



# Applications 2020





# Applications 2020

## **Welcome**

- Introductions: name, title, organization



## **Welcome**

- Structure of webinar
  - CCC
  - Eligibility
  - Application components
  - Making the most of the CCC
  - Timeline
  - Questions



## Applications 2020

### **What is the CCC?**

- Workplace giving campaign of Colorado State Government Employees
- Founded in 1988; more than \$35 million raised over lifetime
- Founded and overseen by state employees, for the benefit of state employees
- State employees have heart: do a lot for Colorado in their jobs, CCC is another platform

## **Why apply for the CCC?**

- No upfront fees
- An efficient way to access a large, influential audience (Colorado State Government employees)
- Increased awareness of your nonprofit
- Incremental, automatic giving means that most people give more overall (2019 average donation: \$422)
- Lower administrative costs because you're processing a single, large payment versus multiple smaller payments
- Aside from the application, we do all the work



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## **CCC eligibility**

- Giving federations/umbrella organizations (and by extension their member nonprofits)
- CU/SSOs
  - Colleges, universities and state service organizations (independent nonprofits affiliated with a unit of Colorado State Government)
- All: Colorado focus

## **Application form background**

- Two versions: federation and CU/SSO
- Find at [www.coloradocombinedcampaign.org/nonprofit-applications](http://www.coloradocombinedcampaign.org/nonprofit-applications)
- Or, email us to get a copy:  
[apply@coloradocombinedcampaign.org](mailto:apply@coloradocombinedcampaign.org)
- What we ask for and how: largely based on Colorado Common Grant Application
- Find other helpful resources on our website (IRS forms, Colorado Secretary of State links, etc.)

## **Application form structure**

- Checklist
- Instructions
- Forms which make up a portion of a completed application





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## **Application content: three types**

- Items **we provide** (and you fill out and return)
- Items **you generate** on your own
- Items **you gather** from other sources

## **Items we provide (and you fill out and return)**

- Contact information form
- Bylaw certifications form
- Sources of funding table
- Disclosure of expenditures table
- Administration and fundraising ratio form
- AFR explanation form
- State association nonprofit form (CU/SSO)
- Statement of local presence form
- Nonprofit information worksheet (for both federations and CU/SSO; federations include all member nonprofits)

## **Items you generate**

- Cover letter
- Narrative
- IRS Form 990 or pro forma
- Audit or financial review
- Current budget and board minutes approving
- Nondiscrimination policy
- Board of directors list
- List of leadership staff
- Annual report, if available (not required)



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## **Items you generate**

- CCC fund distribution history (federations)
- CCC fund distribution procedures (federations)



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### **Items you gather from other sources**

- IRS determination letter (IRS)
- Certificate of good standing (Colorado Secretary of State)
- Certificate of registration (Colorado Secretary of State)

## **Items specific to application form versions**

- Giving federations/umbrella organizations
  - CCC fund distribution history (you generate)
  - CCC fund distribution procedures (you generate)
  
- CU/SSO
  - State association statement form (we provide, you fill out and return)

## **Actions specific to application form versions**

- Giving federations/umbrella organizations
  - The application form is largely about YOU; you're applying on behalf of YOU
  - You're also CERTIFYING information on behalf of your members
  - Also related to your members: nonprofit information worksheet (ALL), nondiscrimination policy (ALL) and certificates of good standing and registration (NEW)

## **Nonprofit information worksheet**

- Critical document used for printed brochure and digital channels
  - See tabs for instructions on how to complete
  - Drop-down lists: new charity (column A), cause area (column Q), primary service region (column R)
  - Revised for 2020: do not reuse versions you may have from prior years



## **What's new this year**

- Nondiscrimination policy expanded to cover nonprofit staff and volunteers, in addition to people served
- CCC Bylaws revised September 2019 (find at [www.coloradocombinedcampaign.org/nonprofit-applications](http://www.coloradocombinedcampaign.org/nonprofit-applications) and elsewhere on website)
- Why? Bring up to date with nonprofit best practices and bring in alignment with nondiscrimination policies that cover State of Colorado Government employees



