



United Way Donations to the Joshua Center

Donor Directed Giving Program Under the United Way donor directed giving program, 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 status. 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 paperwork or application to be eligible for designated gifts. Organizations also do not need to obtain a donor designation code number to qualify. 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, address and phone number. If the phone number is unknown, the name of the organization and address 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 501(c)(3) status and provide agency contact information. The organization will receive payments based on when the pledge is collected (minus 12.5% for administrative costs).