WHERE RAISED REPORTS FAQ

Below you will find a list of "Frequently Asked Questions" along with answers that we hope you will find helpful.

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**1. Why don't I have access to the "Where Raised Reports" for ALL GCL Campaigns?**

Currently, you will only find reports for those GCL Campaigns that are being managed by FrontStream and are using FrontStream's Campaign Management tool to manage their workplace giving campaigns.

**2. What if I share a zip code with another United Way?**

If a donor's "Where Raised Zip Code" is a zip code shared by more than one United Way, the system will automatically calculate the percent of the pledge to be applied to those United Ways affected. The summary data that you see displays the applied pledge amount based on any percentage splits. This means that dollar amounts you see depend not only on the size of the gifts, but also the percentage of that donor's zip code allocated to your community.

When you download the data, you will see a column for 'Donor Total Pledge Amount' and another for 'Donor Applied Pledge Amount'. The 'Donor Applied Pledge Amount' field will tell you what portion of the total pledge amount your United Way can count towards your "Where Raised" total for that campaign.

**3. How are individual donors aligned to my community?**

Every donor is aligned to your community by following two simple rules:

* The company can provide specific where raised zip codes for each individual donor. We call this a where raised zip code override. If provided, we use this zip code for alignment.
* Otherwise, we look to see how the company asked for donors to be aligned - by home or work address - and use the corresponding zip code.

In some cases, donors may not have a where raised zip code. At the end of the campaign, FrontStream works with each company to align as many of these donors to their appropriate communities as possible. In some cases, there is simply not enough information to align these donors.

**4. What is the difference between "Restricted" and "Unrestricted" dollars?**

To calculate Where Raised Reports, FrontStream defines "Unrestricted" dollars as those that have been designated to a United Way and/or its' Impact Areas (also commonly referred to as Focus Area, Service Areas, or even Targeted Care Areas and Vision Councils). "Restricted" dollars are defined as dollars designated directly to agencies within or outside of your United Way's Community/Service Area.

**5. Why are the totals in the "Where Raised Reports" different from the totals the Company gave me?**

There are many possible explanations for why the totals might be different. The "Where Raised Reports" provided online are based on how the campaign is structured. More specifically, calculations are based off of the provided 'Where Raised Zip Code', it is possible the company has calculated your local total differently. Also, there is a possibility that not all donors are aligned to a United Way and/or have been included in the online tools.

**6. Why don't I see detailed Donor information when I download the data?**

In every case, the Company determines what Donor information can and cannot be shared based on their internal rules. Be sure to reference all related Campaign Notes.

**7. How is my Community/Service Area determined?**

Your United Way "Community/Service Area" is determined based on the zip codes which are aligned to you in the Giftlink, maintained by United Way Worldwide.  FrontStream checks for Giftlink updates monthly.  However, it is important to note that the company provides us with the 'Where Raised Zip Code' used for reporting. This can be either a donor’s home or work zip code, dependent on company preference.

**8. What are "Campaign Notes"?**

"Campaign Notes" are used in cases where additional explanation is needed to understand the way in which a campaign has been structured, reported and/or distributed. In many cases, Campaign Notes are not relevant.

**9. How are split zip codes handled?**

FrontStream online “Where Raised Reports” fully respect any percentage splits as defined in the United Way Worldwide Giftlink file.

The summary data that you see displays an applied pledge amount based on any percentage splits. This means that dollar amounts you see depend not only on the size of the gifts, but also the percentage of that donor's zip code allocated to your community.

When you download the detailed information from the Where Raised reports, you will be provided the original total pledge amount and the amount applied to your community based on Giftlink.

**10. When can we expect “Where Raised Reports” to be available?**

FrontStream works with Companies and their Account Managers to provide campaign results as early as possible. Where Raised Reports will be made available upon the close of a campaign and approval from the individual Companies.