

## Policies and Procedures for College Fundraising Activities

**Purpose:** The following procedures outline the steps for college department fundraising events and or ASO fundraising activities which generate income for the College

### 1. General Considerations

- a. All events which involve the process of solicitation, collection, voluntary contribution or donation of money or materials with an expectation of consideration, are considered fundraising<sup>1</sup> activities, and must be approved in advance. Funds which are raised using college resources and or facilities will be considered as fundraising activities.
- b. All fundraisers conducted by academic departments must be approved in advance by the Department Chair / Manager, Dean, supervising area Vice President, and discussed with senior staff prior to approval.
- c. The application for fundraising activities must specify how the money raised will be used to benefit the operation of the college. The decision as to where the funds will be deposited must be decided at the time that the application is filled out. Blank applications will be available in the Business Office, Administrative Services, or on the internet.
- d. An application must be submitted for each fundraising event. Multiple dates for the same fundraiser can be submitted on the same application. The regular application for use of facilities must also be submitted with the fundraising request.
- e. Fundraising events which are associated with an academic program for example Athletics, Dance, Music or Theatre Arts must deposit funds collected by the fundraiser in an approved trust account within 48 hours after the close of the event. Deposits in private bank accounts are prohibited.
- f. All fundraising activities, including college department sponsored and ASO events, must abide by LACCD Administrative Regulations; AO-16, AO -17, AO-24, B-14, S-4, S-5, S-12, and the District Business Office and Accounting Manual. These regulations can be found at: [http://www.laccd.edu/admin\\_regs/](http://www.laccd.edu/admin_regs/)
- g. Money which is donated to the college or to the Foundation through fundraising efforts must include a copy of the organization's charter to validate the donation.
- h. Funds raised from private sources for scholarships, endowments, grants or unsolicited donations<sup>2</sup> may be handled by either the Foundation or the Business Office. ASO funds can only be administered by the Business Office.
- i. Both the Foundation and Business Office shall provide payment within 15 working days, if sufficient funds are available and a valid requisition is submitted.

#### Definitions:

**1 Fundraising** – relates to the process of soliciting and gathering voluntary contributions with an expectation of consideration.

**2 Donation** – relates to an unsolicited gift which is provided without return consideration.

**2. On-Campus Fundraising Activities**

- a. If conducting an on-campus fundraising activity, a fundraising application must be submitted at least 45 days prior to the event in addition to the regular application for use of facilities.
- b. Funds generated by these events will be deposited into either a Business Office or Foundation trust account. Either location will provide management of these accounts to ensure that the accounts meet their payment obligations as per District policies.
- c. Authorization to use the accounts will be established in advance, and an authorized signature protocol will be maintained at each location.
- d. Consideration will be provided at the Business Office for individuals who must transact large amounts of cash at the window when making a deposit to these accounts.
- e. Use of outside web-based ticket agencies to manage ticket sales for sports and performing arts programs are recommend.

**3. Off-Campus Fundraising Activities**

- a. If you are considering an off-campus fundraising event in which students will be participating, a Fundraising Application along with a field trip form must be submitted at least 60 days in advance of the event.

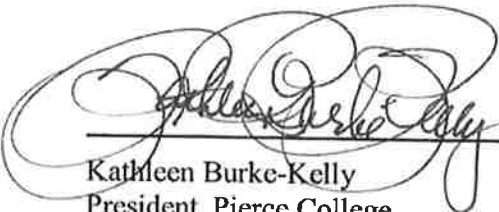
District rules require that each student fill out the form as referenced in the link below. The second link must be filled out by the instructor and sent to the Risk Manager at the District Office – see the instructions on the document each time they depart on a field trip. Athletics normally uses these forms when traveling to off campus events.

