

2145 – Fundraising and Gift Solicitation

PURPOSE

Provide guidelines to staff and volunteers of Barton Community College (College) and the Barton Community College Foundation (Foundation) to assist with the identification, cultivation, and solicitation of financial gifts through fundraising efforts. Guidelines apply to individuals, civic organizations, foundations, and corporations for the benefit of the College and to the Foundation for programs, capital projects, scholarship programs, and/or other college-related activities.

SCOPE

The Foundation solicits, receives, and stewards gifts and donations to the College. The Foundation, as a 501(c)3 tax-exempt organization, has been designated as the official fundraising and advancement arm for the College.

The Director of Athletics solicits and stewards gifts and donations specific to athletic programs at the College while the Business Office receives and receipts the gifts. Occasionally, the Foundation can accept and steward gifts to Athletic programs and projects.

The Barton Director of Grants identifies grant opportunities in conjunction with other members of the College system, coordinates application and acceptance, and assists in compliance activities for grants of all sizes to the College.

Faculty, staff, and administrators at the College are encouraged to pursue fundraising activities to support the College. The College recognizes that fundraising is an important avenue for supporting the institution's organization or charitable activities, athletics, and recognized student organizations.

OBJECTIVES

The policy serves to increase College-wide communication and align practices pertinent to fundraising and gift solicitation. Guidelines include:

- Ensure fundraising activities advance the mission of the College and align with the strategic priorities and initiatives
- Avoid duplicate fundraising efforts
- Avoid multiple solicitations of gifts to the same donor(s)
- Ensure proper accounting for all funds and gift receipts by the College
- Ensure compliance with the Internal Revenue Service rules and regulations

A coordinated effort is vital for both the advancement of the College's mission and the continuation of favorable donor relations. It is expected that all employees of the College will comply with this policy and established procedures.

PROCEDURES

Solicitation

In addition to regular Foundation fundraising activities, the College acknowledges that athletics or student organizations may seek external support for organizational goals. However, students and organizations must understand that the College benefits significantly from the ongoing generosity of

College alumni, parents, friends, and community members, including businesses. Therefore, all fundraising activities must be coordinated with the Foundation to avoid conflict with institutional priorities and College or student activities.

Staff and faculty wishing to ask an individual, organization, or corporation for a gift must use the **Fundraising Authorization form** and receive approval from the Executive Director of Institutional Advancement (EDIA) prior to making any solicitation or hosting any fundraising activity. This includes solicitation of food, door prizes, gift bag fillers, etc. Any requests made by student-led groups must be submitted by the group's staff or faculty sponsor.

The EDIA will advise faculty and staff of any potential conflicts. If the request is not advisable, the EDIA may ask that the solicitation effort be modified, postponed, or canceled. If there is a disagreement over a specific planned request, the President or his/her designee will make a final decision.

The name and/or logo of the College or Foundation may not be used in any fundraising activity and/or gift solicitation without the approval of the EDIA, Chief Communications Officer, and/or the approval of the President.

Solicitations, sales, and fundraising activities by external groups in the College's facilities are strictly prohibited unless permission is given by the President or his/her designee. College employees are permitted, within reason, to solicit for other nonprofit, charitable causes on an individual basis, but no employee is obligated to personally support any solicitation. Such solicitations should only be made via the "Barton Classifieds" email group, as employees are allowed to "opt-in" to private solicitations and sales.

Any College group soliciting contributions from the community shall observe blackout periods to avoid conflicts with regularly scheduled Foundation fund drives. With the exception of the Booster Club, no other solicitations from the campus shall be made during these periods without special permission from the EDIA. Blackout periods may vary from time to time and current times will be listed on the **Fundraising Authorization Form**.

Fundraising activity examples at the College or the Foundation include, but are not limited to the following:

- Direct/email communication appeals
- In-person, face-to-face solicitations
- Dedicated campaigns
- Special events
- Other fundraising activities

Gift Acceptance

The College and the Foundation retain the right to approve or disapprove any gift. All gift acceptance must follow current Foundation policy and best practices, in accordance with all relevant IRS regulations and guidance. No gift obtained through fundraising or gift solicitation will be accepted that violates tax laws, jeopardizes the 501(c)3 tax status of the College's Foundation, and/or jeopardizes entitlement subsidies benefiting the College's funding and operations.

Acceptable gifts include the following:

- Cash
- Marketable securities
- Real property*
- Personal property*
- Life insurance policies*
- In-kind gifts*
- IRA funds (subject to current law)
- Beneficiary designations of financial instruments or accounts (including retirement assets)

***Non-Cash Gift Special Instructions**

Staff and faculty who are approached by an individual, organization, or corporation wanting to donate any item to the College must determine whether the item to be donated can be used to further the College's mission and, if so, notify the Foundation BEFORE the item is accepted using the **Gift Acceptance** form. An item is not tax-deductible to the donor if the College cannot establish how the item will be used to further the College's mission. The Foundation also reserves the right to refuse any item if it does not fulfill a College need, its acceptance or maintenance will create undue cost to the Foundation or College, or it is not in good repair.

Gifts of property other than cash (securities, real estate, and tangible property), will be accepted and acknowledged based on the fair market value of the property at the time the gift is made. The donor is responsible for appraisals, generally at the donor's expense, to determine the fair market value and tax deductibility of all gifts. Staff should provide any assistance that is deemed appropriate. College or Foundation staff should not determine gift values or provide any tax advice. Staff should have donors refer all tax-related questions to their tax preparer, attorney, or certified public accountant.

Unsolicited Donations

Departments, programs, or student organizations receiving unsolicited donations of any type must notify the Foundation using the **Gift Acceptance** form and follow all appropriate accounting/stewardship activities as outlined below.

Accounting and Stewardship

Gifts received by the College through any type of fundraising activity for a student organization or Athletic team/department shall be delivered to the College Business Office so that said gift can be deposited and all appropriate accounting and receipting procedures undertaken. The VP of Administration is responsible for acknowledging and receipting the gift.

All other gifts and those that qualify for a charitable deduction shall be delivered to the Foundation until the gift is otherwise transferred from the Foundation to the College for its use and benefit in the ordinary course of business, so that said gift can be deposited and/or all appropriate accounting and receipting procedures undertaken. The EDIA is responsible for acknowledging and receipting the gift.

After the completion of any fundraising activity, a **Fundraising Activity Report** must be completed and returned to the Foundation office, detailing the results of said activity.

Contact(s): Executive Director of Institutional Advancement

Related Form(s): Fundraising Authorization; Fundraising Activity Report; Gift Acceptance

References:

Relevant Policy or Procedure(s): Policy 1155

Approved by: President

Date: 9/17/07

Revision(s):

DRAFT