

2009 CFC Brochure Information

Sample Charity listing as it appears in CFC brochure:

11405 ABC Charity (Alpha-Charity) (800) 555-5555 www.abccharity.org EIN#12-3456789 ABC
Charity attacks the causes of hunger and poverty by promoting effective and innovative
community-based solutions that create self-reliance, economic justice, and food security.
15.8% P, S, K

To submit your brochure information:

1. **REPLY** to the email sent to you, this will enable you to fill out the form.
2. When you're done, simply click "**SEND**" and the data will be automatically updated.

INSTRUCTIONS TO EACH FIELD ON FORM

RETURNING 2008 CFC PARTICIPANTS: The form has been pre-filled with the brochure information included in the 2008 CFC, you may update or do nothing if you wish information to remain the same.

The federation staff may contact you regarding any edits we feel may help enhance your brochure listing.

1. **CFC Code:** 5-digit CFC code assigned to your organization once admitted. If you are a first time applicant this will be blank. This field cannot be edited.
2. **DBA:** If your organization is legally authorized to "do business as" a name other than that listed on your IRS letter, you can be listed under that name in the CFC, ONLY if we have the paperwork to show this.
3. **Legal Name:** Name listed on your IRS determination letter.

NOTE: If your name begins with "American Friends of," "National," or "International," you can reverse the order in which your name is printed in the brochure. For example, "National Organization for Cancer Patients" can be listed as "Cancer Patients, National Organization for."

Why would you do this? Because **CFC donors use NAMES of charities to find ISSUES they want to support.** Donors looking to support cancer charities will browse the alpha section looking for names that begin with 'Cancer'. They often do not visit the alpha section of names that begin with 'National'. In fact the 'National' alpha section lists hundreds of charities, so many that most donors just skip right over it.

4. **Public Phone:** Phone number which may be used by CFC donors to contact your organization.
5. **Website:** Organization's website.
6. **EIN:** Employer Identification Number. Has been entered from documentation submitted with your CFC number. Field is not editable.
7. **25 Word Statement:** Include a statement of 25 words or less describing the program of the organization for listing in the brochure (**please count your statement, we reserve the right to edit any statements that are over 25 words**)

The 25 word statement is required and should describe real services, benefits or program activities the

organization provides. The statement provided by the organization should not repeat the organization's name. Do not include email addresses.

BAD EXAMPLE:

The American Association for the Advancement of Crabbiness is a national nonprofit organization founded in 1999 with the goal of promoting crabbiness around the world.
(25 words)

GOOD EXAMPLE:

One in four Israeli children goes to bed hungry each night. We feed them and break the cycle of poverty that traps them. (23 words)

GOOD EXAMPLE:

Anger kills young people on DC streets every day. We teach teens how to resolve conflict nonviolently and express feelings positively through art and music. (25 words)

8. **Overhead %:** Calculated from Form 990 submitted with your CFC application. This field is not editable.
9. **Taxonomy Codes:** We ask that you identify **up to three program categories**, in priority order, which most closely identifies the type of mission, services, and activities provided. The corresponding letters will be printed with your organization's listing in the CFC charity list to assist donors in identifying charities by type of service provided. Categories are derived from the National Taxonomy of Exempt Entities (NTEE) classification system developed by the National Center for Charitable Statistics. The 26 categories are:

A Arts, Culture, and Humanities
B Educational Institutions & Related Activities
C Environmental Quality, Protection & Beautification
D Animal Related
E Health - General and Rehabilitative
F Mental Health, Crisis Intervention
G Disease, Disorders, Medicinal Disciplines
H Medical Research
I Crime, Legal Related
J Employment, Job Related
K Food, Agriculture, and Nutrition
L Housing, Shelter
M Public Safety, Disaster Preparedness & Relief
N Recreation, Sports, Leisure, Athletics
O Youth Development
P Human Services - Multipurpose and Other
Q International, Foreign Affairs, National Security
R Civil Rights, Social Action, Advocacy
S Community Improvement, Capacity Building
T Philanthropy, Voluntarism & Foundations
U Science & Technology Research Institutes, Services
V Social Science Research Institutes, Services
W Public, Social Benefit: Multipurpose, Other
X Religion Related, Spiritual Development
Y Mutual/Membership Benefit Orgs., Other
Z Other