

# College of Marin

## Fundraising Guidelines and Procedures

**Department:** Advancement

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These guidelines and procedures are subject to updates, changes and amendments and are an extension of the statements outlined under Marin Community College District Board Policy: BP 3820 Gifts, BP 3280 Grants and AP 3280 Grants

Generating private support for College of Marin is one of the college's major priorities. Planning and coordination are essential to successful fundraising efforts and for avoiding duplication in approaching potential donors in the name of the College.

### Statement

Responsibility for the coordination of all fundraising programs and solicitations of private support from individuals, foundations, businesses, corporations and organizations rests with the Advancement Office. Gifts and pledges include cash, securities, trusts, insurance policies, real estate and in-kind donations.

The intent of these procedures is to maximize the effectiveness and efficiency of fundraising and to avoid confusion on the part of donors and prospective donors and to provide transparency and alignment of appeals for funds, resource development, and prospective donor solicitation.

### I. Fundraising Appeals

The Advancement Office is responsible for coordinating and approving all fundraising appeals and solicitations made on behalf of the College. Faculty and staff members with ideas for the solicitation of funds or gifts-in-kind to benefit programs and activities at the College should review and coordinate such plans with the Advancement Office before any action is taken. **See Section VII 1b** regarding completion of the Fundraiser Request Form.

### II. Restricted Gifts

Acceptance of a gift imposes a legal obligation to comply with the terms established by the donor. Therefore, it is necessary that the nature and extent of this obligation be clearly understood. For this reason, the Advancement Office will review with the utmost care the terms of each restricted gift to ensure that the gift retains its original usefulness and beneficial qualities. If a gift is deemed unacceptable because of the restrictions the donor has placed on its use, the donor will be counseled by the Executive Director of Development to remove or modify the restrictions.

### III. Gifts-in-Kind

College of Marin accepts gifts-in-kind (e.g., property, equipment, securities, real estate, artworks) intended by the donor to benefit the College. Such gifts are reviewed with special care to ensure that acceptance will not involve financial commitments in excess of budgeted items or commit the College to other obligations disproportionate to the gift.

#### 1. Tax Deductions

When gifts-in-kind are given to the College with intent for the donor to receive a tax deduction it shall be the responsibility of the donor and a requirement of the IRS that the donor, not the College, obtain an independent appraisal of the gift for tax purposes.

#### 2. Solicitation of Gifts-in-Kind

A department chair, faculty member or staff member interested in soliciting equipment or other gifts-in-kind should check with the Advancement Office prior to approaching the contributor to ensure District policy is followed.

#### 3. Acceptance of Gifts-in-Kind

- a. Gifts-in-kind contributed to the College must be approved by Initiator, Dean and Vice President of Finance and College Operations on the **Memo of Intent to Accept Non-Cash Gift** form.
- b. Gifts-in-kind are accepted only after it is determined there is a need or desire for the item or items involved.
- c. It will be the responsibility of the donor to assign a monetary value to the items donated. Donated in-kind services, e.g., consulting services, shall require an itemized invoice indicating the fair market value for service(s) provided. The Advancement Office will issue an acknowledgment letter.
- d. Gifts-in-Kind (non-cash) with a value of \$5,000 or more require an appraisal form from the donor as well as an itemized list of items donated, and the name and address of the donor sent to the Advancement Office.
- e. Gifts-in-kind transferred to the College will be recorded and labeled as part of the College's inventory after such gifts-in-kind are accepted by the Marin Community College District Board of Trustees.

#### **IV. Deposit of Private Funds**

Deposits of private funds of any kind and for any purpose in private bank accounts in the name of the department, program, faculty or staff **is prohibited**.

#### **V. Gift Acknowledgement and Receipt**

It shall be the responsibility of the Advancement Office to record and acknowledge receipt of gifts made to the College, including cash, pledges, securities, real estate and gifts-in-kind.

1. All donations and pledges shall be received, processed and acknowledged first by the Advancement Office. The COM Contribution Form is on the Advancement Office webpage.
2. All private funds contributed to any department or program of the District must be forwarded to the Advancement Office with copies of all documentation for review and approval no more than ten (10) days of receipt of monies or conclusion of the event or activity.
3. The Advancement Office will then forward all contributed funds and documentation to Fiscal Services for processing.
4. Programs and initiatives tied to the generation of monetary gifts/awards which may require some up front expenditures by the District shall be processed in a manner whereby monies expended by the District shall first be deducted from gift amount before final processing.
5. Faculty, staff and departmental notes of thanks are encouraged after the Advancement Office sends an acknowledgement. The Advancement Office will copy appropriate College personnel on acknowledgements, and request the same of department/personnel wishing to do so at the appropriate time.

#### **VI. Refused or Returned Gifts**

Gifts will be refused or returned by the Advancement Office under the following circumstances:

- The purpose of the gift is inappropriate or not conducive to the best interests of the District.
- The gift obligates the District to undertake responsibilities, financial or otherwise, which it may not be capable of meeting for the period required by the terms of the gift.

## VII. Approval Process for Fundraising Initiatives

All staff, faculty, administrators or other College of Marin affiliated personnel, (e.g. non-ASCOM students and non-ASCOM student organizations) shall acknowledge that the Advancement Office shall have primary responsibility for coordination of fundraising; solicitation of funds or in-kind items for the purpose of scholarships, recognition programs, events or departmental initiatives for the benefit of the College of Marin.

1. Any faculty or staff member who seeks to establish any type of fundraising program in the name of the College from individuals, business, industry, foundations or community organizations shall follow the guidelines outlined in this document **PRIOR** to any solicitation taking place.
  - a. Before pursuing formal discussions with any potential donor there should be review with the appropriate supervisor, dean, department head, or vice president. An additional review outlining broad goals and objectives of the prospect solicitation should then be conducted with the Advancement Office.
  - b. All formal requests to undertake fundraising initiatives or to solicit contributions shall be in writing and submitted at least 45 days prior to the actual event. Requests shall be submitted on the **College of Marin Fundraiser Request Form**. The form will follow a review process beginning with the Initiator, then approval by the Supervisor/Dean, and then final approval by the Advancement Office.
  - c. Upon review and approval from the Advancement Office, it is understood that prior to submission of formal written request to potential donor(s) or sponsors, all supporting materials including mailing list, letter of request and other related documents shall be reviewed by the Advancement Office. The Advancement Office will assist with development and coordination of fundraising/solicitation strategy, plan and related activities where necessary.
2. Capital campaigns involving the planning, construction or expansion of a building to be funded by private sector gifts shall be managed and conducted through the Advancement Office.

## VIII. Fundraising by non-ASCOM Students and non-ASCOM Student Organizations

Non-ASCOM students and non-ASCOM student organizations are required to adhere to the College fundraising procedures. If such individuals or organizations are interested in raising funds, contact a faculty member to complete the Fundraiser Request Form to be submitted to the Advancement Office.