### Frequently Asked Questions

**What is the UMass Amherst Community Campaign (UMACC)?**
UMACC is an employee benefit for UMass Amherst faculty and staff. UMass Amherst employees can contribute to any 501(c)(3) charitable organization via payroll deduction, cash/check or credit card. UMACC is the only authorized campus-wide solicitation of UMass Amherst employees conducted on behalf of charitable organizations, and is organized under the statutory authorization of [section 17B of chapter 180 of the Massachusetts General Laws](https://www.mass.gov/content/section-17b-of-chapter-180-of-the-massachusetts-general-laws). Since 1991, UMass faculty and staff have donated almost $8 million to charitable organizations across town and around the world.

**Does UMass use or keep any of my donation?**
No. None of your donation stays at UMass. **UMACC donations are not used for staff salaries or program costs.**

**Where exactly does my donation go?**
All funds are sent to the UMACC Campaign Financial Administrator (CFA). For donations via payroll deduction, a lump sum is sent by UMass to the CFA once per month. The CFA processes donations, and sends funds to the charitable organizations once per quarter.

**Who is the CFA for UMACC?**
For the 2015-16 campaign, the Campaign Financial Administrator (CFA) is the United Way of Hampshire County (UWHC). UWHC is under contract with UMass to handle the financial administration of UMACC; they keep UMACC donations separate from their own fundraising efforts.

**How much of my donation goes to the charitable organization(s)?**
We are proud to say that 93% of all UMACC donations are sent to the charitable organizations. The 7% administrative fee goes to the Campaign Financial Administrator (CFA), which collects and processes donations. Compared to the [national average fundraising rate of 20%](https://www.charitynavigator.org/), giving through UMACC is very efficient! Think of it this way – if 25 people donate $100 directly to a charitable organization, then that organization has to process 25 gifts. But if those 25 people donate via a workplace giving campaign like UMACC, then the charitable organization has far less processing to do, and can put their resources towards running their programs, raising money via other venues, etc.

In addition, [Charity Navigator](https://www.charitynavigator.org/), a leading guide to charitable organizations, gives its highest Fundraising Efficiency rating to organizations that have a fundraising rate of 10 cents per dollar (10%) or less. So, UMACC’s 7% fee is well within the guidelines for efficient fundraising.

**Why does there need to be a fee at all?**
The fact is that it takes money to raise money. When you donate directly to a charitable organization, it is not the case that 100% of your donation goes towards their programs and services. That organization spent time and money to acquire or keep you as a donor (through mailings, emails, advertising, etc.), and that organization will have to spend time and money to process your donation. When you give through UMACC, you don’t get added to the organization’s mailing list, so they won’t use any of their resources soliciting you, and your donation gets combined with others who have chosen that organization, so the organization has less processing to do.

The CFA (Campaign Financial Administrator) who takes the 7% administrative fee is a key partner in the success of UMACC. They manage all of the data involved with the campaign (donor information, donations, designations, contact info, 501(c)(3) status, etc.), and they make sure that your information gets sent to the charitable organization (if you have authorized
this), and that your information does NOT get sent to the charitable organizations (if you have requested this). More importantly, they make sure that the charitable organizations designated by employees receive their donations in a timely manner. The flow of dollars and data takes time, resources, and expertise. Even “crowdfunding” sites like Kickstarter, Indiegogo, and GoFundMe charge a fee (5% of donations).

Why should I give through UMACC instead of giving directly to a charitable organization?
Here are some key benefits to donating to charitable organizations through UMACC:

