

STATE OF VERMONT

VtSHARES Campaign

Policy Manual

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Table of Contents

Chapter I	2
Purpose.....	2
Authority.....	2
A. Campaign Name	2
B. Number of Campaigns	2
C. Campaign Period	2
D. Methods of Donating	2
E. Cost of Campaign	2
F. Confidentiality	3
G. Distributions of Funds	3
H. Relationships.....	3
Chapter II	4
Responsibilities.....	4
A. The Governor.....	4
B. Secretary of Administration.....	4
C. The VtSHARES Campaign Coordinating Committee.....	4
D. The Committee will determine the status of the Charities as follows:	5
E. Advisory Committee of Participating VT Umbrella Organizations (ACPUO)	6
F. VtSHARES Campaign VT Umbrella Organization Coordinator	6
G. Guidelines for VT Umbrella Organizations.....	6
H. Guidelines for Charities.....	7
Chapter III	8
Eligibility	8
A. Participation in VtSHARES Campaign	8
B. Eligible Types of Charities	8
C. Eligibility Criteria.....	8

Chapter I

Purpose

VtSHARES Campaign, originally known as SECCA (State Employees' Combined Charitable Appeal), was established to allow an annual, coordinated campaign to permit payroll deduction, thereby encouraging financial support from Vermont State employees for local charities that provide services to Vermonters. This campaign allows employees to contribute over an entire year or to make a one-time gift through payroll deductions.

Authority

A. Campaign Name

The official name for the Vermont State employees' contribution system shall be VtSHARES Campaign.

B. Number of Campaigns

One campaign in each calendar year is permitted.

C. Campaign Period

The campaign solicitation period will be scheduled between September 1st and November 30th for a period not to exceed eight weeks. VT United Way Umbrella Organizations shall furnish the VtSHARES Campaign Coordinating Committee with a complete list of participating charities, for the upcoming campaign, by the end of June of each year.

One of the seven Vermont State agencies will be designated by the Secretary of Administration to be responsible for the campaign tasks for VtSHARES for a four-year term, with the Chair remaining on the Coordinating Committee as an advisor for the 5th year. Unless changed by the Secretary of Administration the designation will rotate as follows: Transportation, Natural Resources, Human Services, Agriculture, Commerce and Community Development, Education, and Administration.

D. Methods of Donating

Vermont State employees share feelings of civic responsibility, and discharge that responsibility efficiently, with the knowledge that their contributions are accountably used in a manner which will provide maximum benefits and services to Vermonters.

There are two ways to make payroll deduction contributions to the VtSHARES Campaign. Contributions can be made in 26 equal amounts from each pay period during the year, or through a onetime payroll deduction which will occur in the first pay period of the calendar year. In those years when there are 27 pay periods, the VtSHARES payroll deductions will begin on the 2nd pay period of that calendar year and continue for 26 pay periods.

E. Cost of Campaign

The State of Vermont will provide operation of the payroll deduction system as a service to its employees in

the same manner that other authorized deductions are provided. It shall be the policy of State government to permit a reasonable block of time during the workday for State employees to organize and administer the VtSHARES Campaign.

Campaign costs will be borne by each Vermont Umbrella Organization on the same ratio as their respective total pledges compared to the total pledges of the entire campaign. VT Umbrella Organizations may pass these costs proportionately on to participating charities based on the actual costs approved by the VtSHARES Campaign Coordinating Committee.

F. Confidentiality

The individual contributing employee, and only the employee, shall have the option of disclosing their name, address and/or the amount of the gift to the charity of their choice or to keep it confidential and anonymous as directed on the employee pledge card.

G. Distributions of Funds

Quarterly withdrawals of the accumulated payroll deductions will be distributed to the appropriate VT Umbrella Organizations based on the following formula: Employee contributions are to be distributed on the basis of the percentage of total campaign pledges that are pledged for each Umbrella Organization's charities. Each Umbrella Organization will forward the funds designated to the respective charity as directed by the State employee, at a time prescribed by the Commissioner of Finance.

H. Relationships

Campaign Committees - VtSHARES Campaign Coordinating Committee (Rotation to include AOT, ANR, AHS, Ag, ACCD, Edu, AOA). Purpose – designated for a 4 year term to support campaign publicity and organization tasks. (Campaign breakfast, Brochures, Guide, SharePoint Site, Card / Packet mailing, Website). Make-up - Consists of employees from the designated campaign support departments.

VtSHARES Campaign Oversight Committee - Purpose is to provide a longer term oversight role for the campaign. Make-up consists of one representative from each of the Agencies that serve in the rotation for the campaign coordinating role, (AOT, ANR, AHS, Agriculture, ACCD, Edu, AOA), and include a Contribution Card Administrator, Technical Application Support, (Individuals from the Oversight Committee may also participate in the Coordination Committee). First time set up – look for volunteers – from there participants remain on committee until they either request to be removed from Coordination Committee; are asked by Administration to step off committee or are no longer employed with State of Vermont. Person(s) leaving committee are replaced by another employee from the same department.

