



2023 VtSHARES Campaign Application Instructions

Vermont State Employees Workplace Giving Campaign

2023 INSTRUCTIONS FOR NONPROFIT APPLICANTS

VtSHARES is a workplace giving campaign hosted in partnership with United Way that offers employees with the State of Vermont the ability to designate payroll deduction donations to specific nonprofit organizations in Vermont.

To apply to be included as a nonprofit that can receive VtSHARES donations, please follow these steps (with more details on each step below):

- 1) Apply, by filling out either a new or renewal application.
- 2) Complete an online form to add your organization to the VtSHARES directory upon approval.

Please note, becoming part of the VtSHARES campaign will not limit your fundraising activities, but we do ask that your organization does not knowingly solicit State of Vermont employees.

How It Works: An Overview

The VtSHARES charitable giving campaign is championed by a committee of State of Vermont employees who administer the program. The VtSHARES Coordinating Committee works with Campaign Ambassadors to spread the word and encourage their co-workers to support nonprofit organizations doing important work in Vermont. Green Mountain United Way, located in Berlin, works closely with this committee on the application process and supports their outreach work by sharing materials that help tell the stories of Vermont's nonprofits.

Nonprofits are invited to apply to be included in the VtSHARES directory of nonprofits, from which State of Vermont employees can make their selections to pledge to. Any nonprofit that wishes to be included is required to apply each year. Every nonprofit works with, and applies to, an "Umbrella organization," which is the sister United Way organization that serves the nonprofit's headquarters location; these applications are all then funneled to Green Mountain United Way and a VtSHARES directory is created to help employees designate their donations to the nonprofit(s) of their choice.



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How to Apply: New and Renewal Applications

First, before applying, it is important to read the eligibility criteria listed in the applications to see if your nonprofit qualifies to receive funds from the VtSHARES workplace charitable giving campaign. Importantly, this campaign includes only those nonprofits that are based in, or that operate with a chapter in, Vermont; in other words, those who have a physical presence and provide direct services to Vermonters.

All nonprofit organizations will need to fill out an application form, either a new or renewal form, both of which are attached to this letter. Use the New Nonprofit Application form if your organization did not take part in VtSHARES last year (in 2022-23); use the Renewal Nonprofit Application form if your organization did participate last year.

In addition to the application form, all nonprofit organizations, including both new and renewal applicants, need to fill out an online Google form that collects the data needed for the VtSHARES nonprofit directory. This form also includes an optional opportunity to include a story about your organization's work. These will be shared with VtSHARES so State of Vermont employees can better understand how their donation supports your work. Each year, this is information many employees ask for.

All nonprofit organizations will apply under an Umbrella organization, which is the United Way that serves your area. See the section called "Umbrella Organizations" at the end of this document for the coverage area of each United Way, their contact information, the link to your Umbrella's Google doc form, and any specific instructions regarding your application.

Please read the application thoroughly and carefully. All attachments **must** be labeled as stated in the instructions to be accepted. **The applications and all attachments must be saved in ONE pdf file by nonprofit name (for example, United Way.pdf) and be emailed in pdf format to your Umbrella contact (listed below).**

All applications are due to your Umbrella organization by the close of business on Friday, April 28, 2023.



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In review, the application has two components:

- 1) The application form, attached to this letter:
 - Use the **New Nonprofit Application** if your organization did NOT take part in VtSHARES in 2022-23. For this application, you will need to complete **Attachments A and B and C**. You will also be invited to attach an optional photo.
 - Use the **Nonprofit Renewal Application** if your organization was approved for, and participated in, the 2022-23 VtSHARES campaign.

- 2) The **online Google form** (linked below): This is for all organizations that are applying to be part of the 2023-24 VtSHARES campaign. Use the Google form that corresponds to your nonprofit's Umbrella organization (see the section on Umbrella Organizations below for links). The information included in this form is public-facing and will be what State of Vermont employees see when they are making their nonprofit selections.

Please note, the application and google form invite applicants to share an optional photo and story showcasing their work. These may be used for campaign outreach purposes, including newsletters, flyers, social media posts, website content, and more. Please be sure you have photo release forms for anyone pictured and please do not include the faces of minors, unless specifically given permission by their parent or legal guardian.



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Notifications

After review of your application by the designated Umbrella and VtSHARES Coordinating Committee, you will be notified via email of your application status. The review process and notification occur in the month of June.

Timing

Here is the overall schedule for the VtSHARES workplace giving campaign:

March 27: Applications are open

April 28: Nonprofit applications are due to your Umbrella organization

Last week of June: Green Mountain United Way notifies Umbrellas of application decisions; Umbrellas communicate these decisions with their nonprofits

October 23 through November 6: VtSHARES Campaign dates with outreach to State employees

January 1, 2024: Funds begin to be disbursed to nonprofits for the 2023 campaign, with the following schedule:

The State of Vermont distributes funds quarterly via ACH directly to each Umbrella. The Umbrellas then distribute these funds to the organizations who received donations under their Umbrella on the following schedule:

- Q1 deductions: Late March – Early April 2024
- Q2 deductions: Late June – Early July
- Q3 deductions: Late September – Early October
- Q4 deductions: Late December – Early January 2025

Please note that, although VtSHARES tries to ensure employees fulfill the pledges they made during the Campaign, actual donation amounts may differ from the amounts employees pledged for various reasons, such as leave from State service, change in financial situation, etc.



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Umbrella Organizations

All nonprofit organizations will apply under an Umbrella organization,* which is the United Way that serves your area. The table below includes the coverage area of each United Way and their contact information. Below the table is the [link to your Umbrella's Google form](#); please note, each Umbrella organization has their own Google form, and you must fill out the form associated with your organization's Umbrella organization.

United Way Umbrella Organization	For Nonprofits with Headquarters in	Contact Information
United Way of Addison County (form link)	Addison County	Contact: Erin Reed Phone: 802-388-7189 Email: erin@unitedwayaddisoncounty.org
United Way of Lamoille (form link)	Lamoille County	Contact: Clarissa French Phone: 802-888-3252 Email: unitedway@uwlamoille.org
United Way of Windham (form link)	Windham County	Contact: Kara Orfanidis Phone: 802-257-4011 X112 Email: kara@unitedwaywindham.org
United Way Northwest (form link)	Chittenden, Franklin, or Grand Isle Counties	Contact: Cari Kelley Phone: 802-861-7851 Email: cari@unitedwaynwvt.org
Green Mountain United Way (form link)	Bennington, Caledonia, Essex, Orange, Orleans, Washington, or Windsor Counties	Contact: Sarah Galbraith or Tawnya Kristen Phone: 802-613-3989 Email: vtshares@gmunityway.org
United Way of Rutland (form link)	Rutland County	Contact: Ashley Bride Phone: 802-773-7477 Email: ed@uwrutlandcounty.org

* A nonprofit may apply to be listed under more than one county in the VtSHARES directory if the organization serves Vermonters in multiple counties in the state. For organizations whose service area includes multiple counties, the application should be submitted to the county where the nonprofit's headquarters resides. For example, if the main office is in Barre but some service occurs in Burlington and Middlebury, the application would be submitted to Green Mountain United Way, which serves Barre/Washington County. There is no need to submit a secondary application for other service areas.