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<th>Benefit</th>
<th>Description</th>
<th>Example</th>
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<td>You do not get added to any distribution or mailing list.</td>
<td>Charitable organizations who receive donations via UMACC are not allowed to add UMACC donors to their mailing lists.</td>
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<td>Giving via payroll deduction is convenient and can result in a larger overall gift.</td>
<td>Giving $10 per pay period, over 26 pay periods, can feel much easier than a one-time gift of $260.</td>
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<td>You can be proactive and intentional about your giving.</td>
<td>Take the time to think about what is important to you, and find organizations that match your causes. Then, when you get solicited by charitable organizations throughout the year, you can feel comfortable knowing that you are already doing your part.</td>
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<td>Simplify filing your taxes.</td>
<td>You can donate to multiple charitable organizations and have just one tax receipt to account for at tax time.</td>
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<td>By joining with your UMass Amherst colleagues, you become part of a larger effort, which shows the community and the world that UMass Amherst employees care about making a difference.</td>
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<td>Workplace giving programs like UMACC are efficient for charitable organizations, since they don’t have to spend time and money soliciting donors directly, and help them save time and fundraising costs.</td>
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Can I add a charitable organization to the UMACC list?
Yes! Any charitable organization that is tax exempt under section 501(c)(3) of the Internal Revenue Code (commonly called “a 501c3”) can receive donations via UMACC. To add a charitable organization to UMACC, please visit the Charitable Organizations page and click on “please submit a request.”

Can my spouse/partner’s name be recognized in addition to my name?
Yes. Please indicate your spouse’s name in the appropriate field on the online giving page or on the paper pledge form. If your spouse works for UMass Amherst, please also indicate as such, so that we can properly recognize both of you. Your name(s) may be published on the UMACC website and in print material.

I want to give, but I don’t know what charitable organization to give to. What should I do?
It can feel overwhelming to look a long list of charitable organizations, and to try to pick one. Think about what causes and issues are important to you. You can use the Cause filter on the Charitable Organizations page to narrow down your choices. Another way to think about it is to follow your heartbreak: “[W]hat is it that breaks your heart about the world? It’s there that you begin to find what moves you.” (From How to Have a Year that Matters, 1/22/13, Harvard Business Review)

How can I find out what I gave last year?
In future years, you will have the ability to look up your past giving online, but for now please
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| **Who runs the UMass Amherst Community Campaign (UMACC)?**  
UMACC is managed by the External Relations and University Events department. The Executive Committee, Campaign Chair, Leaders’ Circle Chair, and Ambassadors are volunteers who dedicate their time and energy because they believe strongly in the program. |  |
| **What do the UMACC Ambassadors do?**  
UMACC Ambassadors are the grassroots cheerleaders for the campaign. Their job is to promote the campaign to their friends and colleagues, through any number of means – email, posters/flyers, inviting a UMACC guest speaker to a department meeting, organizing a department bake sale or other fundraiser, etc. If you are interested in becoming a campaign Ambassador, please send an email to umacc@umass.edu. |  |
| **What is the Leaders’ Circle?**  
The UMACC Leaders’ Circle is comprised of individuals who contribute at least $500 per year. Leaders’ Circle members pledge early in the campaign to “set the pace” and provide momentum for the general campaign. To learn more, see the Leaders’ Circle page. |  |
| **When I give through payroll deduction, when do the deductions begin?**  
For the 2015-2016 campaign, payroll deduction donations will begin with the pay period ending 01/09/16 (pay date 01/15/16). |  |
| **What happens to donations that are not designated to a specific charitable organization?**  
Undesignated donations are divided among all charitable organizations who receive designations in the campaign. In other words, if the Amherst Survival Center received 10% of designations, it would also receive 10% of undesignated funds. |  |
| **How is UMACC different from COMECC?**  
COMECC (Commonwealth of Massachusetts Employees Charitable Campaign) is the charitable campaign for Massachusetts state employees. UMass Amherst implemented COMECC for many years, but in 2004 decided to implement an independent effort instead, which was named UMACC (UMass Amherst Community Campaign). One of the main differences is that with UMACC, an employee can donate to any charitable organization that is a 501(c)(3), whereas COMECC included only a limited list of charitable organizations. In addition, we have more control over minimizing the administrative fee with UMACC, compared to COMECC. |  |
| **What is a “charitable organization”?**  
A charitable organization, sometimes referred to as “a 501c3” is an organization that has been granted “exempt” status by the IRS. The IRS grants this status to organizations whose purpose is one of the following: charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and preventing cruelty to children or animals. See the IRS page on Charitable Organizations for more info. |  |
| **What are the goals for this year?**  
Our main goal for this year is to raise awareness of UMACC and to increase participation. The specific goals are $340,000 and 15% participation rate. |  |
| **Is my donation tax-deductible?**  
Yes. You may need documentation on your contribution, depending on the amount you pledged/donated. Consult with your account or tax advisor for details. |  |