2021 CFC – Charity Interest Briefing

Thank you for your interest in the CFC. Your work ignites generosity in the Federal community.

This briefing is provided as a supplement and does not replace the official OPM-approved CFC charity application presentations and videos.

Show Some Love at GiveCFC.org
Agenda

- About the CFC
- Benefits of Participation
- What to Expect as a CFC Charity
- How to Apply
Section 1:
About the CFC
CFC Overview

• One of the largest and most successful workplace fundraising campaigns in the world.

• Since 1961, the CFC has raised more than $8.4 billion to help those in need.

• Federal employees and retirees choose from thousands of vetted charities to support.

• Federal employees are also invited to pledge volunteer hours to CFC charities.
1. **Apply to participate.**
Be a part of the official workplace giving campaign for the federal community and gain access to millions of potential donors around the world through one online application. CFC donations provide a critical source of unrestricted funding throughout the year.

2. **Engage the federal community.**
Attending campaign events, promote your CFC number with your existing donor base, and share success stories and videos to inspire generosity. Make sure to thank donors and coordinate with those who pledged volunteer hours.

3. **Make a difference.**
Put the generosity of the federal community to work to provide help and hope to those in need in the communities you serve.
Section 2: Benefits of Participation
Donor Access

It’s the only avenue for nonprofits wishing to reach the millions of potential donors in the federal community.
Effective Fundraising

Due to the combined efforts, the CFC maintains a low overhead rate, making it an effective way to attract new donors and raise money.

- Critical revenue
- Little effort
Unrestricted Funds

CFC donations are unrestricted funds received throughout the year, giving nonprofits the flexibility to respond effectively to community needs.
Engagement Opportunities

Campaign events provide the opportunity for charities to meet with potential donors and educate them on the importance of the CFC to participating charities.
Volunteer Pledges

Federal employees are invited to pledge volunteer hours to participating charities.
Section 3: What to Expect as a CFC Charity
Charity Outreach Opportunities

• Virtual charity fair on all 36 CFC zone websites
• Participation in multiple local campaign events
• Charity outreach briefing sessions
• Share your charity success stories, photos, and videos
• Accept volunteer hours to further connect with federal donors
Video: 508 Compliance

• 60 second or less in length
• Easy-to-watch footage
• Include captions

• For further information: please read these Section 508 Compliance Policies on www.digital.gov
Campaign Engagement
Monetary Donations & Volunteer Hours
Disbursements and Donor Information

Initial disbursements and donor information (for those donors that opted to provide contact info) will begin in April following the campaign.
Ability to monitor pledge progress in the portal during the campaign.
## Data and Reporting

### Application (skip)

<table>
<thead>
<tr>
<th>Campaign year</th>
<th>Type</th>
<th>Status</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Member</td>
<td>Approved</td>
<td>View Details</td>
</tr>
<tr>
<td>2018</td>
<td>Member</td>
<td>Approved</td>
<td>View Details</td>
</tr>
<tr>
<td>2017</td>
<td>Member</td>
<td>Approved</td>
<td>View Details</td>
</tr>
</tbody>
</table>

### Listing (skip)

<table>
<thead>
<tr>
<th>Campaign year</th>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Listing Added/Paid</td>
<td>View</td>
</tr>
<tr>
<td>2018</td>
<td>Listing Added/Paid</td>
<td>View</td>
</tr>
<tr>
<td>2017</td>
<td>Listing Added/Paid</td>
<td>View</td>
</tr>
</tbody>
</table>

### Pledges

<table>
<thead>
<tr>
<th>Campaign year</th>
<th>Total Pledges</th>
<th>Number of Pledges</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$63,843</td>
<td>244</td>
<td>View</td>
</tr>
<tr>
<td>2018</td>
<td>$134,319</td>
<td>511</td>
<td>View</td>
</tr>
<tr>
<td>2017</td>
<td>$147,989</td>
<td>541</td>
<td>View</td>
</tr>
</tbody>
</table>

### Donations Received (skip)

<table>
<thead>
<tr>
<th>Campaign year</th>
<th>Total Donations</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$110,951.85</td>
<td>View</td>
</tr>
<tr>
<td>2017</td>
<td>$134,116.86</td>
<td>View</td>
</tr>
</tbody>
</table>
Ready to join us for 2021?