[http://www.laccd.edu/risk\\_management/documents/Form\\_RM\\_RequestForFieldTripInsuranceRider.pdf](http://www.laccd.edu/risk_management/documents/Form_RM_RequestForFieldTripInsuranceRider.pdf)


[http://www.laccd.edu/risk\\_management/documents/Form\\_RM\\_ExcursionFieldTrip.pdf](http://www.laccd.edu/risk_management/documents/Form_RM_ExcursionFieldTrip.pdf)

- b. If the off-campus venue requires a contract to be signed by the college, please provide a copy of this document as part of the application.
- c. The procedures as listed in section 2b through 2e are also applicable to this section.

**Approved by:**

  
\_\_\_\_\_  
Kathleen Burke-Kelly  
President, Pierce College

Date

  
\_\_\_\_\_  
Rolf Schleicher  
Vice President, Administrative Services

Date

Date: February 12, 2013

Definitions:

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## **Addendum A**

### **Policies and Procedures for College Fundraising Activities pertaining to Advertising**

This addendum pertains to conditions in which third party organizations are allowed to advertise their products and services for college fundraising activities. The applicant must fill out a fundraising application and must comply with Board Rule, Chapter 9, Article 13 <http://www.laccd.edu/Board/Documents/BoardRules/Ch.IX-ArticleXIII.pdf>.

Among other requirements, advertising must indicate that the advertiser is not affiliated or endorsed by the District/college (Board Rule 91300.11), and all advertisements must be based on a written contract not to exceed six months (Board Rule 91300.13). In order to expedite these types of requests, applications for fundraising campaigns involving advertising should be given to the appropriate divisional VP who will submit the application to Senior Staff for approval.

In order to clarify the ways that paid advertising can become part of your department's fundraising effort and because advertising for purposes of fundraising can be confusing, here are some examples which will help you to better understand how best to handle these types of advertisements.

**Example 1.** A student organization called the "Mustang Horse Club" has worked out a deal with a local business, for the business to advertise its services on large banners to be posted at the horse show next month. The club will also raffle off some donated materials.

The fundraiser would have to be approved in advance using the Fundraising Application. Before the advertisement from the business could be posted, the proposed advertisement and an unsigned written contract must be submitted along with the Fundraising Application. The advertising space must be accompanied by a disclaimer indicating that the advertiser is not affiliated and or endorsed by the college or District.

Furthermore, raffles are generally prohibited by Penal code section 319. Penal code section 320 permits only certain "eligible organizations" to conduct raffles.

Eligible organizations are private, nonprofit organizations exempt from taxation that have specifically registered with the State Attorney General prior to conducting a raffle.

**Example 2.** In the Athletics program, the "Rugby Team" has organized a fundraising event by soliciting private businesses to place billboard advertising on the playing field.

The Rugby Team has indicated that all contributions are 100% tax deductible. The funds raised will be used to purchase materials for the team.

This fundraising activity must be approved in advance using the Fundraising Application. The proposed advertisements from the responding businesses, accompanied by unsigned contracts, for a period not to exceed six months, would also have to be submitted. The advertising space must be accompanied by a disclaimer indicating that the advertisers are not affiliated and or endorsed by the college or District.

In this example, the college cannot state that all donations are 100% tax deductible; generally speaking, a donor can only deduct the amount of his/her contribution that is more than the value of the benefit received.

**Example 3.** As part of the academic program, the “Magical Arts Department” is printing a brochure for an upcoming magic show. The department has solicited a number of organizations, who have donated funds in return for placing advertisements in the program brochure.

Soliciting organizations for purposes of selling advertising, as in this example, would have to be approved in advance. The completed Fundraising Application along with the proposed advertisement(s), and an unsigned contract for each ad would have to be submitted to the appropriate divisional VP. The brochure must indicate that the advertisers are not affiliated and or endorsed by the college or District.

If the name of a donor is merely being printed in recognition or appreciation of a previous donation, advance approval may not be necessary. If, however, the brochure will include more than just a reference to the donor’s name (e.g., the donor’s corporate logo and/or marketing slogans, etc.), the advertisement must be approved in advance to ensure that it does not conflict with Board Rules.

Because Board Rules, college policies, and IRS regulations can be difficult for the novice fundraiser to follow, my advice to you is to seek guidance from your area VP prior to undertaking any advertising for purpose of fundraising.