

2024 Commonwealth of Virginia Campaign Launching October 2024

Application Period for Charity Participation **April 1 – May 31, 2024**

ELIGIBILITY CRITERIA

- **Active 501(c)(3) Status:** Charity must hold an active 501(c)3 status. Documentation will be requested for proof.
- **Administrative Rate:** Your charity's administrative rate should not exceed 25%. The Administrative Rate is the total support and revenue that an organization allocates to fundraising and administrative expenses. Calculated as (Fundraising Expenses + Management & General Operating Expenses) ÷ Total Revenue and measures expenses incurred on fundraising, management, and general operating expenses as a percentage of total revenue. You must use your 990 to calculate this ratio and also attach your 990 with your online application.
 - Charities with an administrative rate of over 25% from their most recent 990 will be required to submit a plan to reduce future administrative expenses. This plan will then be provided to a council committee of three that will carefully review and evaluate the application for acceptance.
 - Charities exceeding a 25% administrative rate for two consecutive years will no longer be eligible to participate in the campaign. Future applications will be considered when expenses are within maximum percentage guidelines.
- **Impact to the Commonwealth:** When applying as an independent charity organization or through a Federation, organizations that have a local, regional, or statewide impact in the Commonwealth of Virginia will be prioritized. Therefore, it is critical that a national or international organization demonstrate how donations will impact Virginians through a local chapter or initiative.
- **Donor Activity Limit for Federations:** *Not applicable to an independent charity* - A returning charity applying through a Federation will only be approved for the 2024 campaign if it participated and received donations during the past two campaigns. If a participating charity does not receive donations from two past consecutive campaigns, it **will not be allowed** to participate in the next campaign.

CAMPAIGN ADMINISTRATIVE FEES

Administrative Fees for the Commonwealth of Virginia Campaign will equal 10% of donor receipts. This fee will be charged against disbursements to charities after the

close of the campaign. Administrative fees for the Commonwealth of Virginia Campaign shall not exceed 10% of the funds raised. There is **no application fee** to apply.

The Commonwealth of Virginia Campaign is not affiliated with the Combined Federal Campaign.

REQUIRED ACTION

- The CVC uses GuideStar.org to validate all charity applications. Each charity must have a profile created and updated on GuideStar.org in order for an application to be considered. Please go to <https://www.guidestar.org/search> to verify your organization has a profile created or to create a profile. All information provided in the application must match the information provided on GuideStar.org.

REQUIRED DOCUMENTATION

- IRS 501(c)(3) status documentation
- Doing Business As documentation, if applicable
- THE OFFICIAL SIGNED COPY of the most current IRS Form 990 or 990EZ signed by an authorized agent or officer from the organization. If your organization files a 990-N (e-postcard) attach proof of filing from your most recent tax return.
- ACH Banking Instructions and/or void check
- Board of Director's Recommendation
- Recommendation must include
- Request for Inclusion in the 2024 Commonwealth of Virginia Campaign
- State whether the charity will participate independently or with a Federation. If with a Federation, the name of the Federation.
- Certify compliance with the Office of Charitable and Regulatory Programs (OCRCP) registration requirements throughout the charity's participation in the 2024 Commonwealth of Virginia Campaign. For questions, contact the Department of Agriculture and Consumer Services (VDACS) at [804.786.1343](tel:804.786.1343) or visit their [web page](#) (see Virginia Solicitation of Contributions Law for details). You may [search here](#) to see if your organization is registered.

APPLICATION INSTRUCTIONS

Section 1: Background Information

- Organization Name as is registered for 501(c)(3) status
- EIN for Charity Organization
- DBA: If the charity operates under a "Doing Business As" (DBA) name, enter it here. This name must be legally registered with the documentation provided. Please note that the DBA name will be used in 2024 Giving Guide and the CVC

website. If there is no DBA name, leave this line blank, and the organization's Legal Name will be used.

- New or Returning CVC Charity: Please select if you are a new or returning charity to the CVC.
- Contact Information: An Administrative and a Development/Fundraising contact should be entered here. The fundraising contact person should be the individual most knowledgeable about the charity's mission and programs and may be requested to present at employee fundraising events.
- Website: The charity's website address.
- Year Founded: Year the charity was founded.
- Physical Address: The charity must enter its physical address without PO boxes. If the physical address is outside the state of Virginia, the applying charity must explain how the charity will provide services to Virginia citizens and what percentage of Virginia citizens are served.
- Payment Address: The charity must enter its payment address.
- Summary: A 25-word summary of your mission and services for CVC's charity directory. This may be the only information some donors review when selecting charities from the Giving Guide.
- Organization Mission Statement: A comprehensive extended statement of services that will clearly define the charity's mission to donors. Your mission statement will be displayed to potential donors in CVC's charity directory.
- Category & Services: Select the category and services categories from the selection menu for your charity.
- Coverage Area: Select International, National, Statewide, or Local and select the region(s) served.

Section 2: ACH Enrollment: Charities now have the option to receive campaign disbursements through ACH. This will be the preferred method of disbursement for the 2024 campaign. Routing and Account numbers will be provided.

Section 3: Charity Volunteer Opportunities: Charities can elect to be involved in volunteer opportunities marketed through the CVC.

Section 4: Financial Review: This section of the application will require the applicant to calculate their charity's Administrative Rate.

Applications must include **THE OFFICIAL SIGNED COPY of the most current** IRS Form 990 or 990EZ signed by an authorized agent or officer from the organization. If your organization files a 990-N (e-postcard) attach proof of filing from your most recent tax return.

Section 5: Board of Director's Recommendation: Charities will be required to provide contact information for a member of their Board of Directors and a recommendation letter from that member including the following:

- Requesting Inclusion in the 2024 Commonwealth of Virginia Campaign

- Stating whether the charity will participate independently or with a Federation. If with a Federation the name of the Federation.
- Certifying compliance with the Office of Charitable and Regulatory Programs (OCRCP) registration requirements throughout the charity's participation in the 2024 Commonwealth of Virginia Campaign.

If you need assistance with the application process, please email the Commonwealth of Virginia Campaign at cvcsupport@dhrm.virginia.gov.