



MUSCATINE MUNICIPAL HOUSING AGENCY

City Hall, 215 Sycamore Street  
Muscatine, IA 52761-3840  
(563) 264-1554  
(563) 264-1550 Voice/TT  
Fax (563) 263-3064

## MEMORANDUM

**TO:** Gregg Mandsager, City Administrator  
**FROM:** Jodi Royal-Goodwin, Housing Administrator  
**DATE:** April 20, 2017  
**RE:** Acceptance of the United Way Grant for Operation of the Sunset Park Education Center Programs and Authorizing the Mayor and Housing Administrator to Sign the Partner Agency Agreement

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**INTRODUCTION:** The Muscatine Municipal Housing Agency (MMHA) continues to operate Afterschool and Summer Enrichment programs in the Sunset Park Education Center to support the academic and social development of children residing at the property. Historically program operations have been funded with a grant from the United Way of Muscatine (UWM) and internal resources. The programs have been awarded \$16,000 for the FY17/18 operations.

**BACKGROUND:** The Sunset Park Education Center opened in 2011, providing educational and community participation opportunities to the children living at Sunset Park Apartments. In 2012 the programs received the first UWM grant and has continued to receive annual grants to support programming.

In January, MMHA staff submitted an application for funding, in accordance with the proposed operating budget. Staff has received the notice of award for \$16,000 and the Partner Agency Agreement, which is required to be executed by the Board President and MMHA Director.

**RECOMMENDATION/RATIONALE:** It is recommended the Muscatine City Council, acting as the MMHA Board of Commissioners, accept the UWM grant and authorize the Mayor and Housing Administrator to sign the Partner Agency Agreement.

**BACK-UP INFORMATION:** Partner Agency Agreement

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## United Way of Muscatine Policies and Procedures for Partner Agencies

### I. INTRODUCTION

United Way of Muscatine's (UWM) annual fundraising is the most efficient and effective means to provide financial support for the financial operating needs of community 501(c)3 nonprofit Partner Agency programs. UWM collaborates with community donors and non-profit organizations/agencies to provide effective and efficient community program services relative to health, education and income.

The ability of UWM to secure monetary and volunteer support is directly dependent on its ability to produce tangible benefits to the contributor. UWM sets high standards for itself and requires the same from its Partner Agencies and their program providers. In addition, UWM promises to be a good steward of donor investments.

UWM Partner Agencies and Boards of Directors operate autonomously. When a Partner Agency elects to accept funding from UWM, it must agree to abide by the UWM Policies and Procedures for Partner Agencies. These policies and procedures ensure that no Partner Agency can adversely affect or compromise the annual campaign through its actions. The Policies and Procedures provide an important guide outlining the approved fundraising conducted by UWM Partner Agencies.

A copy of this policy as amended from time to time will be provided to Partner Agencies

### II. RESPONSIBILITIES OF UWM AND ITS PARTNER AGENCIES

#### A. Both UWM and Its Partner Agencies will:

1. Maintain responsible and representative volunteer governing bodies that meet regularly, at least quarterly, during the year to provide due diligence and ensure that the Partner Agency carries out its mission. .
2. Establish and maintain their status as a non-profit charitable organization and conduct their operations in a manner that will not jeopardize the tax deductibility, under state and federal laws, of contributions made through UWM.
3. Keep each other informed on matters of common concern.
4. Consult together should problems arise in order to reach solutions that are in the best interest of the community as a whole.

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**B. UWM will:**

1. Recognize the responsibility of each Partner Agency's Board of Directors to determine their own policies and to manage their own program(s) within their By-laws according to their Agency mission.
2. Keep channels of communication with Partner Agencies open for consideration of issues of common concern.
3. Provide an effective and objective allocation review committee that submits recommendations to the UWM Board of Directors for approval of funding on an annual basis.
4. Set annual campaign goal based on the financial needs of the Partner Agencies, the economic climate and the area's fundraising potential.
5. Conduct an annual campaign to raise funds, consistent with community needs as determined by the UWM Board of Directors.
6. Be a responsible steward of donor funds contributed to UWM by informing donors of the program allocations and submitting all such records to an independent auditor annually.
7. Publicly promote the identity and accomplishments of the Partner Agencies whenever possible and appropriate and assist by offering educational opportunities.

**C. UWM Partner Agencies will:**

1. Cooperate with and give full support to UWM and the annual campaign.
2. Submit allocation requests on the forms provided in the time frame designated and participate without reservation in the Community Investment process.
3. Give public recognition to UWM for its financial support that includes references to UWM on all publicity materials produced by the Agency such as annual reports, brochures, news releases, newsletters, etc.
4. Provide audits and/or financial statements, service figures and other reports as least annually or as requested by UWM.
5. Comply with UWM "Limited Fundraising Period" for partner agencies that runs from September 1 to November 15<sup>th</sup> annually.
6. Work cooperatively with other organizations, both public and private, in meeting human service needs of the community, minimizing duplication of services, and promoting high standards of efficiency and effectiveness.

