

**MEMO**

**To: Board of Directors**

**From: Jeremy Nappi, Director of Development**

**Re: United Way World Wide Membership Proposal – For Approval 6/21/17**

**Annual Membership Certification for United Way Worldwide**

Each year the Greenwich United Way Board must authorize our membership certification to continue as a member in good standing and to pay annual dues of approximately one percent of total fundraising revenue.

Membership carries certain standards and requirements intended to protect and strengthen the brand. Our annual dues help cover national advertising, educational programs, networking and collaborative opportunities, helpful research, best practices, etc.

Being a member United Way allows individuals who work outside of Greenwich whose workplaces still have traditional giving campaigns to “designate” their gifts to our United Way. Ex. Merrill Lynch. Designated dollars for 2016 were \$218,075 and are projected to be \$200,000 this year.

The decision to continue as a United Way was explicitly reexamined and affirmed by unanimous vote of approval by the Board in January, 2015 as part of the strategic plan.

Dues paid in 2015/16 were \$26,478 and \$20,000 to date for 2016/17. Dues for 2017/18 were approved in the recent budget vote by the Board at the June 5<sup>th</sup> Board meeting.