



General Questions from Donors and Nonprofits

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If you have any questions regarding the Frequently Asked Questions/Campaign Rules, please contact Judi Sickler at judi@kearneyfoundation.org or (308) 237-3114



G1) What is *Give Where You Live*?

Give Where You Live is a 24-hour fundraising event created to rally community support for local charitable causes. This unique one-day fundraiser is being hosted by the Kearney Area Community Foundation (KACF) and will be held on Thursday, December 6, 2018, from midnight to midnight.

Community members are asked to make donations and show support for the local nonprofit organizations that positively impact our lives every day. Nonprofits will be eligible to receive Golden Tickets during the 24-hour fundraising event.

At the conclusion of the giving day, the Kearney Area Community Foundation will verify all gifts and award nonprofits matching funds from the *Challenge Match Pool*.

G2) What is the goal?

The Kearney Area Community Foundation brings this event to the Kearney area with several goals in mind:

- To raise awareness of the current philanthropic needs of our communities.
- To help local nonprofits identify and cultivate new funding streams.
- To inspire donors to increase financial support to their favorite local causes.

G3) How does it work?

Through a community-wide PR and marketing campaign, people are encouraged to visit GiveWhereYouLive.net, on December 6, and donate to local nonprofit organizations. KACF contracts with CiviCore to provide the online giving platform.

G4) Who can give?

Anyone can give! Anyone with an internet connection and a credit card can make a donation online during the 24-hour giving day! In addition, donors can also give by cash, check or other means (stock gift, gift of grain, etc.) by making their donations at the Kearney Area Community Foundation office located at 412 W. 48th Street, Suite 12, in Kearney, on December 6, from 8:00 a.m. to 7:00 p.m.

G5) Who sponsors *Give Where You Live*?

The Kearney Area Community Foundation sponsors and oversees the *Give Where You Live* giving day. KACF serves the donors and nonprofit organizations in the Kearney area and enhances the quality of life in the Kearney area by promoting the spirit of charitable giving and effectively responding to the community's needs. Because of generous financial support by other foundations, businesses and individuals that support the Kearney Area Community Foundation, we are able to provide this 24-hour giving day for our local communities.

G6) How does the *Give Where You Live Challenge Match Pool* work?

At the conclusion of *Give Where You Live*, the Kearney Area Community Foundation will verify each nonprofit's proportionate share of the matching funds raised. The amount received will be based on each organization's overall percentage of funds raised the day of the event. **This is NOT a 1:1 match.** If an organization receives 3% of the total funds raised on December 6, they will receive 3% of the matching funds available. Maximum donations of \$25,000 per donor, per nonprofit organization, will qualify for matching funds. (If a donor gives more than one donation totaling more than \$25,000 to the same nonprofit, only \$25,000 will be matched.)

G7) Can you give an example of how the *Challenge Match Pool* will be calculated?

Yes. Please see the **example** below (all numbers presented in the example are hypothetical):

Total amount donated to "ABC Charity" during *Give Where You Live* Campaign (\$5,000).

DIVIDED BY

Total amount donated to participating charities during *Give Where You Live* (\$500,000).

MULTIPLIED BY

Total amount in *Challenge Match Pool* (\$100,000).

EQUALS

ABC Charity's share of the *Challenge Match Pool* (\$1,000).

G8) What is a "Golden Ticket"?

A Golden Ticket is an opportunity for your organization to receive an additional \$200 during the *Give Where You Live* campaign. Throughout the day on December 6, donors will be chosen at random from the donations made through GiveWhereYouLive.net to have an additional \$200 given to the organization that received their donation. Golden Tickets are in addition to any portion of the Challenge Match Pool an organization receives. Golden Ticket winners will be drawn randomly by CiviCore every hour based on the donations received during the previous hour.

G9) What is a “Power Hour”?

A Power Hour is an hour during the giving day, December 6, when more Golden Tickets will be drawn from online donations given during a designated hour. This year the “Power Hours” will be between 7:00–8:00 a.m. and 7:00–8:00 p.m.

G10) Is the Kearney Area Community Foundation generating any revenue from the project?

No. The Kearney Area Community Foundation receives no financial benefit from hosting this event. As a matter of fact, the Foundation has committed to offer a *Challenge Match Pool*, additional prizes, as well as covering the cost for the giving day website platform and promoting the event.



2018
FREQUENTLY ASKED
QUESTIONS
FOR DONORS

D1) Who can donate during *Give Where You Live*?

Any individual, business or organization may donate no matter where they live! Donations are tax deductible and irrevocable (donations will not be refunded). Online contributions may be made via credit card, debit card or electronic check only. Donors who do not have access to computers or would prefer to make a gift of cash, check or other means (stock gift, gift of grain, etc.) may visit the Kearney Area Community Foundation office between 8:00 a.m. – 7:00 p.m. on December 6, for assistance in making contributions. Please make checks payable to Kearney Area Community Foundation.