Chapter II

Responsibilities

A. The Governor

As the Chief Executive Officer of the State of Vermont, the Governor performs the following functions with respect to VtSHARES Campaign:

- Issues the Executive Order to establish VtSHARES Campaign.
- Appoints Campaign Coordinating Committee.
- Delegates to the Secretary of Administration the responsibility for administering the overall campaign process.
- Provides executive leadership, and personal endorsement, for successful VtSHARES Campaigns among the Governor's cabinet, the heads of all State agencies, and among State employees.

B. Secretary of Administration

As delegated by the Governor to administer the VtSHARES Campaign will:

- Chair the VtSHARES Campaign Coordinating Committee.
- Administer the payroll deduction system for VtSHARES Campaign.
- Carry out all other administrative functions necessary to ensure the efficient operation of the VtSHARES Campaign.

C. The VtSHARES Campaign Coordinating Committee

- The VtSHARES Campaign Committee, chaired by the Secretary of Administration or his/her designee shall coordinate the VtSHARES Campaign.
- The campaign shall include at least four persons from State Government appointed by the Governor.
- The committee shall also include one person, the VtSHARES Campaign VT Umbrella Organization Coordinator who should be the Green Mountain United Way representative and shall represent all participating VT umbrella organizations. The ACPUO representative (see Section D below) will serve on the Committee in an ex officio capacity and will not vote.
- The Committee shall appoint at least one person from the Department of Finance and Management for financial oversight of the campaign.
- The Committee shall appoint at least one person from the Agency of Transportation and one person from the Coordinating Committee to reconcile the pledge card/Sharepoint/Website.
- The Committee shall appoint at least one technical support person from the Department of Information

and Innovation to implement changes to the Access database for the pledge cards and reports.

- The Committee shall act on all matters of policy as outlined in this Policy Manual, on any changes therein, and on applications for participation under the procedures provided in this Policy Manual. Policy changes must be approved by the Secretary of Administration.
- The Committee shall also serve as the official body when deliberations and dialogues regarding major policy matters are needed among State officials, employees, and participating VT Umbrella Organizations.
- The Committee shall establish reasonable limits on campaign costs and procedures for their distribution.
- The Committee approves changes in the VtSHARES Campaign Application that are made by the VtSHARES Campaign Umbrella Organization Coordinator.
- The Committee may establish alternative application reviews for particular charities to promote efficiency, recognize unique needs, and foster better community relations, provided the standards of the campaign are applied in a reasonable manner and the general eligibility criteria is not altered.
- The Committee may establish objective criteria, subject to the approval of the Secretary of Administration, for selection of VT Umbrella Organizations to ensure that the overall size and manageability of the campaign remains reasonable.
- The Committee shall define the role of the ACPUO; the VT Umbrella Organization and Charities to ensure accountability of VT Umbrella Organizations and their Charities wishing to join the VtSHARES Campaign.
- The Committee retains prior year applications to be purged in January of the new campaign year, by saving them to the VtSHARES SharePoint site.
- Each year, the VtSHARES Campaign Coordinating Committee reserves the right to request additional documentation to aid in the review of the application. And will determine whether a full or partial application and which attachments and exhibits are required. New Charities must submit a full application.

D. The Committee will determine the status of the Charities as follows:

- Charities must apply under a VT Umbrella Organization.
- Any Charity found to be in full compliance with all the eligibility criteria will be accepted.
- Any Charity which submits an application with attachments and exhibit and is found to be in non-compliance with any of the eligibility criteria will receive a denial to participate in the VtSHARES Campaign.
- The Committee will receive all contributions made by Vermont State employee's payroll deductions. Payroll deduction cards will be processed and deductions will be made by the VTHR Operations Division with the Agency of Administration.

E. Advisory Committee of Participating VT Umbrella Organizations (ACPUO)

- This committee shall consist of a representative appointed by each VT Umbrella Organization. The ACPUO shall meet at least one time each year.
- The ACPUO will vote to elect one employee from a VT Umbrella Organization to be the VtSHARES Campaign VT Umbrella Organization Coordinator, representing them on the VtSHARES Campaign Coordination Committee. The qualifications for this position are to be an employee of a 501 (c) (3) VT Umbrella Organization and be willing to fulfill the responsibilities of the job. Each VT Umbrella Organization attending the ACPUO meeting shall have one vote.
- The ACPUO representative lends their expertise and advice regarding campaign materials and fundraising to the VtSHARES Campaign Coordinating Committee.

F. VtSHARES Campaign VT Umbrella Organization Coordinator

- Will act as a central point of contact for the VT Umbrella Organizations and the VtSHARES Campaign Coordinating Committee.
- Will assist in developing, distributing and collecting applications consistent with the VtSHARES Campaign policies. The VtSHARES Campaign Coordinating Committee shall review and approve any change(s) to application forms.
- Will notify the applicant VT Umbrella Organizations of the status of the Charities applying under them, which includes those accepted as well as why a Charity is denied.
- Is a liaison between the VtSHARES Campaign Committee and the VT Umbrella Organizations and vice versa.
- Will support the work of the VtSHARES Campaign Committee.

