

# Pick.Click.Give.

pickclickgive.org

## ► About Pick.Click.Give.

Pick.Click.Give. was created by the Alaska State Legislature in 2008 to allow Alaskans filing for their PFD online to donate a portion or all of their dividend to eligible charitable and educational organizations. After a three-year pilot project, Pick.Click.Give. became a permanent part of the PFD program. The program was originally managed by the **Rasmuson Foundation** (<http://www.rasmuson.org/>). The **Alaska Community Foundation** (<http://alaskacf.org/>) took over management of the Pick.Click.Give. program in 2015. In order to maintain sustainability, 7% of all donations collected will go to program marketing, nonprofit tools and resources, and minimal program administration.

This fee is directed to The Alaska Community Foundation, which allows nonprofit organizations to participate in the statewide marketing campaign while minimizing the administrative costs otherwise associated with fundraising.

## What is the 7% Coordination Fee?

Starting in 2015, 7% of donations collected by nonprofit organizations were designated by the legislature to be used to fund the Pick.Click.Give. program. These fees contribute to the sustainability of the program while making it possible for smaller and more remote nonprofit organizations to benefit from the marketing campaign. The fee covers the cost for the statewide program marketing, nonprofit tools and resources, and minimal program marketing. See our Frequently Asked Questions for more information.

## Frequently Asked Questions for Donors

Thank you for choosing Pick.Click.Give. Please see the frequently asked questions in the following areas: Donor Information, Program Administration.

### Donor Information

#### What is the PFD Charitable Contributions Program (Pick.Click.Give.)?

Alaskans applying for their PFD online only may pledge all or part of their dividend to University of Alaska campuses, Community Foundations, and eligible nonprofits. Applicants may choose to contribute to one or more organizations using \$25 increments, up to the entire amount of the dividend.

#### Are donations tax deductible?

Yes, donations are tax deductible. All eligible organizations are registered with the IRS as a 501c3 nonprofit organization.

## Can donors change the amount of their charitable contributions to a specific nonprofit organization, or add an organization after they have filed?

Yes. Go to <http://www.pfd.state.ak.us/> (<http://www.pfd.state.ak.us/>) and select the green "Add or Change Your Pick.Click.Give. Donation" button.

You will be prompted to enter your name, social security number and date of birth. Once you click "Enter," your PFD application details will show your PCG charitable contributions to date and provide a button to "change" your contributions. Follow the prompts to add new donations. As long as the applicant has applied for their PFD online by March 31, additions, withdrawals, or adjustments may be made until August 31.

## What if my favorite organization is not listed?

You will need to make your donation directly to an organization that is not listed in the PFD online application.

## Can my child contribute part of their Permanent Fund Dividend?

Yes, each person who files online has a choice of eligible nonprofits to which they can give.

## Will my name and contact information be given to organizations I donate to?

You will have the ability, when making your pledge, to check a box that authorizes the state to send your name, contact information and the amount you give to the organization. You can remain anonymous by choosing not to disclose your information. Organizations prefer to know who has contributed so that they can share information with you about how the donations have been used and to recognize you for your generous support.

## When will the organization receive my donation?

Your donation will be paid to the organization at the same time dividends are distributed, around mid-October.

# Program Administration

## Who implements and administers Pick.Click.Give.?

While The Alaska Community Foundation (<http://www.alaskacf.org>) manages and directs the Pick.Click.Give. program, several other partner organizations are vital to its ongoing success:

- The Alaska State Department of Revenue administers the program on behalf of the Department of Revenue and makes PFD online giving possible.
- United Way of Anchorage ([liveunitedanchorage.org](http://www.liveunitedanchorage.org) (<http://www.liveunitedanchorage.org/>)) qualifies eligible organizations and disburses the donations to the organizations chosen by the donor.

- The Foraker Group ([forakergroup.org](http://www.forakergroup.org/) (<http://www.forakergroup.org/>)) manages outreach to the Alaska nonprofit community, including support via phone, internet, mail, email and training sessions.
- Rasmuson Foundation ([rasmuson.org](http://www.rasmuson.org/) (<http://www.rasmuson.org/>)), along with other private and institutional funders, promotes a statewide media and communications campaign that encourages Alaskans to give through Pick.Click.Give.

## What is the 7% Coordination Fee?

Starting in 2015, 7% of donations collected by nonprofit organizations were designated by the legislature to be used to fund the Pick.Click.Give. program. The fee covers nearly 50% of the cost for the statewide program marketing, nonprofit tools and resources, and minimal program administration. These fees contribute to the sustainability of the program while making it possible for smaller and more remote nonprofit organizations to benefit from the marketing campaign.

During the summer of 2013, participating nonprofit organizations were surveyed and the overwhelming majority of nonprofit organizations stated that statewide coordination was essential to their own PCG success, and assessing a fee to organizations as a percentage of funds raised was the most fair and equitable method. In 2014, the Alaska State Legislature ratified this concept and it became a permanent part of the program. These fees are collected by the PFD Division and transferred to The Alaska Community Foundation to help support the statewide campaign, provide support to the participating nonprofit organizations, and administer the program.

Donors will be credited for 100% of their tax-deductible contribution, and the 7% fee is assessed at the aggregate level, allowing nonprofit organizations to participate in the statewide marketing campaign while minimizing the administrative costs otherwise associated with fundraising. For an example, if a nonprofit organization receives contributions from hundreds of donors, they only need to process a single transaction instead of managing each check individually.