D2) How do I make a donation?

Donations to participating organizations can be made online. On December 6, the campaign webpage will be live. Use the “Nonprofits” search box to look for the charity you would like to support, then click “donate” and enter the appropriate donation information. This event runs from midnight to midnight. As an added convenience, donors may also make online donations between November 1 and December 6 which will count for the *Give Where You Live* campaign on December 6, as well as the *Challenge Match Pool* and other prizes.

Donations can also be made to participating organizations by bringing your gift to the Kearney Area Community Foundation’s office located at 412 W. 48th Street, Suite 12, between the hours of 8:00 a.m. and 7:00 p.m. on December 6. (Note: We will not be able to accept gifts before 8:00 a.m. on that Thursday.)

If you have any questions or need assistance, please contact the Kearney Area Community Foundation at (308) 237-3114 or kacf@kearneyfoundation.org.

D3) Can I make a contribution before December 6?

Yes, you may make an online donation between November 1 and December 6 to be processed by CiviCore for the giving day.

D4) How do I make my *Give Where You Live* online donation between November 1 - December 6?

Starting November 1, donors will be able to make an online donation for the *Give Where You Live*. Go to the Nonprofit button to search for nonprofits you want to donate to by name, category, zip code or other key words (like Shelton).

Donations scheduled for the *Give Where You Live* campaign between November 1 – December 5 will be charged at the beginning of the event on December 6. All gifts made prior to 12:00 a.m. on December 6, won't show up on the *Give Where You Live* leaderboard until December 6.

The donor will receive an email confirmation that is their tax-deductible receipt when the donation transaction is complete. This is the only receipt you will receive for your online gift.

D5) Is there a minimum or maximum donation?

The minimum donation is \$10. There is no maximum donation limit; however, only gifts up to \$25,000 per “unique donor” are eligible for the *Challenge Match Pool*.

D6) Can I give to more than one organization?

You can give to as many organizations on Givewhereyoulive.net as you would like. Please note that only the local nonprofits registered and approved may receive gifts during this event. You simply choose the organization, make a donation and the nonprofit gift goes into your cart. When you check out, the list of the nonprofits and amounts you want to donate to each will show on the screen.

If donating by check on December 6, please bring one check (for the total amount) with a list of participating local nonprofits and amounts you would like to donate to each one. We will have a form to fill out at our office.

D7) How much of my donation will go to the nonprofit?

The nonprofit organization will receive 97.5% of the donations received the day of the event (and online donations made between November 1 and December 5) and 100% of any matching funds or prize money obtained during the event. There will be transaction fees of 2.5% deducted from the amount donated to the nonprofit organization to cover gift processing fees. NOTE: The *Challenge Match Pool* awards are calculated before fees are deducted.

Note: Any online donations made after December 6 WILL NOT be eligible for the *Give Where You Live* matching funds or other prizes.

D8) Can I make a donation from my mobile device?

Yes. The *Give Where You Live* mobile-enabled website facilitates quick, easy and secure donations on all web-enabled mobile devices and is a great tool for donors and nonprofits during the event on December 6 for giving on the go!

D9) Who will receive my contact information?

The organization(s) you choose to support will receive donor names and contact information, unless you choose to make an anonymous contribution. As host of *Give Where You Live*, the Kearney Area Community Foundation will receive contact information for donors who participate in *Give Where You Live* and do not give anonymously. This information is used to thank the donor for participating, provide the option to opt-in to receiving future notifications, and to notify the donor of future activities.

D10) Can I get a refund?

All donations are final and cannot be refunded.

D11) Do I need to have an account with CiviCore to donate?

No, you do not need to create an account to make a donation on December 6. If you would like to schedule a donation from November 1 - December 5 then you will need to set up an account in order for your payment information to be saved. You will need to check a box when filling out the payment information indicating that you want your payment information to be saved. The system will create a Stripe account with your payment information so that Stripe may store and encrypt your payment information. However, if you plan to give multiple times during the giving day, creating an account means you only have to enter your credit card information once. Your account also collects your tax receipts in one location, enables you to track your donations and review the charities you supported.

D12) How do I get a tax receipt?

If you make your gift online, your tax receipt is emailed to you immediately by CiviCore upon successful processing of your donation. To claim a donation as a deduction on your taxes, please retain your email donation receipt as an official record. If you misplace this email, you can view your giving history and receipts by logging into your CiviCore account (if you set up an account), or request a duplicate copy by contacting kacf@kearneyfoundation.org. Please include your full name, date of donation, amount of donation and name of the nonprofit organizations that received your gift. If you did not make your donation online, your receipt will be mailed to you by the Kearney Area Community Foundation. Donors can expect to receive their tax receipt by January 15, 2019.



