



## Challenge Match Program – Frequently Asked Questions

This is an attempt to share information about the Foundation's 2021 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 2021 Challenge Match Program are solely those of the Foundation's Board of Directors.

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

**No. Only 501(c)(3) organization located in Wayne County that are in good standing with the IRS and the Wayne County Foundation are eligible to apply.**

What types of gifts qualify for the Match?

**Gifts must be received during the Match Period in the form of cash, check, credit card, or publicly-traded securities. Gifts of personal or real property, donated services, or other in-kind gifts do not qualify for the Match.**

**Qualified charitable distributions can qualify for the match if they are received during the match period. Requested or in-process QCD's do not qualify if received after the match period. *Please note thank you letters for QCD's should include the additional language sent to participating organizations by the Foundation.***

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

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

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

**No. One of the objectives of the Challenge Match is to help organizations cultivate meaningful relationships with donors and Facebook campaigns do not allow you to collection donor information.**

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.**

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

**Yes, assuming they are received during the match period and do not exceed \$1,000.**

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.

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?

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.

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

No. One of the objectives of the Challenge Match is to help organizations cultivate meaningful relationships with donors and ‘free will’ collections do not allow you to collection donor information.

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.

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

Yes. The Foundation will offer this option again this year. Network for Good will email the donor a tax receipt however, organizations should document the online gift and send a general thank you letter to the donor.

The Foundation will notify you of these gifts periodically throughout the Match Period. The money will be distributed with your match funds in December.

How is the receipt of gifts being verified? Example: If someone gives me a donation before the match period, would that be an issue?

Yes! Gifts received before or after the match period do not qualify for match dollars. The only exception is a gift that is received in the mail after the match period. If it is postmarked during the match period that gift would still count toward the Match.

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.

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.

We need help understanding the threshold idea if our organization is selected to participate in the 2021 Challenge Match Program.

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

Raise \$5,000 or less: No Match

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

Must Raise \$10,000 to Maximize Match

- Org Raises a total of \$6,250 during Match Period
- They will receive \$1,250 from Fdn (\$6,250-\$5,000 threshold=\$1,250)
- Realizes \$6,250 Total Benefit

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

Raise \$10,000 or less: No Match

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

Must Raise \$20,000 to Maximize Match

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

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