

United Way of Central New Mexico Funding Strategies

Social Action and Non-Discrimination Policies

UWCNM Social Action Policy

Our mission is: "Helping Those Most Vulnerable." To fulfill that mission, United Way of Central New Mexico:

- ◆ Helps people by meeting needs
- ◆ Responds to social needs, but does not advocate social change
- ◆ Brings people together to address needs and issues that are supported by the majority of the community

At UWCNM, we are in the passion building business. We believe that people should be able to direct their donations to those issues and organizations which matter most to them. Yet, within our community and throughout the country there are, and will continue to be, social change issues about which people have a serious division of opinions. To address this dilemma, UWCNM has developed this Social Action Policy. Donors may individually designate their gifts to any nonprofit organization, anywhere in the world. This enables donors to fund their passions, whatever those passions may be. However, within the Community Fund, where donations are a mix of funds from multiple donors, United Way cannot and should not fund programs which side with one set of donors over another.

United Way of Central New Mexico, through its Community Fund, is in the role of meeting existing/emerging needs, not in advocating for or aligning with social change issues. Because some issues are divisive, when agencies/groups in our community deal with emotional social change issues and vie for the public's interest to win support for their views, United Way has a responsibility to clearly step away from that arena. There is a distinct difference between advocating a social change philosophy and evaluating and funding needed critical services. One concerns itself with a judgment as to moral right and wrong, while the other concerns itself only with helping people. United Way's only purpose is to help people.

United Way performs its role by enlisting community support, raising needed funds and then distributing those funds through a local citizen review process to participating charities. For United Way to enter such arenas of controversy would not do justice to United Way's multiple participating charities that depend on United Way to raise funds to support critical services for people in need. Our role is to bring people together to improve our community. To invite controversy into the Community Fund is to risk the very existence of this important fund. Since donors can direct their donations to any nonprofit in the world, it is better to leave the Community Fund to do the work of helping the most vulnerable people in central New Mexico.

The Community Fund is the only service at United Way that is affected by the Social Action Policy. All other services [agency designations, 2-1-1/ Information & Referral, Gifts in Kind, services offered by The Center for Nonprofit Excellence, etc.] are available to all central New Mexico nonprofit organizations.

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It is United Way's intent to continue to take an aggressive and active leadership role in solving our community's most pressing social service problems. That role is one of facilitator, mediator, fund provider, and initiator of new services and solutions. Regardless of individual positions on social change issues which will always be present, United Way invites all to join together in a cooperative effort "To Help Our Community Help Itself" and never allow this United Way to be pulled into any social change controversy that should and must be resolved elsewhere.

UWCNM Non-Discrimination Policy

United Way of Central New Mexico and agencies receiving UWCNM Community Fund dollars must adhere to laws which provide equal opportunities to all persons regardless of race, color, creed, religion, national origin, gender, age, disability, veteran status, citizenship status or any other protected classification. These laws require equal treatment of employees in recruiting, hiring, training, advancement, compensation, benefits or any other conditions of employment. In addition, the spirit of these laws extend to program services funded by United Way of Central New Mexico's Community Fund.

The Non-Discrimination Policy applies to program services rendered to clients, not program target populations. The Priority Focus Area grant application specifically requests a definition of a program's target population. Logically, no program will be able to serve all populations and must therefore delineate the target population by some defining characteristics. This is not a violation of the Non-Discrimination Policy. Programs that require clients to alter their personal character to receive services are a violation of this policy and cannot, therefore, receive a Priority Focus Area grant.