N1) What organizations are eligible to participate and receive donations and prizes?

All local nonprofit organizations that serve the Kearney area can apply. This includes causes such as animals, arts and culture, community/civic, education, environment, faith, health, human services, recreation and fitness, social advocacy, veterans and youth development. Organizations that exist primarily for political activities are excluded, as well as corporate and private foundations or places of worship.

There are no restrictions based on organization size or location; however, you must serve residents of the Kearney, Nebraska, area. At least 80% of donations received through this campaign must stay in the Kearney area. The Kearney area includes, but is not limited to, the following communities located in Buffalo County, Nebraska: Amherst, Elm Creek, Gibbon, Kearney, Miller, Pleasanton, Ravenna, Riverdale and Shelton. After your organization has been approved, the Kearney Area Community Foundation will assist you in creating your online giving page. In order to determine if your organization is eligible, call the Foundation office at (308) 237-3114 or email us at judi@kearneyfoundation.org.

N2) How do I register my nonprofit to participate?

For your organization to participate, you must first register and be approved by the Kearney Area Community Foundation. You may do so by clicking: [Register My Nonprofit](#). If you need help registering your nonprofit, please feel free to contact the Foundation at (308) 237-3114.

N3) What is the deadline to sign up for *Give Where You Live*?

Because we are required to check the validity of your 501(c)3 status, review supporting documents and give our technology provider, CiviCore, time to set up your donation page, the deadline for registration to participate in *Give Where You Live* is **October 8, 2018**.

N4) Who does what? What are the Foundation's and nonprofit organizations' roles?

Kearney Area Community Foundation's Roles:

- Fund, create, maintain and oversee the www.givewhereyoulive.net online platform.
- Manage and oversee all aspects of the campaign.
- Serve as a liaison between nonprofit organizations and CiviCore.
- Seek sponsors for grants and prizes.
- Offer prize money to nonprofits to encourage participation.
- Create a common message and brand for the campaign.

Kearney Area Community Foundation's Roles continued:

- Provide training/information sessions to prepare nonprofits for *Give Where You Live*.
- Offer ongoing support to nonprofits through open office hours.
- Provide resources for nonprofits to strengthen their campaigns.
- Raise awareness in the community and generate media buzz about the event.
- Work with the local media and social media to get the word out.
- Highlight participating nonprofits on Facebook and other media.
- Use www.kearneyfoundation.org to spread the word about *Give Where You Live*.

Nonprofit Organization's Roles:

- Register for *Give Where You Live 2018* by **October 8, 2018**.
- Attend or watch information/training webinar before working on your CiviCore page and prepare to actively participate in *Give Where You Live*.
- Create or update the fundraising page for your organization using the CiviCore platform by October 31.
- Use the [Resources](#) provided by the Kearney Area Community Foundation to strengthen your campaign.
- Broadcast the campaign's message using your existing communication networks.
- Utilize the campaign's logo and message consistent with brand guidelines.
- Market this unique giving day to your existing donor list, as well as new prospects.
- Send thank you notes/emails to your *Give Where You Live* donors after you receive the final report of donors that is sent out in January.
- Use at least 80% of the proceeds to benefit the Kearney area.
- Find donors to create "Personal Campaigns" for your organization.
- (Optional) Host a Giving Destination event on December 6 to encourage more gifts.

N5) How much of a donor's contribution will be re-granted to my organization?

The nonprofit organization will receive 97.5% of the donations received the day of the event (and online donations made between November 1 and December 5) and 100% of any matching funds or prize money obtained during the event. There will be transaction fees of 2.5% deducted from the amount donated to your organization to cover gift processing fees.

Any donations made before November 1 or after December 6, WILL NOT be eligible for the *Give Where You Live* matching funds or other prizes.

NOTE: The *Challenge Match Pool* awards are calculated before fees are deducted.

N6) Is there a limit on the amount an organization can receive on December 6?

There is no maximum amount an organization may receive; however, only gifts up to \$25,000 per donor will be eligible for a proportional share of the *Challenge Match Pool* of funds. Organizations are prohibited from donating to themselves.

N7) How will donations made during *Give Where You Live* be distributed?

Your organization will receive a check from the Kearney Area Community Foundation representing all donations received by your organization during the *Give Where You Live* campaign less the 2.5% fee, plus your share of the *Challenge Match Pool* as well as any prizes awarded. Disbursement checks will be sent out before January 15, 2019. NOTE: Organizations with component funds at the Kearney Area Community Foundation will have their donations deposited directly into their corresponding fund at the Foundation.

N8) What if my organization's final disbursement does not match our expected payout?