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## **What's new this year**

- For inclusion in the CCC, all participants (federations, their members, and CU/SSO) “must have a policy of nondiscrimination with regard to race, color, religion, national origin, disability, age, gender identity, or sexual orientation applicable to employees, volunteers and clients served” (Section IV (A)(1))
- To demonstrate this, all organizations applying to the campaign must submit a copy of their most recent board-approved nondiscrimination policy for review by the CCC committee

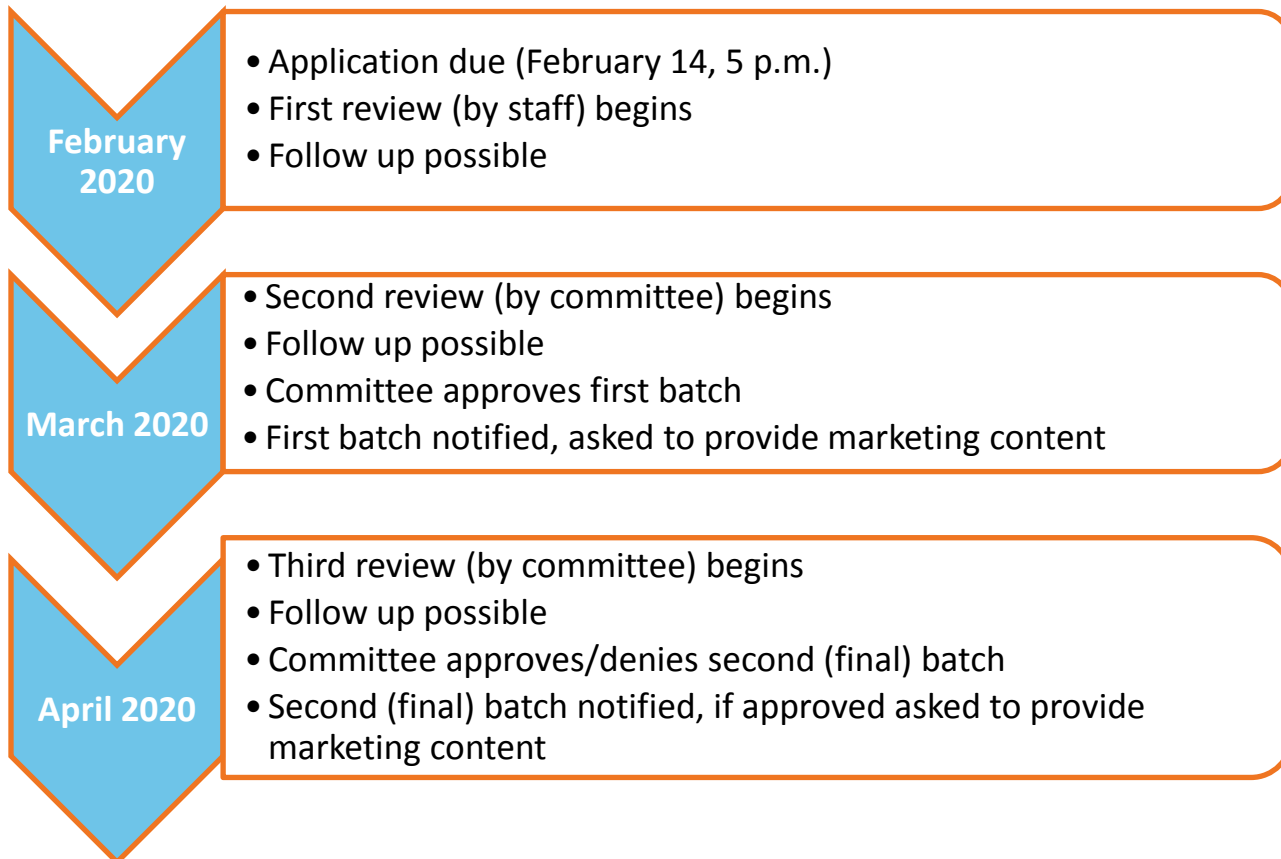


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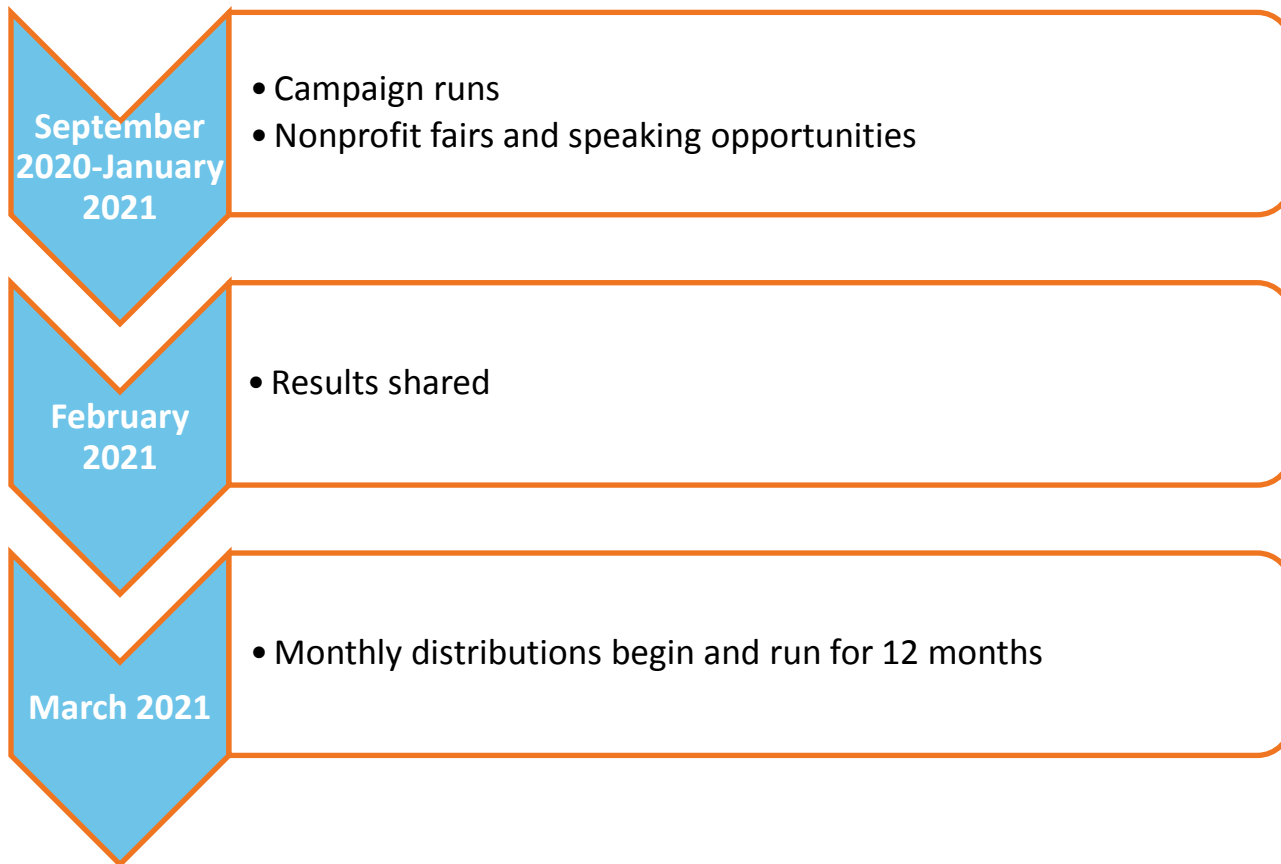
## **How to maximize the value of the CCC**

- Submit great photos and 25-word descriptions
- Say “yes!” to nonprofit fairs and speaking opportunities
- Promote workplace giving in your communications
- Encourage state employees you know to give through the CCC and promote to their coworkers

## Timeline



## Timeline





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## For more information and help

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