

United Way of Tri-County Memorandum



Date: 8 /16/2017
To: All United Way CEO's & Campaign Directors
Cc: file
From: Paul L. Mina, President & CEO
RE: Dates for the 2017 TJX National Giving Campaign
Priority: Important

The 2017 National TJX Giving Campaign for the United Way will run from October 2nd to October 20th. Campaigns will be conducted in all *T.J. Maxx, Marshalls and Homegoods* locations. Store managers and distribution center campaign coordinators will receive their campaign instruction packets by September 29th. Each location will receive its own TJX/United Way branded material, pre-printed personalized pledge forms and full instructions on how and when to conduct their local campaign. **Please contact the store managers in your area to offer assistance with the campaign** (please note that while store managers are encouraged by the company to seek assistance from their local United Way the decision ultimately resides with the store manager). If allowed, Local United Ways are urged to provide technical assistance and support, as well as United Way and or local agency speakers for in-store presentations. DO NOT USE LOCAL PLEDGE FORMS AS ONLY THE PRE-PRINTED FORMS PROVIDED WILL BE HONORED BY THE COMPANY.

Other things you should know:

- Contact store managers after September 29th to offer your assistance.
- In an effort to promote United Way in the communities where TJX employees live and work across the country, we are including a generic United Way DVD that was created with the company's approval for use by store managers and ECM's.
- The company does not allow us to share detailed donor information with local United Ways. All donors are thanked and receipted by the UWTC in a generic fashion.
- Campaign related questions by the local United Ways or store managers are to be directed to Paul Mina, President United Way of Tri-County at 888-811-3291 ext. 4824 or at paul.mina@uwotc.org.
- Campaign results will be available after January 29, 2018. The fastest way to obtain your campaign information will be to access our web-site at www.uwotc.org. Simply click on the **Campaign Tab** and then the **TJX Results** button and log in to see your results. (If you do not have login credentials from last year, you may request them from this page.) Results will be listed under your Giftlink Number.

- Please do not request campaign totals from your local store managers as site totals raised do not reflect shrinkage, designations or administrative costs.

Please Do Not Bill, Mail or Call the Company

- Your United Way's organization number is already attached to each store site in your area through UWW'S *Giftlink* database. Therefore, all ***undesignated dollars raised in your area will be paid to your United Way by default*** less 19% fundraising and administration fee and actual shrinkage by location).
- United Way of Tri-County pays out all designations to National Alzheimer's Association, American Red Cross Disaster Relief Fund and The National Domestic Violence Hotline.
- In accordance with the *NPC Policy for Reporting Total Resources Generated to UWW and in accordance with the standard M where raised policy, local United Ways will be responsible for recognizing all revenue raised in TJX Company stores within their catchment areas.*
- The TJX Companies do not make corporate contributions to store site United Way organizations.
- For internal security reasons the company does not allow contributions by credit card.
- The United Way of Tri-County receives a 19% fundraising and administrative fee to manage this national effort which includes reimbursement for the following:
 1. Planning and designing the annual campaign.
 2. Printing of 249,000 personalized pledge packets, posters, Campaign DVDS, letters and written communications to TJX and United Way locations across the country (nearly 3000 locations).
 3. Fielding all phone and e-mail questions and requests year-round (we are the point of contact for all TJX sites and the United Way system).
 4. Processing all pledges and designations.
 5. Collection and distribution of all pledges.
 6. Final reporting to the company and to United Ways.
 7. Delivery of payroll deduction results suitable for payroll system electronic uploading to the company.

The administration fee is for the ***total operation*** of the national campaign, not just for pledge processing. With national participation under 31%, the potential for growth in this retail campaign is significant, so please make every effort to assist your store manager.

Payments on the 2017 Campaign will be made to local United Ways no later than June 30th of 2019.

Shrinkage is determined by location and reflects the actual amount collected at your sites.

This and other campaign information will be available on our web-site for your convenience at www.uwotc.org

GOOD LUCK AND THANK YOU FOR YOUR SUPPORT!