**III. ANNUAL BUDGET**

- A. Each Partner Agency must submit an annual budget proposal that has been approved by its Board of Directors by the requested date. No late submissions are accepted.
- B. The budget submitted to UWM must be balanced with income and expenditures recognized in the proper accounts.
- C. The Community Investment Committee's recommendations on program funding for a Partner Agency must be approved by the UWM Executive Committee and the Board of

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Directors prior to notifying the Partner Agency. A Partner Agency may request a reconsideration of the allocation amount, provided it can offer new information. This request must occur within 30 days of the official notification of the allocation.

#### IV. AGENCY OPERATING REQUIREMENTS

- A. UWM will assume no responsibility for year-end operating deficits or obligations for a Partner Agency.
- B. Each Partner Agency will provide reports as requested.
- C. Each Partner Agency receiving \$25,000 or more in allocations from UWM is required to have an annual independent audit of the organization. UWM must be furnished with a copy of the audit report within five months after the close of the agency's fiscal year or submit an explanation for the delay to the Executive Director.

Agencies receiving less than \$25,000 from UWM are required to submit the last Board approved annual Financial Statement within 2 months of the Board Meeting approval. The President of the Partner Agency must certify the following: "to the best of my knowledge the financial statements submitted by \_\_\_\_\_ Agency accurately represent the current financial position".

#### V. GENERAL FUND RAISING POLICIES AND PROCEDURES

- A. Partner Agencies are not allowed to conduct fundraising activities that may interfere with the annual UWM campaign. These activities may include mail campaigns, one-on-one corporate or Leadership level solicitations or any other activity that is a competitive solicitation. Partner Agencies can, however, conduct special events, product sales, membership drives, or any other fundraising activity where the donor receives a service or product in exchange for a contribution.
- B. Partner Agencies are not allowed at any time to approach workplaces for monetary employee contributions or corporate gifts unless the business initiates the contact.
- C. When conducting solicitation activities, Partner Agencies should disclose their relationship with UWM to the prospect. In addition, all Partner Agency fundraising activities should be conducted in such a way as to support and enhance the UWM relationship in the community.
- E. When a third-party organization offers to raise funds for a Partner Agency and will identify the Partner Agency in its fundraising communications effort, it is the responsibility of the Partner Agency to ensure that the fundraising effort is in compliance with the Policies and Procedures outlined in this document.

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**VI. TYPES OF FUNDRAISING ACTIVITIES**

- A. Partner Agencies are encouraged to compete for available government and foundation grants and contracts to supplement the Agency income.
- B. Money obtained from annual events or merchandise sales is one way for Partner Agencies to leverage their funds directly from the community.
- C. Partner Agencies must use the current UWM logo in all their communications, marketing and fundraising materials. The logo needs to comply with United Way Worldwide branding guidelines provided by UWM Marketing Director. If an agency is defunded, it needs to cease using the logo immediately.

**VII. CAPITAL CAMPAIGNS**

- A. Partner Agencies may conduct capital campaigns for the purchase of land, construction, expansion, major renovation, remodeling or repair of buildings and purchase and installation of equipment that becomes an integral part of the building fabric. These campaigns need to be properly planned and scheduled so that their kick-off is not during the Blackout Period and has a reasonable assurance for its success.
- B. When a Partner Agency is seriously considering a capital campaign, it should contact the UWM Executive Director to advise of its plans and to seek consultation as to timing, and if desired, methodology. This contact may take place months or even years in advance of the actual campaign.
- C. Samples of all printed materials must be provided to the UWM offices.
- D. No future financial obligation will be assumed by the UWM for program expenses that increase as a result of an expansion due to a capital campaign during the allocation year April 1 through March 31.

**VIII. NON-COMPLIANCE**

- A. UWM and its Partner Agencies are assumed to be operating with mutual respect and trust. If there is a breach of this policy on the part of the Partner Agency, the Director and Board President will be asked to meet with the UWM Executive Committee and the UWM Executive Director to resolve any misunderstandings, miscommunication or other compliance issues. It is UWM's desire that issues are resolved but there may be an occasion where a partner agency could lose financial support from UWM due to non-compliance.

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The undersigned has read the grant award letter and has read and understands this policy.

Agency Name Muscatine Municipal Housing Agency

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Executive Director

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Board President

Date \_\_\_\_\_

Date \_\_\_\_\_