

## Seattle Colleges Foundation Fundraising Procedure

1. Advancement staff are responsible for coordinating fundraising activity conducted by SCF, academic and administrative offices across the Seattle Colleges district, and interested parties in the greater external community. Coordination includes donor acknowledgement, donor stewardship, accounting, reporting, and ensuring the alignment with institutional priorities.
2. Seattle Colleges colleagues may initiate and lead a fundraising activity with prior advancement department approval. Fundraising activity requests may be initiated throughout the year, except in the case of a SCF hosted event, which must be submitted in the month of March. Fundraising opportunities for colleagues include:
  - a. Grant writing
    - i. All grant proposals shall be reviewed by the designated advancement liaison prior to submission.
    - ii. All grant reports require lead faculty/staff coordination, and reports shall be reviewed by the designated advancement liaison prior to submission.
  - b. Conducting a Time Limited, Online Fundraising Appeal
    - i. Use of the SCF designated online fundraising software allows donors to announce their gifts to friends and family on social media and track donations.
    - ii. Solicitations to businesses or individuals for a specific purpose may use the SCF giving pages in lieu of creating a separate appeal page. Solicitation prospects must be approved by the designated advancement liaison prior to making an approach.
    - iii. If contributions arrive by mail or in person, then the lead faculty/staff member shall deliver proceeds to the Stewardship and Annual Giving Manager within three business days following receipt.
    - iv. All checks should be made out to the “Seattle Colleges Foundation” and indicate the intended use in the memorandum field or attached note.
  - c. Recruiting a Business or Individual Hosted Event (“Third Party”)
    - i. A ‘third-party’ is any entity separate from the Seattle Colleges – an external community group, business, or individual not related to the college that conducts a fundraising event whereby proceeds benefit Seattle Colleges programs or scholarships.

- ii. When a third-party event occurs on Seattle Colleges property, then the designated business office and rental space policies and procedures apply.
- iii. Approaches to third-party event prospects must be approved by the Stewardship and Annual Giving Manager prior to solicitation.
- iv. While advancement staff provide guidance, staff do not provide organizational and administrative tasks associated with third-party events. The event organizer is responsible for all details of the event, including (but not limited to) the following:
  - Underwriting all of the related costs
  - Providing staffing or recruiting volunteers for the event
  - Publicizing the event
  - finding participants
  - Securing any necessary permits and/or certificates of insurance required by City Ordinance or State Law
- v. SCF does not advance monies or solicit sponsorship revenue for outside fundraising activities.
- vi. The SCF reserves the right to opt out as the beneficiary of an event at any time with no obligation.
- vii. **Public announcements:** Promotion of SCF's involvement is prohibited without prior approval. Promotional materials must be reviewed and approved by the Director of Communications **before** they are used. Use of the logo requires a review by the advancement office prior to publication and must conform to Seattle Colleges standards.
- viii. **Confidentiality:** The SCF does not release donor, volunteer, employee, student, faculty, or other mailing lists for the purpose of solicitation of funds or participation in 3<sup>rd</sup> party fundraising.
- ix. **Event Planning:** Third parties are solely responsible for planning their event. The SCF cannot guarantee that alumni, students, donors, volunteers or employees of the College or SCF will be in attendance at the event.
- x. **Tax Treatment of Donations:** The SCF is a nonprofit 501(c)(3) organization and, as a result, must adhere to strict IRS standards. SCF will provide charitable donation receipts to donors who have made their checks payable directly to the "Seattle Colleges Foundation" to the extent allowable by law. The Foundation cannot provide receipts for items donated or event fees collected by a third party for an event.
- xi. **Event Insurance:** Third parties are responsible for independently obtaining any desired or necessary insurance for their event. The SCF cannot assume responsibility or liability for third party events. Failure to insure or inadequately insuring an event may result in SCF withdrawing as a beneficiary of the event.
- xii. **Event Permits and Licenses:** Third parties are responsible for obtaining their own permits and licenses for the event, including, but not limited to, liquor licenses and gaming licenses as required by State law.

- xiii. **Event Taxes:** Third parties must pay all applicable federal, state, and/or local taxes incurred during the planning and execution of the event. IRS regulations do not allow third parties to use SCF's tax identification number.
  - xiv. **Proceeds:** All revenues from the event should be received and expenses paid prior to the net proceeds being given to the SCF. Third parties are responsible for collection of funds generated by their event. If event expenses are greater than the revenue generated, the third party is responsible for those costs. Proceeds should be made payable to the "Seattle Colleges Foundation."
- d. Facilitating a Donation of Equipment or Supplies
- i. When a business approaches a faculty or staff and offers to donate equipment or supplies Seattle Colleges, contact the advancement office at [advancement@seattlecolleges.edu](mailto:advancement@seattlecolleges.edu)
  - ii. An advancement department staff will coordinate efforts to ensure compliance with current Seattle Colleges and Seattle Colleges Foundation policies and procedures and initiate completion of the "In- Kind Donation Form."
  - iii. The Advancement Office presents the donation information to the appropriate College President for review/approval/denial, completes all the remaining paperwork, coordinates delivery of the item(s), and sends the donor acknowledgement letter.
  - iv. Donated equipment belongs to the College and cannot be sold for any reason without appropriate approval.
- e. Requesting a SCF-hosted fundraising event.
- i. A SCF hosted event is one that includes some or all of the following elements: vendor contracts, budget tracking, insurance, sponsorship solicitation, attendee registration, gambling activities, an auction, and advancement staff technological and logistical support to ensure adherence to SCF policies, procedures and applicable laws.
  - ii. Requests must be submitted to the advancement office by March 31<sup>st</sup>.
  - iii. Final decisions require board approval, and will be made by June 30<sup>th</sup> of each year.
3. Application Process for non-advancement staff and community stakeholders who would like to fundraise for Seattle Colleges:
- a. Fundraising activity lead submits an email request that describes the fundraising idea and beneficiary to [advancement@seattlecolleges.edu](mailto:advancement@seattlecolleges.edu) a minimum of four (4) weeks prior to the event or activity.
  - b. Advancement staff assign each request to a liaison who then sets up an initial meeting to review the idea. Initial meeting topics include discussion of the following: timeline, capacity, alignment with Seattle Colleges areas of support, applicable legal requirements, and a review of intended donor prospects.

- c. If the necessary activity supports are in place, then the liaison invites the colleague or community member to complete a “Fundraising Activity Request Form.”
  - d. The Executive Director reviews the “Fundraising Activity Request Form” and ensures alignment with accounting and donor management procedures.
  - e. The Vice Chancellor for Advancement either approves or denies the request.
4. The fundraising activity lead is responsible for delivering cash proceeds to the advancement finance manager within 48 hours of the event.
5. Fundraising proceeds shall be deposited in the Seattle Colleges Foundation bank account and distributed according to applicable SCF policies, procedures, and donor intent.
6. Funds will be used for general program use unless otherwise indicated and approved.
7. All print materials must include appropriate language regarding the Seattle Colleges Foundation 501(c)(3) tax exempt status.
8. Fund Disbursement
  - a. The designated Seattle Colleges employee creates a projected expense timeline that aligns with distribution of the Annual Donor Impact Report or grant funder requirements.
  - b. The designated Seattle Colleges employee submits a “Check Request Form,” to access funds.
  - c. Disbursement is subject to the approval of designated Seattle Colleges leadership.
9. Non-advancement staff receive no payment for participation in fundraising.
10. The Seattle Colleges Foundation does not support fundraising by student clubs that receive ASB funds.
11. Exceptions shall be granted at the discretion of the Vice Chancellor for Advancement.

*Approved: 4/9/19*