



## Fundraising Policy

<b>Policy Name:</b>	Fundraising Policy
<b>Applicable to:</b>	Board of Directors, management staff, consultants, and staff involved in fundraising activities
<b>Policy Location:</b>	ELC Manatee Website; Intranet
<b>Effective Date:</b>	9/16/15
<b>Date(s) of Revision:</b>	
<b>References:</b>	Ethical Practices (3); Title XXXIII, Regulation of Trade, Commerce, Investments, and Solicitation, Chapter 496 F.S., Solicitation of Funds; Fundraising Procedures; Association of Fundraising Professionals

Policy Statement: The Board of Directors and management oversee fundraising activities and establish written agreements with outside contractors or consultants, as needed. Costs and benefits of each fundraising activity are analyzed, taking into account factors that affect the reasonableness of fundraising costs in comparison to the dollars raised. Fundraising activities for mission-centric needed resources will be vigorously and ethically sought with integrity, honesty, truthfulness, and adherence to the absolute obligation to safeguard the public trust, fulfilling the intent of donors, and are conducted in an ethical and fiscal responsible manner. This includes:

1. Accurately describing the purpose for which solicitations are being made;
2. Spending funds for the purposes they were solicited, with the exception of reasonable costs for administration of the fundraising program;
3. Maintaining accounting segregation for restricted funds;
4. Respecting donor confidentiality requests;
5. Providing donors with accurate information reflecting the agency's mission;
6. Providing donors with accurate and prompt responses to donor questions;
7. Providing donors with value and tax implications of the contributions;
8. Informing prospective donors whether those seeking donations are volunteers, employees, or hired solicitors;
9. Providing donors with the agency's most recent financial statement, as requested;
10. Obtaining explicit consent from donors before altering the conditions of financial transactions;
11. Ensuring all donor and prospective donor information is not transferred or utilized, except for that of the agency or client;
12. Disclosing descriptive and financial information for revenue-generating activities, including fee-for-service programs, for-profit subsidiaries, and related or unrelated business ventures, upon donor request;
13. Utilizing accounting methods that conform to the appropriate guidelines of the American Institute of Certified Public Accountants, when stating fundraising results;
14. Not accepting compensation that is based on a percentage of contributions, finder's fees, or contingency fees;
15. Refraining from receiving compensation from third parties derived from products or services for a client, without disclosing the third party compensation to the client, such as rebates from vendors;
16. Not offering or accepting payment or special considerations for the purposes of influencing the selection of products or services;

- 17. Not paying finder's fees, commissions or percentage compensation based on contributions, and shall take care to discourage their organizations from making such payments;
- 18. Receiving funds on behalf of a donor or client must meet the legal requirements for the disbursement of those funds. Any interest or income earned on the funds should be fully disclosed;
- 19. Providing donors and prospective donors with the Donor Bill of Rights; and
- 20. Fundraising activities will meet current laws and regulations, including Florida's Charitable Solicitation law.

**Donor Bill of Rights**

Philanthropy is based on voluntary action for the common good. In order to earn and safeguard the public trust, the ELCMC's has adopted the Association of Fundraising Professional's Donor Bill of Rights. As a current or prospective donor to the ELCMC, you have the right:

- To be informed of the agency's mission and the way the agency intends to use the donated resources and of the agency's ability to use the donations effectively for their intended purposes;
- To expect the agency's Board of Directors to exercise prudent judgment in its stewardship responsibilities and be informed of the identity of those serving on the Board of Directors;
- To have access to the agency's most recent financial statements;
- To be assured their gifts will be used for the purposes for which they were given;
- To receive appropriate acknowledgement and recognition;
- To be assured that information about your donation(s) is/are handled with respect and confidentiality to the extent provided by law;
- To expect that all relationships with individuals representing the agency's will be professional in nature;
- To be informed whether those seeking donations are volunteers, employees, or hired solicitors;
- To have the opportunity to have your name removed from mailing lists, if the agency intends to share; and
- To ask questions, when making a donation, and to receive prompt, truthful and forthright answers.

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**Authorizing Signatures**

Board Chair Signature \_\_\_\_\_ Date \_\_\_\_\_

CEO Signature \_\_\_\_\_ Date \_\_\_\_\_