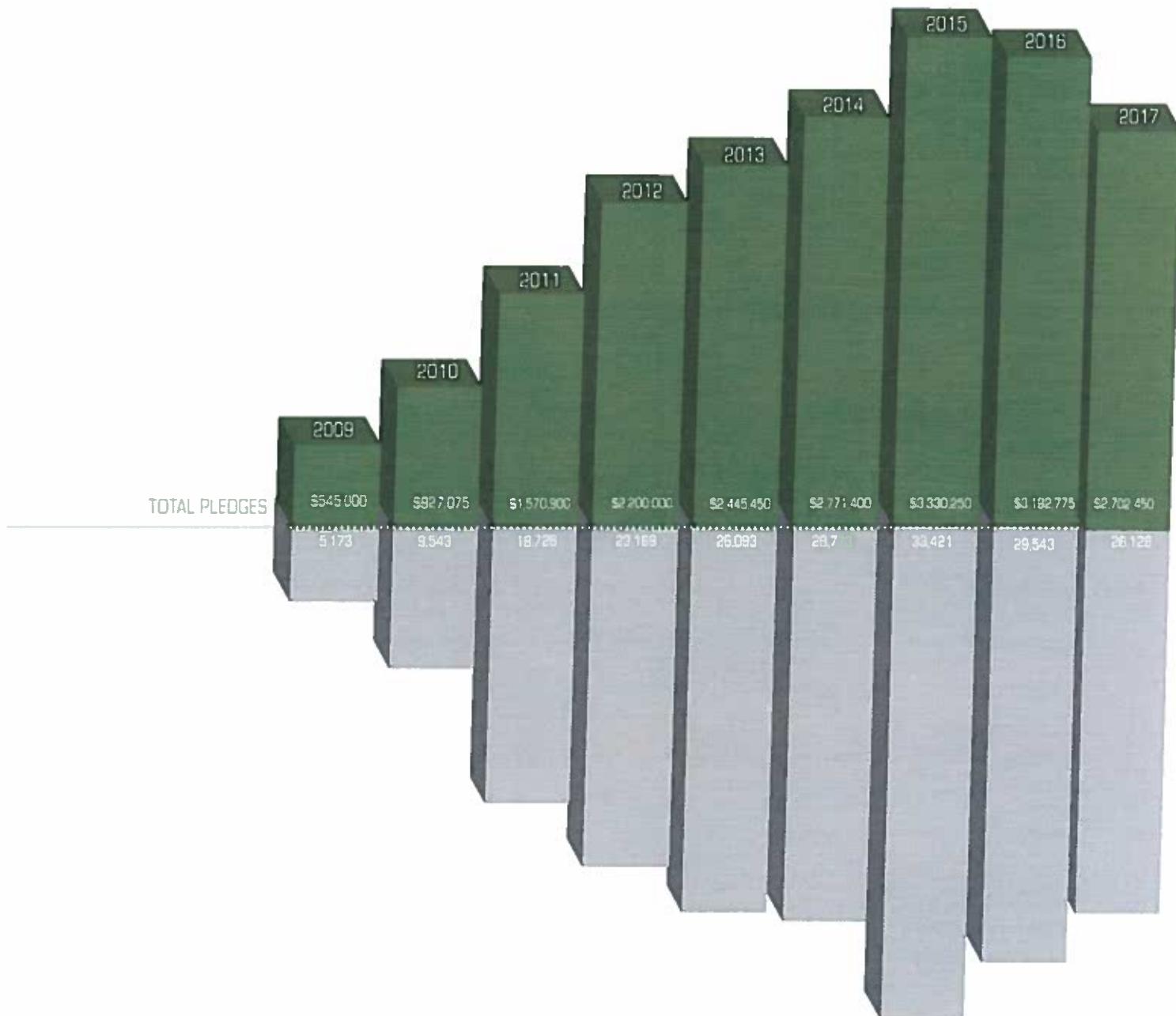
## How do nonprofits qualify for Pick.Click.Give.?

All qualifying organizations must:

- Identify as a charitable organization, educational organization, or community foundation
- Officially apply for program inclusion no later than March 31 before the qualifying year
- Have qualified for tax exempt status under 26 U.S. Code 501(c)3 (Internal Revenue Code) as a charitable or educational organization during the two calendar years that immediately precede the year the application is filed (*this means you must have achieved 501(c)3 status on or before December 31, 2016 to qualify for entrance into the 2019 program.*)
- Unless federally exempt, have a current Internal Revenue Service Form 990 on file with the IRS, or, if the IRS has granted a filing extension for the current year, have on file that form for the immediately preceding year
- Be directed by a voluntary board of directors or local advisory board whose majority of members are residents of the state of Alaska
- Have provided in-state aid or services during the two calendar years that immediately precede the year the application is filed
- Have received at least \$100,000 or 5% of its total annual receipts (whichever is less) from charitable contributions. Please note: federal or state grants do not count towards charitable contributions
- Have completed and provided a financial audit with an unqualified opinion conducted by an independent certified public accountant for the fiscal year to which the IRS Form 990 requires. This requirement applies only

to organizations whose total annual budget exceeds \$500,000 during the fiscal year to which the IRS Form 990 applies.

- Not make grants or contributions to an organization that is exempt from taxation under 26 U.S. Code 501(c)4 or 501(c)6



**Pick.Click.Give. - The Permanent Fund Dividend Charitable Contributions Program**

3201 C Street, Suite 110 Anchorage, AK 99503 Tel: (907) 249-6616

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