

## ***Fundraising Rule Procedure***

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### **1. Coordination of Appeals for Funds and Approaches to Donors:**

- a. It shall be the responsibility of the Institutional Advancement/Development Office to serve as the coordinating agency for all types of fundraising programs and for all solicitation of funds and in-kind items from private individuals, foundations, businesses, corporations, and organizations to avoid an excessive number of solicitations in the name of the college.
- b. Any solicitation of contributions must be conducted by the Institutional Advancement/Development office after being approved by the College President and Executive Director of the Foundation.
- c. All donations/payments will be processed through the WVNCC Foundation.
  - Checks must be made payable to WVNCC Foundation
  - All checks must be mailed to WVNCC Foundation, Attn. Emily S. Fisher, CFRE, 1704 Market Street, Wheeling, WV 26003. (This is for internal control and management purposes. The Foundation acknowledgement policy requires staff to acknowledge all gifts within a reasonable time period, etc and the Foundation gift-entry and recording policy require all checks come to the Institutional Advancement/Development office.)
  - A spreadsheet will be available of income and expenses upon request from the Institutional Advancement/Development office.
  - All bills must be invoice to: WVNCC Foundation, and mailed to WVNCC Foundation, Attn. Emily S. Fisher, CFRE, 1704 Market Street, Wheeling, WV 26003.
- d. A complete and accurate record of every donor to WVNCC shall be maintained by the Institutional Advancement/Development Office and shall be kept strictly confidential.

### **2. Delegation of Authority/Responsibility**

- All fundraising activities of West Virginia Northern Community College are coordinated by the Institutional Advancement/Development Office, as designated by the President.
- Solicitation of gifts, funds or property shall not be made by anyone in the name of, or for the benefit of, WVNCC without express approval from the President and notification to the Institutional Advancement/Development Office.

### **3. Guidelines for College Initiated Gifts (Fundraising Programs)**

Any College employee, community member or group of community members who seek to establish any type of fundraising program or raise funds in the name of the College from individuals, business, industry, foundations, or community organizations shall follow the guidelines set forth in this document prior to any solicitation taking place.

- Before pursuing formal discussions with any potential donor for the cash support or for major in-kind (non-cash) gifts for any program/project, there should be conversations with the Executive Director of the Foundation and approval from the College President.

- All requests to undertake fundraising must be made in writing and by using the Fundraising and Solicitation Request Form.
  - Prior to making a request to potential donors, the mailing list, request letter, and any related documents will be reviewed by the Institutional Advancement/Development Office for assistance in establishing a fundraising plan in coordination with other development activities.
4. All solicitations must be for a specific purpose or designated program and distributed within one month of the event.
  5. All solicitations must have the signature of the College President, Foundation President or Executive Director of the Foundation and be on WVNCC Foundation letterhead. (Other names can be included on the solicitation along with the above mentioned ones)
    - For non-solicitation type events such as car washes, bake sales, garage sales, and the like (where no outside solicitation is requested or necessary), individuals, councils, departments or student groups are asked to notify the Institutional Advancement/Development Office prior to the event as a courtesy. However, all monies raised from these types of events must be immediately deposited with the Institutional Advancement/Development Office for processing.
    - In no circumstances, are departments or groups authorized to have their own external checking accounts, saving accounts, or the like to hold monies. The Business Office and the Institutional Advancement/Development Office have systems in place to process these types of transactions and are authorized by the President and the Board of Governors to handle such matters.

## **6. Donor Initiated Gifts**

- When a donor approaches the College/Division/Department with a cash contribution, the Campus/Division/Department should notify the Institutional Advancement/Development office and inform the donor the gift is to be payable to the WVNCC Foundation with designation to the special Department/Division and project/program. This same process holds true for memorial contributions.
- In-Kind (Non-Cash) Gifts – when a donor approaches the College/Division/Department with a gift of equipment, materials or other non-cash assets with a value of more than \$5,000, the office of Institutional Advancement must be notified and the item must be donated through the College’s foundation. The item will be designated for the intended unit. A qualified appraisal must be done and IRS Form 8283 will be completed. Any in-kind (non-cash) gifts with a value under \$5,000 will be given a value by the donor and the College’s foundation should be notified so the appropriate documentation can take place.

*West Virginia Northern Community College Foundation is a 501©3 public foundation. Your gifts are tax deductible according to the limits allowed under current state and federal law. Neither the Foundation nor the College provide advice and/or counsel regarding the tax deductibility of donations made to the Foundation or the College. You should consult your professional advisors as to the applicability of any information mentioned in this policy to your individual state of affairs.*