



Attachment A

United Way of Odessa Standards of Affiliation

1. Purpose
The applicant Agency must have a written statement of its mission and general goals in human services for residents in the geographic area served by the United Way of Odessa.
2. Need for Service
 - A. The Agency must render valid human services which meet a genuine community need, dealing with current problems of high priority.
 - B. The service offered must be appropriate for and in need of United Way funding. Other sources of support should have been fully explored, particularly for services mandated as a government responsibility.
 - C. The services provided by the Agency should address the priority needs as identified in the most recent community needs assessment of United Way of Odessa and as stated in approved Community Impact Areas and Desired Outcomes.

Programs which are ineligible for direct funding through the United Way include:

- A. Programs which are primarily political in nature, including agencies that exist solely as advocates for special interest groups.
 - B. Programs which provide services only to the members of a particular religious group, or which exist solely to advocate particular religious beliefs.
 - C. Programs which exist solely as a forum for the presentation of cultural or artistic achievements.
 - D. Any others which the United Way Board considers inappropriate for United Way support.
3. Continuity
The applicant Agency must have been in operation for at least two years at the time of application for membership in the United Way, in order to establish the fact that it has a reasonable degree of continuity and is managed under policies assuring effective, economical and efficient operation.
 4. Availability of Services
 - A. Agency hours should be convenient for client population and should be sufficient to effectively accomplish the objectives of the program.
 - B. There should be no substantial cultural or language barriers which would inhibit services to traditionally under-served groups in the agency's target population. The Agency should be able to document minority group clientele and how their particular needs are met. The Agency must offer its services in a non-discriminatory manner.

5. Bylaws

The applicant Agency must have a constitution or bylaws that clearly define the applicant's objectives, its organization and the duties, authority and responsibilities of its governing body.

6. Corporate status

The applicant Agency must be legally incorporated as a nonprofit human service organization. The agency must hold a current valid determination of exemption under Section 501(C)(3) or other applicable section of the Internal Revenue Service Code. A non 501(C)(3) organization, however, which conducts a needed program that is fully qualified under 501(C)(3) purposes, may apply for admission.

7. Board of Directors

The United Way and its member agencies are fundamentally individual and autonomous organizations joined together in a partnership to reach mutually desirable goals. The United Way has no desire to infringe unnecessarily on the autonomy or operations of participating agencies. However, a system of accountability to the contributors to the annual campaign, the consumers of service, the volunteers and the community must be maintained to insure that the purpose of United Way is being fulfilled.

- A. The board of directors of the applicant agency must be organized and operated under pursuance of its legal governing documents.
- B. The Agency must be governed by an autonomous volunteer board of directors or trustees with the authority, diversity and size to effectively represent, set policy for, govern and assure the financial support of the organization.
- C. The board of directors should have specific policies on composition and rotation of board membership. This includes being representative of the community it serves, and having board members comprised entirely of unpaid volunteers who have a sincere interest in the agency's program.
- D. The Agency board should meet with sufficient regularity to conduct the business of the Agency in a responsible manner.

8. Personnel

- A. The Agency must have a paid administrator and an effective personnel management program that enables it to employ and retain a competent staff and that encourages the staff to maintain high levels of performance.
- B. The Agency administrator should meet the minimum requirements in academic training and work experience as recognized standards in the field. The administrator's performance should be periodically evaluated by the board or its appointed committee.
- C. The Agency must have written personnel policies that cover hiring, termination, assignment and promotion of staff. The Agency must not discriminate on the basis of race, color, creed, sex, age or national origin.

9. Financial and Accounting Standards

- A. The Agency must be audited by an independent auditor annually in accordance with generally accepted accounting standards and procedures. The most recent audit must be submitted and most recent is defined as within 18 months of the time of application for funds and the immediate prior year audit is preferred. The audit must document in the notes section of the audit the items that constitute accounts payable on the balance sheet.
- B. The Agency must prepare financial statements that show assets and liabilities and track income and expenses against an operating budget.
- C. The Board of Directors of the Agency must regularly review financial performance, must approve the annual budget and must engage the auditor.
- D. The Agency should have written finance procedures that clearly separate duties for deposits, check signing, bank reconciliation, and preparing statements to the extent possible.
- E. The Agency should have adequate cash flow to insure smooth operation of all programs.
- F. The Agency must provide its services and manage its operations effectively and efficiently.
- G. **The Agency must stay current on payment of payroll taxes.**



Attachment B

United Way of Odessa Co-Marketing/Branding Guidelines

The success of United Way of Odessa is dependent on public recognition of its funded programs and community activities. The United Way and its affiliated agencies are in partnership to co-market their relationship to the community. This attachment sets forth guidelines for effective co-marketing of the United Way brand.

1. United Way of America has authorized United Way of Odessa to use the Licensed Marks "United Way" and "Helping Hand Symbol" under certain terms and conditions.
2. The Agency may use the term "a United Way Agency" or a "United Way Affiliated Agency" or "United Way Program Provider."
3. The Agency shall clearly identify itself as an affiliated agency of United Way of Odessa in all of its communications, including but not limited to:
 - All printed documents, such as newsletters, press releases, letters, display ads, annual reports and other materials.
 - All electronic communications, such as web sites.
 - All broadcast communications, such as television or radio spots and programs.
 - Agency offices and facilities, including street side signage, will display the United Way logo prominently. Agencies are expected to keep such displays and signage neat, clean and in good repair.
 - United Way can supply the United Way logo in printed form or in electronic file.
4. In campaign presentations, the Agency will describe how United Way funds are utilized in the agency, emphasizing outcomes for clients.
5. The Agency will cooperate as requested with United Way promotional activities, such as filming psa's and supplying client success stories.
6. Agency volunteers will be invited to United Way activities and agencies are encouraged to invite United Way staff and volunteers to agency board meetings and other opportunities to exchange information.