

Requirements for Charities in the State Employee Workplace

Important Fact Sheet for State Agencies, University System Organizations and Charities

BACKGROUND

Title 1, Chapter 35 of the State of North Carolina's Administrative Code spells out the rules for how state agencies and university system organizations can fundraise for charities.

The State Employees Combined Campaign, created in 1984, is outlined in Chapter 35 as the only campaign in the state employee workplace and the only one that is authorized by the state for payroll deduction.

CHARITY EVENTS/FUNDRAISERS/SOLICITATION IN THE STATE WORKPLACE

WHAT IS ALLOWED?

If and when a group of state employees, with approval from their Agency Head or University Chancellor, desires to conduct a charity-focused event as a means to empower employees and engage with (a) charity/charities, that group may plan and run these events **ONLY** for SECC-approved charities and **ONLY** if these events are disclosed to and approved by the SECC.

Outside of the above outlined SECC-approved events, no charity, including SECC charities, may solicit state employees at their workplace or enter the state workplace to solicit or plan an event/fundraiser, including email to their workplace email address.

State employees must be the ones to initiate the request for (a) charity-focused event/fundraiser and they must work within the rules of the State of North Carolina, and following approved operating procedures of the SECC.

The approved (by State Chair and State Advisory Committee) Operating Procedures for SECC Charity Events can be obtained from the SECC office.

What can state employees do to plan a charity event?

Talk with SECC staff about the event before setting anything in stone to ensure it will be in compliance with the rules and the approved operating procedures.

Do the funds raised need to be given directly to the SECC?

Yes. This is outlined in the Operating Procedures that were approved by the SECC Chair and the State Advisory Committee. The donations will be treated as one designated contribution, classified as an event.

Will there be an administrative fee?

Yes. The monies will be treated as a single event contribution and 10% will be deducted.

Why aren't charities allowed to approach us in the state employee workplace, even if the event will ultimately be somewhere else?

Planning a charity event is considered campaigning, and the SECC is the only one permitted in the state workplace.

Why do state employees have to get charity events approved?

The existing rules are in place to protect the state workplace and its employees. Working through the SECC helps to ensure accountability and fairness.

What CAN approved SECC charities do to promote themselves to state employees?

- Share that you are an approved SECC charity on all of your existing communication methods – newsletters, websites especially and share your SECC code. Example: Did you know that we are an approved SECC charity for YEAR? If you are a state employee, designate us (Code #####) to receive your SECC gift.
- Talk-up the fact (to your board and your community/communities) that you are an approved SECC charity. Not all charities meet the criteria to participate and you should be proud that you qualify.
- Encourage your board members and other volunteers who ARE state employees to get involved in their workplace SECC as a campaign volunteer. Engaged community volunteers make the best SECC volunteers!
- Respond to the SECC's requests for charity fair participants when it will work for you. This will provide visibility and awareness for your charity. You are permitted to promote your charity and your SECC code on materials that you share with state employees. **DEMONSTRATE YOUR IMPACT ON THE QUALITY OF LIFE FOR NC**, feature NC residents who were helped or NC residents who volunteer – Better yet, if you have stories about state employees, share them at these events.

**2019-2020 MEMORANDUM OF AGREEMENT
BETWEEN THE STATE OF NORTH CAROLINA AND
APPROVED INDEPENDENT CHARITABLE ORGANIZATIONS**

PURPOSE

The purpose of this contract is to establish agreement on the operating principles for the conduct of the North Carolina State Employees Combined Campaign pursuant to, Title 1-North Carolina Administrative Code-Chapter 35.(01 NCAC 35)

PARTICIPANT

Your agency must be formally admitted to the campaign as an independent agency by a vote of the SECC Advisory Committee. Once admitted, you will be notified and this signed agreement will be valid.

CERTIFICATION OF ELIGIBILITY

The independent agency has certified that it complies with all the SECC rules and regulations including eligibility criteria. If there are exceptions, it is the responsibility of the agency to disclose such and explain to the satisfaction of the SECC Advisory Committee the reasons for the exception when making its annual application to the campaign. The burden of demonstrating eligibility shall rest with the applicant.

