public programs and events throughout each year.

II. FUNDED AFFILIATE FUNDRAISING POLICY

Each year, Funded Affiliates will coordinate fundraising efforts to ensure mutual collaboration, promotion, and respect for all organizations.

A. Alliance Calendar

1. The annual alliance calendar is designed for mutual cooperation and coordination of the UAF Drive and Funded Affiliate designated campaign drives and major fundraising events. Each Funded Affiliate shall submit major fundraising dates for the following fiscal year (July 1 - June 30) by December 31st of the previous year. The full Alliance Calendar will be made available to affiliates in January of each year with opportunities to work out any potential conflicts.
2. Each Funded Affiliate will annually designate one week for the initial launch of each of their annual fund/membership/subscription/season ticket drives for the Alliance Calendar. During these designated periods, other Funded Affiliates should avoid conducting mass appeals or mass follow up for memberships, subscriptions, or season tickets, unless otherwise agreed upon. However, routine invoicing at the time of individual membership/subscription expiration is permitted.
3. If a fundraising event or campaign is added or changed after the annual submission deadline of December 31st, the Funded Affiliate shall notify Arts Culture Catawba so it may be added to the Alliance Calendar. The date(s) should not conflict with the existing submitted dates on the Alliance Calendar. If a date does conflict with an existing calendar date, the submitting organization should contact the affiliate partner to ensure that it will not conflict with their plans. If a solution cannot be reached between the two organizations, scheduling conflicts may result in mediation proceedings listed in Section III.

B. Capital and Endowment Campaigns

Funded Affiliates and their respective support organizations will on occasion find a need to solicit for capital projects and endowment campaigns. Along with submitting any campaign dates to the Alliance Calendar, the Funded Affiliate shall:

1. Obtain approval from its governing Board of Directors.
2. Submit a written plan to ACC **not less than 45 days in advance** of the commencement of the campaign which includes detailed plans for solicitation. This written plan must include the target group and the dates for the campaign. If a Funded Affiliate is presented with a special opportunity requiring the commencement of a campaign in less than 45 days, then ACC must be notified within one business day of the Funded Affiliate's Board approval. If a special fundraising event(s) is part of the plan, the Funded Affiliate must submit the fundraiser date for approval on the Alliance Calendar.
3. Specify clearly to those solicited for this special purpose that the contribution being requested is in addition to and not in lieu of a UAF contribution.

Note: Any capital or endowment campaign with a goal of \$2 million or more shall also go before the Capital Campaign Committee, which is organized by the North Carolina Community Foundation.

III. COMPLIANCE & MEDIATION

A. Compliance

1. Funded Affiliates are expected to comply with the UAF Alliance Policy. Any willful noncompliance may result in possible reduction or elimination of the Affiliate's UAF allocation and/or its Funded Affiliate status as determined by the ACC Board of Directors.
2. It is the responsibility of the Funded Affiliate Board President and/or Executive Director to convey the information contained in this Policy to all Board members and support groups of the organization.
3. All inquiries regarding the Alliance Policy shall be directed to ACC's Executive Director from the Funded Affiliate's Executive Director or Board President.

