



## Donor Designated Program helps raise Funds

Most neighborhood associations are not a charity, or 501(c)3 organization, and as such donors cannot deduct their gifts from their income tax. This makes it harder to solicit donations for specific neighborhood improvement projects. Neighborhood Alliance has a solution to this fundraising dilemma: have your donors donate to Neighborhood Alliance instead!

Seriously, this is what is referred to as the “Donor Designated” program. Your donors can donate their gift to Neighborhood Alliance (NA) and state on the check that it is ear-marked for your specific project (ie...Rose Hill Park Project). NA will mail your association a check for the full amount that was donated and the donor will get a letter they can use for tax purposes.

The only catch is that the neighborhood project must meet the mission statement of Neighborhood Alliance: “to create safe, attractive and healthy neighborhoods throughout Central Oklahoma.”

Wileman’s Eight Addition Neighborhood Association (between Penn and Villa, NW 62nd and NW 54th) used the program to encourage residents to donate to their new entryway project and raised several hundred dollars. Westlawn Gardens Neighborhood Association (around N. Villa and Reno) raised over \$7,350 for park renovations as well, and these are just two of the more than 30 neighborhoods who have taken advantage of this opportunity.

How do you get a Donor Designated project approved? First, you must decide on your project. Then write a letter to Neighborhood Alliance explaining...

- 1.) What your project entails
- 2.) Name, address and phone number of the neighborhood contact person for the project
- 3.) Timeline of the project (when you will be soliciting donations)

There is a set-up fee to participate in the program and other potential fees noted as follows:

- *There is a \$10.00 annual set-up fee for each participating organization. This fee will be incurred when the first donations are processed and will include up to 6 Tax Donation Receipt cards. Subsequent Tax Donation Receipt cards will cost \$1.50 each. Neighborhood Alliance is legally required to send a Tax Donation Receipt to each contributor.*
- *Credit Card Processing fees. Neighborhood Alliance has the ability to process credit card contributions through our website [www.nacok.org](http://www.nacok.org). Contributors will need to insure that they inform Neighborhood Alliance that they have made a donor designated contribution and provide the name of the organization that the contribution is to benefit. The organization that receives the contribution is responsible for all credit card fees incurred for processing the contribution.*

*Participating associations will be invoiced for the above noted fees once all contributions have been processed and Tax Donation Receipts have been completed.*

When your project has been reviewed and approved, Neighborhood Alliance will send you a letter giving you permission to use the Donor Designated program. We can even supply you with a template for a donation pledge form you can use while soliciting donations. Once you receive permission you can begin your fundraising!

For more information on this program, call Georgie at 528-6322.

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