

Donor Directed Giving Program

Under the United Way donor directed giving program, area nonprofit organizations are eligible to receive donor-directed contributions through the annual United Way of Greater Kansas City fundraising campaign. Under this program, donors to United Way may designate all or a portion of their gift to one or more specific organization(s).

To be eligible, organizations must have IRS 501(c)(3) nonprofit designation and provide services within a 100 mile radius of Kansas City. Supporters of qualifying organizations may designate all or part of their gift to the organization when they make their United Way pledge (usually in the fall).

Interested organizations are not required to pre-qualify or complete any kind of paper work or application to be eligible for designated gifts. Organizations also do not need to obtain a donor designation code number to qualify for donor-directed gifts. United Way uses a “write in” approach, in which donors simply need to:

1. Request a “Donor Directed Giving” form when making their United Way pledge. This form is separate from the pledge form and must be requested from the person in the company responsible for collecting United Way pledge forms. Contributors using United Way’s online giving tool are provided the option to designate their gift when making their online pledge.
2. Write in the name of the organization and a phone number or mailing address. If the phone number or address is unknown, the name of the organization is sufficient.
3. Indicate the amount—whether all or a portion—of their pledge that they want to direct to the organization.

When United Way receives a designated contribution to a qualifying organization, the organization is contacted to provide verification of the organization’s services and 501(c)(3) status. The organization will receive payments over the course of the year as the pledge is collected (minus 12.5% for administrative costs).