Section 4:
How to Apply
Step 1: Get Trained

Charities:
Join the 2021 CFC Community

APPLY  ENGAGE  IMPACT
Step 2: Prepare Information

- Gather supporting documentation, which may include:
  - Areas of Service Certification
  - IRS determination letter
  - IRS 990
  - Financial statements (audit or review)
- Note: required application documents are based on your charity type
- Identify your charity type, affiliation type, and application and listing fees
### TIP: Understanding your Charity Type

<table>
<thead>
<tr>
<th>Federations</th>
<th>Family Support and Youth Activities (FSYAs)/ Family Support and Youth Programs (FSYPs)</th>
<th>Independent Organizations/ Members of Federations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A group of at least 15 voluntary charitable human health and welfare organizations created to supply common fundraising, administrative, and management services to its constituent members</td>
<td>• An organization on a domestic (in the case of FSYAs) or non-domestic (in the case of FSYPs) military installation recognized by the Department of Defense as providing programs for military families on the installation</td>
<td>• All other organizations, both those that are members of one of the federations and those that are not (a.k.a. unaffiliated, or independent, organizations)</td>
</tr>
</tbody>
</table>
**TIP: Understanding your Charity Affiliation**

<table>
<thead>
<tr>
<th>Local</th>
<th>National</th>
<th>International</th>
</tr>
</thead>
</table>
| • Maintain a substantial local presence and provide services in the campaign zone to which they apply  
  
  • Services provided during the calendar year immediately preceding the start of the campaign's application year | • Provide services in at least 15 different U.S. states and/or one foreign country  
  
  • Up to 3-year period immediately preceding the start of the campaign application year to report services in at least 15 states and/or one foreign country | • Provide services in at least one foreign country  
  
  • Up to 3-year period immediately preceding the start of the campaign application year to report services in at least one foreign country |
TIP: Understanding the Fee Structure

**Application Fee**
- All charities applying for participation in the CFC must pay a non-refundable Application Fee, which is due at the time the application is submitted.
- Applications that do not include payment at the time of submission will not be processed.
- Charities that are denied or withdraw will not have their fees refunded.

**Listing Fee**
- Charities that are approved for participation must pay a mandatory Listing Fee which must be paid before the listing window closes.
- Approved organizations that have not paid the fee by that date will not be listed in either the 2021 CFC Charity database or printed materials. Pledges will not be collected for unpaid organizations.
- There are no waivers of the fee and requests for reconsideration will not be considered.

**Distribution Fee**
- A distribution fee may be assessed against pledges received should the application and listing fees not cover all the costs of the campaign.
- The distribution will not be determined until after the end of the campaign.
Step 3: Complete Application

• Visit cfccharities.opm.gov to begin your application.
  • The online system saves everything, so you can come back to edit or complete later.
• The application system will alert you when something is missing. Ensure you have provided everything required!
  • There is no completeness review by OPM.
• Ensure information is correct. Applications can be edited up until the application deadline (Jan. 31, 2021).
Step 4: Receive Notification

• OPM notifies charities using the charity contact email(s) provided in the application – either approved or denied.
• Organizations that are denied will be given information about how to appeal.

Approved OR Denied / Appeal
Step 5: Complete Listing & Payment

- Once approved, pay the listing fee and provide listing information:
  - Listing Name
  - Charity logo
  - 156-character statement
  - Phone Number
  - AFR – Annual Fundraising & Administrative Costs
  - NTEE (National Taxonomy Exempt Entities) Codes
  - Volunteer details – will you accept volunteer hours?
  - C.A.R.E. Statement – a thank you to your donors

- Approved charities are not eligible to receive funds if listing fee is not paid.
Application and Listing Fees

APPLICATION FEES
Nat’l/Int’l Federation $1,460
Nat’l/Int’l Federation Members $375
Nat’l/Int’l Independent Org. $510
Local Federation $613
Local Federation Members $245
Local Independent Org. $340

LISTING FEES
Tier I Nat’l/Int’l Organizations1 $1,775
Tier II Nat’l/Int’l Organizations2 $510
Tier III Nat’l/Int’l Organizations3 $305
Tier I Local Organizations1 $620
Tier II Local Organizations2 $105
Tier III Local Organizations3 $14

1 Tier I organizations are those that report $1 million or more in revenue on the IRS Form 990 (or pro forma IRS Form 990)
2 Tier II organizations are those that report $250 thousand or more in revenue, but less than $1 million on the IRS Form 990 (or pro forma IRS Form 990)
3 Tier III organizations are those that report less than $250 thousand in revenue on the IRS Form 990 (or pro forma IRS Form 990)

All 2021 CFC fees effective December 1, 2020.
All charity communications will be conducted electronically using the charity contact information provided on the application.

Organizations are urged to list at least two contacts and monitor both accounts.

TIP: Designating your Charity Contacts
The email addresses entered are the only way in which OPM will communicate with your charity throughout the application process. Ensure these contacts remain active. OPM urges organizations to provide multiple email addresses and monitor all for updates.
For More Information…

cfccharities.opm.gov

For process & technical questions:

CFC Customer Care Center

support@cfccharities.org

(888) 232-4935 - Toll Free
(608) 237-4935 - Local
TTY: (800) 203-8280 - Toll Free
TTY: (608) 268-7740 - Local

For policy questions:

U.S. Office of Personnel Management
Office of CFC

cfc@opm.gov

(202) 606-2564 - Local
Thank you!