

USE & ELIGIBILITY OF THE NAACP COLLECTIVE ACTION FUND
AT THE TIDES FOUNDATION

Intent of the Fund: To make it possible for NAACP units to raise funds locally for projects which meet the goals of the national NAACP and which are eligible charitable activities for a 501(c)(3) non-profit organization.

Beneficiaries of the Pilot Program: In year one, a limited number of NAACP state/area conferences and local branches will be able to participate in a pilot program. The intent is then to expand the use of the fund based on experiences in year one. State/area conferences and local branches will make application to participate. No more than 28 branches and conferences will be chosen to participate in the pilot.

Eligibility and Application: To apply for the pilot, state/area conferences and branches will complete and sign the Setup Form. As part of this, they must establish via a written narrative that there is capacity to not only raise funds but also to accomplish the project for which funds are being raised. This includes how they will deploy volunteers, meet donor expectations, and ensure that the project is well run. **Applications are due by December 7, 2010.** No applications will be accepted after this date and all applications must be submitted electronically to pedme@naacpnet.org. Branches must submit applications simultaneously to their state conferences and the national office. Applicants will be informed by December 20, 2010 as to whether they were chosen for the pilot.

How Units Are Chosen For The Pilot: The Membership and Units Committee will review the applications and will designate which state conferences and local branches are chosen from those that apply. They will use the following criteria to make their decision:

- relevance of the proposed project to national NAACP goals;
- existing experience and activity in the area for which funds are being raised;
- office and staff or dedicated volunteers sufficient to implement the project for which funds are being sought;
- prior demonstrated fundraising capacity;
- active state conference with requisite number of units; and,
- in good standing (including but not limited to all reports and assessments completed);

When reviewing local branches, the committee will use the same criteria, omitting the requirement for an active state conference and adding:

- an active and effective membership with a previous history of engaging in relevant volunteer and programmatic activities.

Size of contributions: No single contribution to the fund may be less than \$2500.

Cost Structure and Fiduciary Duty: The Tides Foundation will charge 3% on all funds raised for administration of the Fund. Because the ultimate fiduciary duty rests with the Tides Foundation, all final grant making decisions are the responsibility of the Tides Foundation.

National Office Pilot Support: The national office will:

- Provide a one stop liaison with the Tides Foundation which participating units can reach out to in order to seek clarity or information on any administrative elements. This person is Paula Edme, who is also the Fund Advisor. Ms. Edme can be reached at (212) 626-6402 or at PEdme@naacpnet.org.
- Provide staffing support to help with local fundraising strategy including working with Tides and other allies to set up regional funder briefings.
- For those state conferences and branches not participating in the pilot, the national office will remain very supportive of pass through needs.