

Challenge Match Program – Frequently Asked Questions

This is an attempt to share information about the Foundation's 2018 Challenge Match Program in a consistent way and to help clarify how the program will be administered. All decisions about specific qualifying strategies, the merits of any particular strategy, and/or the selection of any organization to participate in the Wayne County Foundation's 2018 Challenge Match Program are solely those of the Foundation's Board of Directors.

Do donations received through Facebook's fundraising platform in the Challenge Match period qualify for the match?

No. Only the donor's name and amount of donation are shared with the fundraising organization with the option to share their email address. A mailing address is not shared which could make it difficult to solicit the donor in the future or thank them properly for their gift.

Our organization is located outside of Wayne County, but we serve Wayne County. Are we eligible?

No. Only those organization located in Wayne County are eligible to apply. In addition to physical presence, we will take into account the presence of a local governing board or operating committee; where the gifts are received and who substantiates them; and who has control over their distribution.

We need help understanding the threshold idea if our organization is selected to participate in the 2018 Challenge Match Program.

\$5,000 Match Goal; \$2,500 Threshold

Raise \$2,500 or less: No Match

Dollar for Dollar Match on Next \$5,000 Raised

Must Raise \$7,500 to Maximize Match

- **Org Raises a total of \$4,250 during Match Period**
- **They will receive \$1,750 from Fdn (\$4,250-\$2,500 threshold=\$1,750)**
- **Realizes \$6,000 Total Benefit**

\$10,000 Match Goal; \$5,000 Threshold

Raise \$5,000 or less: No Match

Dollar for Dollar Match on Next \$10,000 Raised

Must Raise \$15,000 to Maximize Match

- **Org Raises a total of \$17,250 during Match Period**
- **They will receive \$10,000 from Fdn**
- **Realizes \$27,250 Total Benefit**
- **Eligible for Bonus Bucks**

Contact Lisa if you need more examples or have questions about specific scenarios.

If a donor's employer offers a matching program, do those gifts count?

Yes, up to \$1,000 per donor per organization, if the gift from the employee and the employer are received during the match period.

Our organization operates various programs and we solicit funds for each separately. Can we make separate applications to the Challenge Grant?

No, it's the organization, not the program that is participating. It's up to the organization to either choose which program they want to promote or figure out how to present the case for multiple programs to the public.

How is the time frame in which the donation was accepted being verified? Example: If someone gives me a donation before the match period, would that be an issue?

Gifts received before or after the match period do not qualify for match dollars. However, if they are postmarked during the match period, you may count them. Your thank-you letters to the donor will prove that the gift was received in the match period, because it will specify the date the gift was received.

Will grants received from donor-advised funds qualify for the matching dollars?

Yes, assuming they are received during the match period.

If we have "match-the-match donors" should we include their donation on the tracking sheets? Does \$1,000 of their donation count toward the match?

You should include this type of donation on the tracking sheet. However, "match-the-match" gifts do not count toward the Foundation's match.

Will the Foundation continue to accept online donations on behalf of organizations participating in the Challenge Match?

Yes, the Foundation will notify you of these gifts throughout the Match Period. The money will be distributed with your match funds in December. Network for Good will email the donor a tax receipt. Organizations should document the online gift and send a general thank you letter to the donor.

For married couples, each of whom gives using separate checks, does the \$1,000 limit apply to them as a couple or as individuals?

Yes, each gift can qualify, provided they come from two different – and not joint – accounts.

If we tied the Challenge Match Grant to our auction, would someone have to bid over the retail price for an item before it could (if it would) be considered a donation? Could it be considered as part of Challenge Match Grant?

Auction gifts or merchandise sales do not qualify for the Challenge Match.

Do event sponsorships qualify for matching dollars if they are received in the match period?

Yes. Cash sponsorships received in the qualifying match period can qualify for the Match.

Would memberships to our organization be considered for the Challenge Match Grant?

Yes, but only if the membership received during the match period does not provide any tangible benefits.

Will “free will” collections of cash during the match period qualify for the Match?

No. One of our objectives is to help organizations cultivate meaningful relationships with donors.

Our organization is considering participating in the Challenge Match Program by having volunteers make crafts and sell them during the Challenge Match period. Would this be acceptable to count towards the match?

No this option wouldn't qualify for the Challenge Match program. The objective of the program is to cultivate donors, not customers.

Our organization is considering having a dinner during the Challenge Match Program. We will charge guests \$50 to attend the dinner. The actual cost of the dinner for our organization is \$20 per person. Is there a part of the gift that will qualify for the Match?

Dinners and special events are discouraged as means for meeting the match.

Our organization is having a capital campaign for an expansion and is requesting gifts from our donors to be received during the matching period. The plan is to use the matching funds received from the Foundation towards operating. Is this acceptable?

Yes, you may do this as long as you are clear to your donors that the matching funds will be used for operating while their gift will be used towards the capital campaign.

Our organization routinely receives contributions from certain donors who wish to remain anonymous. How can we qualify these gifts for the Challenge Match?

The Foundation also works with anonymous donors regularly and we value the trust they place in us. We will work with you on a case-by-case basis to qualify anonymous gifts.

Do you only want copies of thank-you letters for the donations that went towards triggering the match amount?

Yes. Only copies of the letters pertaining to the gifts that trigger the Foundation match are required.

Do gifts of stock or other marketable securities qualify for the Match?

Yes, provided the gift is received during the Match Period.

We expect a payment from a donor on a pledge he made earlier this year. If we receive it during the match period, can we use it to qualify for the match?

No. Payments on pledges or other binding commitments of funding received during the Match Period do not qualify for the Match.