The SECC Advisory Committee may elect to decertify an independent agency which makes a false certification or fails to abide by SECC rules or the law. Any agency that the Committee proposes to decertify shall be notified by the Statewide Campaign Organization of the Committee's decision stating the grounds for decertification. The agency may file an appeal to the Committee within 10 days of the notification postmark date. False certifications are presumed to be deliberate. The presumption may be overcome by evidence presented at the appeal hearing.

OTHER SOLICITATION PROHIBITED

In accordance with 01 NCAC 35, the State of North Carolina does not permit organizations to solicit in the state workplace outside of the State Employees Combined Campaign. As such, no charitable organization – including one approved to participate in the SECC – is permitted to approach state employees in the workplace to solicit donations or plan fundraising activities and events. State employees are empowered to organize and run charity events only if they are approved by the State Employees Combined Campaign. The State Advisory Committee may elect to decertify charitable organizations found to be soliciting in the state workplace outside of the SECC.

No charitable organization shall engage in any solicitation activity independent of the State Employees Combined Campaign at any state employee work site, except as a participant in the State Employees Combined Campaign and in accordance with 01 NCAC 35. The prohibition does not include Red Cross-sponsored Bloodmobiles or employee association solicitations.

CAMPAIGN LITERATURE

Statewide SECC materials and publicity are approved by the State Chair and designed to not favor one agency or federation over another. The statewide giving guide allows duplicate listings only where deemed necessary by the State Advisory Committee for geographic listing purposes. ***Each charitable organization admitted to the State Employees Combined Campaign must ensure that any materials shared with state employees at SECC events and meetings shall not solicit direct donations.*** Participating charities may promote their services and programs, customize materials/information to speak to the interests of state employees, and provide the SECC designation code on these materials.

ACKNOWLEDGMENT OF CONTRIBUTIONS

Prior to March 15, 2020, each participating independent charity and federation will receive a list of SECC donors. This list includes SECC donors who designated a contribution to your agency and did not request to be anonymous. This list is for acknowledgment purposes only. The recipient charity/federation must ***segregate this information from all other lists of contributors and only use the lists for acknowledgment purposes.*** This segregated list may not be sold or in any way released to anyone outside of the recipient organization. Failure to protect the integrity of this information may result in sanctions; including expulsion from the campaign.

DISTRIBUTION OF CONTRIBUTIONS

The Statewide Campaign Organization shall disburse contributions at least quarterly, beginning in April 2020, to each participating independent agency. The SECC Advisory Committee may discontinue distribution of funds to any charitable organization that ceases to comply with the criteria and procedures set forth in 01 NCAC 35. The remainder of the agency funds shall be distributed as the SECC Advisory Committee may designate.

In the event that a charitable organization or any of its directors, officers or employees are the subject of any investigation or legal proceeding by any federal, state or local law enforcement authority based upon its charitable solicitation activities, delivery of program services, or use of funds, the organization must disclose the same to the SECC within 10 days of its learning of the investigation or proceeding. It must also disclose within 10 days the outcome of any such investigation or proceeding.

DISTRIBUTION OF UNDESIGNATED FUNDS

Any monies not designated to a participating charity or federation by SECC donors shall be deemed undesignated funds. Undesignated funds shall be distributed to approved independent organizations and federations based on its percentage of total designated funds during the current campaign year.

CONCLUSION

Violation of 01 NCAC 35 or law by a participant organization may result in the decertification of the organization. The organization shall be given notice of and an opportunity to be heard prior to any action being taken by the SECC Advisory Committee. Any organization that is dissatisfied with the determination of its decertification may file an appeal to the Committee within 10 days of the notification postmark date. An organization who is dissatisfied with the appeal determination of the Committee may commence a contested case by filing a petition under G.S. 150B-23 within 60 days of notification postmark date of the Committee's decision.

This Memorandum of Agreement shall begin on March 1, 2019 and expire on March 1, 2020.