



QC Dividend Program Overview

QC Dividend Program

The QC Dividend Program promotes corporate philanthropy by recognizing and honoring companies that donate at least 1 percent of their pre-tax earnings to charitable organizations.

In April of 2023, multiple Quad Cities companies launched this program during United Way Quad Cities' "Generosity Dividend Event" to recognize and encourage charitable giving in Scott and Rock Island counties. The commitment of QC Dividend participants serves as an example to other businesses, both here and around the globe, and sustains the Quad Cities spirit of generosity and sense of community.

Qualifying companies have an operating presence in Scott or Rock Island counties and donate cash or in-kind donations, including pro-bono services, and/or employee paid volunteer time. QC Dividend companies receive recognition on the United Way QC website and at its annual spring event.

The Dividend program will be a great reflection of our Quad Cities spirit of generosity and sense of community.

We ask that participating companies re-enroll each year to make sure we have the most accurate information. There is no obligation or cost to participate in the program.

Support the QC Dividend Program. Your investment is used to offset program and operating costs. Donations are tax-deductible and counts toward QC Dividend qualification. Suggested donation amount is \$250.

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About the QC Dividend Event

This annual event celebrates the Quad Cities tradition of corporate social responsibility, philanthropic giving and the strong tradition of corporate giving. The event will also recognize three Quad Cities companies in the small, mid, and large-sized categories for their innovations in giving. Members of the program give at least one percent of their pre-tax earnings to QC charitable organizations and are acknowledged for their outstanding giving programs at this event.



Enroll in the
QC Dividend Program

Learn how you can be a part of lasting change
at UnitedWayQC.org/dividend-program.

QC Dividend Program Overview

The QC Dividend Program recognizes companies that donate at least one percent of their pre-tax earnings to the community. In partnership with United Way, multiple QC companies are launching the program to recognize charitable giving and set an example for other QC businesses. The commitment of the QC Dividend participants promises to sustain the Quad Cities spirit of generosity and sense of community.

The QC Dividend Program fulfills its mission by:

- ▶ Attaining recognition from peers and community
- ▶ Institutionalizing and leveraging a culture of community involvement and corporate giving
- ▶ Promoting standards for corporate giving through a percent-giving formula

Does my company qualify?

Any company or professional association with an operating presence in the QC qualifies. Qualifying calculations (based on previous year's giving) may include any combination of contributions to 501(c)3 organizations:

- ▶ Cash contributions (including securities and real estate)
- ▶ In-kind donations (products or services)
- ▶ Employee volunteerism (during normal business hours)

A Giving Level Worksheet is available to help determine if a company qualifies.

(This is for your use only. Please do not return to us.)

How does my company get recognized?

QC Dividend Participants join a group of businesses that are leaders in the community and in their industries. They set an example that motivates other companies to participate. Dividend participants get recognized throughout the year:

- ▶ Company name listed on the QC Dividend web page
- ▶ Dividend participants recognized at annual Recognition Event each year
- ▶ Company recognition in local media magazines

How much does it cost to join?

It's free!

How do I sign up?

You can enroll online at unitedwayqc.org/dividend-enrollment. Complete the Giving Level Worksheet to determine your level of giving.

(This is for your use only. Please do not return to us.)

Call 563.344.0321 if you have questions or need further assistance with enrollment. We ask that participating companies re-enroll each year to make sure we have the most accurate information.

QC Dividend Enrollment

The Dividend Program is operated on the honor system. No proof is required, just complete our enrollment form if your organization has determined it qualifies. You may use the Giving Level Worksheet for your convenience.

Instructions for Completing the Enrollment Forms

Participant Information

- ▶ Company Name: List the company as you wish it to appear on official communications or publicity.
- ▶ CEO/Primary Contact: Please provide the name of the CEO or the person who should be contacted for information about Dividend participation and the company's giving practices (if different from the chief executive).
- ▶ Communication Contact: Please provide the name of the staff member who oversees the company's external and internal communication efforts.

Recognition Qualifications

Based on your calculations, select either 1%, 3% or 5% giving. A giving percentage greater than 1% but less than 3% should be listed as 1%, a giving percent of greater than 3% but less than 5% should be listed as 3%; a giving percent over 5% should be listed as 5%.

A Giving Level Worksheet is provided to help determine your percentage of giving. *(This is for your use only. Please do not return to us.)*

- ▶ Contributions can be made to charities, projects and organizations generally listed under the IRS Code Section 501(c)3 or equivalent charitable purposes.
- ▶ The percentage target for corporations is based on domestic, pre-tax net earnings from the company's income statement. If the company calculates earnings by location, you may use local pre-tax earnings for this purpose.
- ▶ A rolling three-year average may be used for firms with wide swings in their business cycle as long as this method is consistently applied. Companies in certain industries, such as banks, insurance companies, utilities and branches of divisions of national companies doing business in the QC, may use customary business accounting methods to achieve the one, three or five percent target.
- ▶ Contributions by affiliated foundations, whose major asset is the company's stock, are eligible.
- ▶ For closely held businesses, service corporations and partnerships, a combination of personal and business contributions is allowed.
- ▶ As a general rule, combined giving should be the equivalent of one percent or more of pre-tax earnings before deducting the principal owner's salary or partnership salaries and distributions.
- ▶ Companies wishing to include employee volunteerism as in-kind contribution may do so to the degree that the company is giving away something of value. Employee volunteerism hours that qualify should:
 - Be calculated based on volunteer work that is conducted on the company's time
 - Be calculated using actual cost or using the national average hourly rate of \$31.80. (source: Independent Sector, Do Good Institute.)

Organization Profile

Select only one box in each section that best describes your organization.

Voluntary Contribution

Participation in the QC Dividend Program is free of charge. The program is operated by the United Way Quad Cities. If you would like to make a voluntary contribution to the QC Dividend Program to help offset the program and operating costs, you may do so upon completion of your enrollment form. Your contribution is tax-deductible and counts toward Dividend qualification.