G. Guidelines for VT Umbrella Organizations

- A VT Umbrella Organization may establish its own standards under which a Charity may or may not apply to the VtSHARES Campaign and at a minimum must comply with the VtSHARES program eligibility criteria.
- A VT Umbrella Organization which provides direct programs and services to clients may submit a Charity application on its own behalf.
- VT Umbrella Organizations seek to identify eligible Charities for participation in the VtSHARES Campaign.
- VT Umbrella Organizations must submit a VT Umbrella Organization application, attachments and exhibits.
- The VT Umbrella Organization must gather complete documentation for each Charity.

- The VT Umbrella Organization must review the Charity's application and list on their application concerns they may have about their charity. They must also confirm the charity has met all eligibility criteria.
- A VT Umbrella Organization which either a) does not apply to be accepted as a Charity; b) does not meet all of the eligibility criteria; or c) whose sole function is administration, coordination, and quarterly financial distribution for its member charities, may still participate in the campaign on behalf of their Charities.
- A VT Umbrella Organization must distribute funds as they are received to each of its Charities to which VtSHARES Campaign donations are made.

H. Guidelines for Charities

- All Charities must identify a VT Umbrella Organization that is willing to act as their VT Umbrella Organization.
- All Charities must submit an application through an approved VT Umbrella Organization.
- If a Charity is accepted by the VtSHARES Campaign Committee under one VT Umbrella Organization but that Charity provides services in other areas covered by a secondary VT Umbrella Organization in another area, they may, with permission from the secondary VT Umbrella Organization, apply for listing with both. The VT Umbrella Organization where the Charity is headquartered will be the primary VT Umbrella Organization and the other will be the secondary VT Umbrella Organization.
- All of the eligibility criteria must be met to be accepted to participate in the VtSHARES Campaign.

Chapter III

Eligibility

A. Participation in VtSHARES Campaign

- Each application must be signed by the applicant organization's Executive Director/Chair/ Executive Officer.

B. Eligible Types of Charities

A VT Umbrella Organization itself, or the individual Charity listed by the VT Umbrella Organization, must provide direct programs and services to Vermonters for one or more of the following areas of human needs and welfare:

- Environmental
- Health and human services
- Civil and human rights
- Housing, shelter and emergency relief
- Food and nutrition
- Recreation
- Programs or services for Vermonters with special needs
- Day, foster, protective, adoption and shelter care for children, adults, families and animals

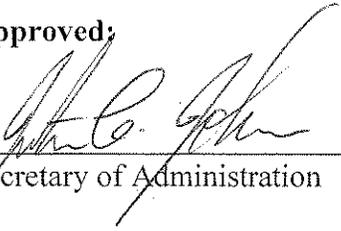
C. Eligibility Criteria

All VT Umbrellas Organizations, and charities, wishing to join the VtSHARES Campaign, shall comply with all of the following eligibility criteria:

1. The Charity is recognized by the Internal Revenue Service as tax exempt under 26 U.S.C. 501 (c) (3) and has been tax exempt for two full years as of September 1st of this year's campaign. A 501 (c) (3) will only be accepted for one Charity.
2. VT Umbrella Organizations and Charities whose annual budgets (total revenue) exceed \$500,000 shall account for their funds, using generally accepted accounting principles established by the American Institute of Certified Public Accountants, and be audited by an independent Certified Public Accountant. Umbrellas (who provide direct programs and services) and their member Charities must have a current audit performed within eighteen months prior to January 1st of the campaign year in which the Charity is applying and, if requested, can provide copies of the completed Form 990 tax returns from the previous two years.
3. The charity can affirm that it has a physical presence in the State of Vermont and that it is registered with the Vermont Secretary of State's Office to conduct business in Vermont.
4. As described in the Charity's Bylaws the Charity is governed by an active and responsible body which meets at least once a year and members serve without compensation and have no material conflict of interest.

5. The Charity's fundraising and administrative costs do not exceed 25% of total support and revenue.
6. The Charity can affirm that it is a human health and welfare charity, which provides direct services to Vermonters (including research), benefits, and assistance and conducts activities that benefit human needs and welfare as listed in Section B.
7. The Charity can affirm that its fundraising practices protect against unauthorized use of its contributor lists, or sale thereof; prohibit intentional solicitation of State employees during the campaign period; and permit no payment of commissions, finders' fees, percentages, bonuses or similar practices in connection with fundraising activities.
8. The Charity can affirm that its publicity and promotional activities are based upon actual programs and operations are truthful and non-deceptive, include all material facts and make no exaggerated or misleading claims.
9. The Charity can affirm that the funds contributed are effectively used for services to Vermonters for the announced purposes of the organization.
10. The Charity prepares an Annual Report which is made available to the general public and which contains a complete financial statement, not percentages, to include total assets, liabilities & equity, income and expenses, a full description of the charity's activities and supporting services, and identifies its Board of Directors and Chief Administrative personnel.
11. The Charity is established as a "permanent" Charity, i.e. one whose mission is not limited by the termination of a project or campaign. It must carry out fundraising activities among the general public and not be formed solely to solicit Vermont State employees.
12. Is in compliance with all state and federal laws.

Approved:


Secretary of Administration

Date: 1/29/2015