

# CAROLINAS COLLEGE OF HEALTH SCIENCES

## POLICY AND PROCEDURE

### ADMINISTRATIVE

**SUBJECT:** FUNDRAISING

**REVIEWER(S):** Director of Advancement and Alumni Affairs

### POLICY

Generating private support for the college is an institutional priority. The College, in partnership with the Atrium Health Foundation (the Foundation), upholds the highest standards of accountability and fiduciary responsibility in managing those gifts. Planning and coordination of fundraising efforts is essential for avoiding duplication in approaching potential donors. Responsibility for all fundraising activities resides with the office of the president and the director of institutional advancement.

### PROCEDURE

- A. Relationship of the College to the Atrium Health Foundation - The Atrium Health Foundation provides management of funds, donor services, consultative services, grant writing assistance, and other fundraising support and services to the college. It is a legally organized 501(c)(3) non-profit organization and is empowered to solicit and receive tax-exempt donations in cash, stocks and bonds, and other gifts. The Foundation accepts all private contributions, except as outlined below, received through fundraising activities governed by this policy. The full scope of services is defined in a Memorandum of Understanding between the Foundation and the college.
- B. Fundraising Appeals and Activities - The college's fundraising policy limits the circumstances in which units of the college may make appeals for financial support. All fundraising appeals must be coordinated with the director of Advancement and alumni relations. Only fundraising initiatives that seek private external support from individuals, corporations, or businesses need prior approval. Internal initiatives that are not seeking funds such as drives for food or clothing from fellow students or teammates do not need prior approval.

It is the responsibility of the director of Advancement and alumni relations to coordinate all fundraising appeals and solicitations made on behalf of the college. The review of all fundraising requests, whether from teammates or students, will be based on the following principles:

- The activity is of benefit to the campus community.
- Permission to raise funds on campus may be withheld if the proposal is deemed to be insufficiently related to broader college priorities, or if difficult precedents might be established.

*Fundraising by teammates or college departments.* Teammates 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 director of advancement and alumni relations before any action is taken.

*Fundraising by student organizations.* Student organizations may carry out limited and appropriate fundraising activities with prior approval for the sole purpose of raising operational funds, supporting college initiatives or supporting Atrium Health-approved charitable organizations. Student organizations are required to adhere to the rules and regulations of institutional fundraising policies. Fundraising should be for the benefit of the collective organization or an approved charitable cause. Good taste and professionalism must be exemplified in all facets of fundraising.

- All student fundraising activities, whether originating from a club or department-sponsored organization, that occurs on campus and does not involve outside solicitation must be approved by the dean of student affairs and enrollment management or club/organization faculty advisor prior to scheduling facilities, advertising, or contracting for services.
- Soliciting local businesses, national corporations, or individuals (alumni, friends of the college, etc.) by any student organization for donations (money, sponsorships, gifts, premiums) to support campus fundraising must be approved by the dean of student affairs

and enrollment management and the director of advancement and alumni relations before any contact can be made.

- C. Cash and Liquid Assets - Cash and liquid asset contributions shall be contributed to the Atrium Health Foundation. Restricted contributions for scholarships or other purposes must adhere to this same policy. Foundation officials deposit the cash, assuring that the college's advancement fund is credited appropriately, and that letters of appreciation are sent. Any specific references to tax consequences of gifts, receipts, etc., are issued only by the Foundation. If the donor has included information or forms for matching from an outside corporation, officials of the Foundation assure that appropriate follow up measures are taken.
- D. Gifts In-Kind - The college accepts gifts-in-kind (equipment and other non-cash donations, often for programs) intended by the donor to benefit the college. Gifts-in-kind shall be donated directly to the college so that compliance with inventory procedures can be ensured. The director of advancement and alumni relations reviews the In-Kind Donation form, which is a written description of the gift, to include an estimated monetary value. 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. The college may elect not to accept a gift-in-kind for any reason. 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. The college shall not become involved in the appraisal process.
- E. Grants - Carolinas College adheres to a standard process for seeking and disbursing external grant funds. The Atrium Health Foundation is consulted prior to solicitations for grants and other requests for funding. This prevents conflicting requests from Atrium Health facilities to funding agencies and individuals. Proposals for funding submitted to federal, state and local governments, foundations and trusts, or individuals, are generally reviewed by the president and the Foundation prior to submission. However, all such funds are kept separate from, and shall not detract from support for general college activities. Funds will not be sought from granting agencies whose stipulations for funding may compromise the college's control over instructional activities and the general mission of the college. The president must approve all grant requests.
- F. Other Contributions - All other contributions (personal/real property, stocks, etc.) meant to enrich the college, should be donated directly to the Foundation since they are intended to be immediately sold. All donations of real estate must be approved in advance by the president and the Foundation.
- G. Gift Acknowledgement and Receipt - Depending upon the nature of the conveyance, personal and public acknowledgements of gifts are extended to donors. The director of advancement and alumni relations assures the donor receives appropriate additional recognition according to the approved levels of giving.
- H. The Gifts to the College policy and procedure will be reviewed bi-annually.

## **REFERENCES**

### **Related Forms**

In Kind Donation Form

Student Fundraising Activities Form

### **Related 2018 SACSCOC Standard(s)**

5. 2c Control of fundraising activities