Although each nonprofit will be able to see their gifts in real time, please be aware that reconciliation must be completed before disbursements are made. Because of the number of gifts coming into the Foundation's office in a short amount of time, there may be human errors made when entering the gifts into the giving day software. We do our best to minimize these errors. Therefore, donation "reports" cannot be considered final until the nonprofit receives the final disbursement from the Kearney Area Community Foundation in January 2019. We recommend waiting to send donors thank you notes until you receive the final report because of potential errors.

N9) Why should my nonprofit organization participate?

Because *Give Where You Live* is an opportunity to . . .

- Raise funds for your organization.
- Cultivate new donors.
- Educate community members.
- Reinvigorate lapsed donors.
- Build your online fundraising skills.
- Raise awareness about your organization.
- Convert check writing donors to online donors.
- Demonstrate a united, collaborative nonprofit community.
- Receive matching funds and prizes during the event.
- Reach a younger audience.

N10) Is the Kearney Area Community Foundation charging organizations to participate?

No. There is no fee for your nonprofit to participate in *Give Where You Live* and there is also no fee taken out of your nonprofit's share of the *Challenge Match Pool*!

N11) What support will the Kearney Area Community Foundation be giving participating organizations?

The Foundation will be marketing the program to a wide audience, utilizing advertising and media partners to promote the event; however, it is the responsibility of each participating organization to contact its existing donor base as well as any new donors your organization wants to engage. In partnership with CiviCore, the Kearney Area Community Foundation will provide videos, templates and advice in [Resources](#) to educate your organization.

- N12) How can I help make the day a success for my organization and our community?**
Promote! Promote! Promote! After registering your organization online, please visit the [Resources](#) section for information on planning your organization's campaign. If you are not currently on social media, set up accounts for your organization now. Follow the Kearney Area Community Foundation on Facebook, Instagram and Twitter (@KearneyGives) for timely updates and prepare to have fun on December 6! Your creativity and energy will help make it a success.
- N13) When can my organization promote the event?**
We encourage your organization to begin heavily promoting after November 1 using avenues such as Facebook, Instagram, Twitter, email, newsletter and direct mail campaigns. However, you can begin promoting the event as soon as you wish. Promotional vehicles used by participating organizations will be at the organization's own expense.
- N14) Can my organization host a special event?**
Yes! We encourage you to plan an event, partner with other participating nonprofits, or connect with a local business to raise awareness about giving to your organization through *Give Where You Live* on December 6. To learn more about hosting a community event, please see Giving Destinations in [Resources](#).
- N15) How do I view donor information?**
Participating organizations can access a donation report by logging into your administrative CiviCore account by logging in at <https://givewhereyoulive.civicore.com/admin> and click on your organizations page. Click the 'Donation Information' tab. Adjust the information displayed by showing or hiding donation information in the dropdown menu on the right of the screen. By clicking the 'Export' button on the lower right side of your screen. You'll be prompted to open this document as a downloaded file. For more help, contact Laurel at (308) 237-3114.
- N16) Can an organization track donations?**
Yes. Organizations can track donations and have access to donor names and contact information, unless the donor chooses to make an anonymous contribution. As host of *Give Where You Live*, the Kearney Area Community Foundation will also receive contact information for donors who participate in *Give Where You Live*. This information is used to thank the donor for participating, provide the option to opt-in to receiving future notifications from the Kearney Area Community Foundation, and to notify the donor of future *Give Where You Live* activities.
- N17) Do I need to issue tax receipts to my donors?**
No, donations made online through CiviCore with a credit card will be receipted electronically with an email from the Kearney Area Community Foundation. All other *Give Where You Live* donations will be receipted by the Kearney Area Community Foundation; however, we do encourage you to send a "thank you" note to your donors after the final report is released in

January letting them know how much you appreciate their gift and how you will use their donation!

N18) Disqualification/Fine Print

The Kearney Area Community Foundation reserves the right to disqualify any community benefit organization from participating in the event and/or receiving *Challenge Match Pool* dollars at any time before, during or after the event, if, in its sole discretion, it believes that there has been a breach of these rules and/or deception on the part of the organization.

The Kearney Area Community Foundation can modify any restrictions or conditions if, in the sole judgment of the Board of Directors, such restriction or condition becomes unnecessary, incapable of fulfillment or inconsistent with charitable needs of the community. As such, the Kearney Area Community Foundation reserves the right to deny or condition the distribution of prizes and grants if, in the judgment of its Board of Directors, such restriction or condition becomes necessary.

The Foundation makes no warranties or representations as to the success of *Give Where You Live* or of any individual participant and in no way, directly or indirectly, guarantees any results or the amount of donations.

For a full list of guidelines, please visit the “Participation Guidelines & Liability Disclaimer” located in the [Resources](#).

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