

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Human Resources Department

AGENDA DATE: November 23, 2021

PUBLIC HEARING DATE:

CONTACT PERSON NAME AND PHONE NUMBER: Araceli Guerra, Managing Director, 915-212-1401

DISTRICT(S) AFFECTED: All

STRATEGIC GOAL: Goal 6: Set the Standard for Sound Governance and Fiscal Management

SUBGOAL:

SUBJECT:

Resolution that the 2021 Guidelines for the City Employees Charitable Campaign be adopted, designating the United Way of El Paso County as the Local Campaign Manager, and designating the City's Human Resources Director or designee to act as the liaison to work with the Local Campaign Manager in the administration of the campaign.

BACKGROUND / DISCUSSION:

The City implemented the City Employees Combined Charities Campaign approximately 18 years ago and has worked with the United Way of El Paso to assist with the conduct of the campaign

PRIOR COUNCIL ACTION:

September 4, 2018

AMOUNT AND SOURCE OF FUNDING:

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

CITY OF EL PASO
City Employee Charitable Campaign
GUIDELINES

I. Parties:

United Way of El Paso County – Local Campaign Manager

City of El Paso – Campaign Administrator

II. Purpose:

It is the purpose of these guidelines to establish and continue the City Employee Charitable Campaign (“Campaign”) for the solicitation of charitable contributions from City Employees through automated tax deductible payroll deductions. It is the intent of the Campaign to benefit the people living in El Paso to the greatest extent possible, by enhancing El Paso area programs and services through local reinvestment in non-profit charitable organizations.

III. Objectives:

To implement and continue the procedure for the solicitation of charitable donations from City Employees;

To establish eligibility criteria for charitable organizations who will be the recipients of these donations;

To allow all eligible charitable organizations an equal opportunity to seek charitable donations from City Employees;

To give each City employee the option to participate; and if so, to designate which eligible charitable organization will receive his or her donation; and

To conduct an annual charitable campaign that will be efficient, convenient, equitable, and beneficial to the community with minimal disruption of and to the workplace.

IV. Charity Eligibility Criteria:

A. To be eligible to participate in the City Employee Charitable Campaign, a charitable organization must be a federation, member of a federation, or a local unaffiliated organization.

Federation: A federation is a charitable organization that serves as a fundraising entity and acts as an agent for at least five charitable organizations; is not organized exclusively

to solicit contributions from city employees; and is supported by voluntary contributions from city employees; and is supported by voluntary contributions from the public; and is incorporated in this state and has an established physical presence in this state in the form of an office or service that is staffed in the office at least 20 hours a week.

Member of a Federation: A member of a Federation is an organization that shares a similar mission, vision, or values as their federation. A member organization receives partial funding from their federation.

Local Unaffiliated Organization: A local unaffiliated organization is a charitable organization that does not categorize itself as a federation or a member of a federation.

- B. All applicants must have 501 (c) (3) status with the Internal Revenue Service for at least two years prior to the application closing date.
- C. The services provided must consist of human care or support; research, education, or environmental protection in the fields of human health, social adjustment or rehabilitation; relief for victims of natural disaster and other emergencies; or assistance to those who are impoverished and in need of food, shelter, clothing and other basic human welfare services; or research, education, shelter, protection or welfare of animals.
- D. The charitable organization must meet accountability requirements as follows:
 - 1. It must be governed by a volunteer Board of Directors who serve without compensation; and
 - 2. It must provide an annual financial audit by an independent Certified Public Accountant if the funds that were raised in the preceding year equal or exceed \$100,000. Organizations that raise funds between \$50,000 and \$100,000 must submit a CPA review/letter. Organizations raising under \$50,000 will be required to submit a Form 990.
- E. The charitable organization must not contribute funds collected from City employees toward any lobby or political advocacy group, or it must provide separate certification that the organization's expenses connected with lobbying and all attempts to influence voting or legislation would classify it as a tax-exempt agency under 26 U.S.C. 501 (h).
- F. The charitable organization must not be primarily affiliated with a specific religion.
- G. The charitable organization must have a written policy of non-discrimination and must comply with all laws and regulations regarding non-discrimination and equal opportunity with respect to clients, officers, employees and volunteers.

- H. The charitable organization must meet application deadlines.
- I. The charitable organization must agree to comply with all provisions in these guidelines.
- J. The charitable organization must have a Texas address and provide local and or statewide services.

V. City's Responsibilities:

The City's Human Resource Department will:

- A. Ensure City employee compliance with campaign guidelines;
- B. Establish application procedures;

- C. Assist United Way of El Paso County in the implementation of the campaign as it pertains to communications with City Employees.

The City's Payroll Department will:

- A. Ensure that designated payroll deduction will begin on the first pay period following the close of the campaign, and continue such deductions until calendar year's end unless sooner cancelled by the employee.

VI. Local Campaign Manager's Responsibilities:

- A. Review applications of organizations seeking to participate in the campaign to ensure eligibility in accordance with these Guidelines.
- B. Develop and create pledge forms to be distributed to employees.
- C. Create and print out any marketing materials.
- D. Collect employee deduction and designation forms and any cash and check donations.
- E. Create final designation and acknowledgement reports.
- F. Distribute undesignated funds on a pro-rata basis.
- G. Prepare reports for accounting purposes and for determining reimbursable costs.
- H. Transfer funds to all designated organizations.
- I. Coordinate with City HR and facilitate campaign services to all City employees and give notices to all organizations.

- J. Submit materials for distribution to employees no later than two weeks prior to the beginning of the campaign. Marketing materials must be approved by the City's Human Resources Director. Once approved, materials must be supplied in a sufficient quantity for distribution by United Way of El Paso County.

VII. Application Procedure:

- A. Organizations seeking participation in the City of El Paso's Combined Charitable Campaign shall apply by filing a completed application packet with United Way of El Paso County.
- B. The written application must include the following:
 - 1. Organization's official name, headquarters, local address, telephone number, and contact person;
 - 2. Organization's purpose or mission;
 - 3. List of members or constituent organizations with name, address, telephone number, and contact person for each;
 - 4. Description of services provided;
 - 5. Copy of policy of non-discrimination;
 - 6. Copies of most current annual and financial reports;
 - 7. Evidence of not-for-profit and tax-exempt status, and eligibility for charitable contributions under the provisions of IRS and a license to do business in the State of Texas;
 - 8. Disclosure of administrative costs; and
 - 9. A copy of the organization's by-laws.

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Guidelines for the City Employees Charitable Campaign be adopted, designating the United Way of El Paso County as the Local Campaign Manager, and designating the City's Human Resources Director or designee to act as the liaison to work with the Local Campaign Manager in the administration of the campaign.

ADOPTED this ____ day of _____, 2021.


CITY OF EL PASO:

Oscar Leeser, Mayor

ATTEST:


Laura D. Prine, City Clerk

APPROVED AS TO CONTENT:



Araceli Guerra
Internal Services Managing Director

APPROVED AS TO FORM:



Kristen L. Hamilton-Karam
Senior Assistant City Attorney