GUIDEBOOK FOR CAMPUS FUNDRAISING:

Fundraising Policies for
Santa Barbara Community College District
and
The Foundation for SBCC

Prepared to help departments and individuals receive and process donations, participate in the fundraising efforts and maximize the potential for more resources for the college.
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PROCEDURES FOR COORDINATION OF SBCC FUNDRAISING PROJECTS

To avoid duplication of contacts with potential community donors - whether individuals or corporations - the Foundation for Santa Barbara City College must be informed of all major fundraising projects for SBCC activities and programs, prior to their occurrence.

In addition, to identify possible fiscal and legal ramifications for the District, the Business Manager must also be informed of such fundraising activities.

A "major fundraising project" is defined as an effort to raise monies in which the college name is used and which anticipates a gross income of $500 or more. Exemptions to this policy are listed on the following page.

It is important that fundraising projects be coordinated through the Foundation and the Business Manager:
- for the development of an overall plan for community contact;
- to present a unified impression of the college's fundraising structure on our community;
- to develop an overall fundraising calendar of events for reference and planning;
- to assist each fundraising project to maximize its potential for collecting funds, and
- to provide a means for the college President to approve or disapprove the fundraising activity.

Department chairpersons and managers with faculty and staff interested in developing fundraising projects should first obtain the approval of the appropriate administrator and then approach the Foundation and the Business Manager with a request proposal PRIOR TO initiation of fundraising programs. The Foundation Director and the Business Manager will review each project to determine the appropriate level of assistance, coordination, and involvement (if any) that should be provided by either the Foundation, the Foundation Director or the Business Offices.

Where appropriate, the Foundation Director will be available to assist each fundraising effort with the development and ongoing evaluation of the project. If direct solicitation of prospective donors is part of the project, this should be done with the knowledge of the Foundation Director. This process will:
- minimize duplication of contacts with prospects,
- assist in the development of a complete and uniform list of prospects and resources, and
- insure the development of each prospect's potential for maximum involvement in College fundraising projects.
EXEMPTIONS TO CAMPUS FUNDRAISING POLICY

1. Events which do not anticipate a gross income of more than $500 are exempt.

2. Chartered student clubs are exempt. However, current policy which requires the approvals of the V.P. of Student Services and the Student Activities Coordinator must be followed.

3. One-time "purchase" events, where a product or service is exchanged for money, are exempt. Such activities are essentially SALES, and are not tax-deductible, nor may they be considered donations. Some examples might be car washes, bake sales, dances, food drives, program advertisements, etc.

S.B.C.C. DISTRICT FUNDRAISING POLICIES

General Principles for Fundraising:

1. Fundraising is intended to augment, rather than supplant, existing college support.

2. Fundraising shall be legal and in the best interests of the college.

3. Donations to the college will be accepted or rejected by the Board of Trustees of the SBCC District. Donations to The Foundation are accepted or rejected by The Foundation Board of Directors. Both Boards reserve the right not to accept a gift.

4. The District Board of Trustees has requested that donations to the college be made through The Foundation for Santa Barbara City College, a non-profit charitable foundation.

5. BEFORE INDICATION OF ACCEPTANCE IS EXPRESSED, donations which carry a potential liability for the District (such as a car or a boat) must be referred to the Business Manager and Foundation Director for approval.

6. Donations must be used in accordance with written instructions, if any, made by the donor at the time of the original donation. Overly restrictive donations may be rejected.
7. The value placed on donations, other than cash, is the responsibility of the donor. Neither the college nor The Foundation advises on the value of donations for tax purposes.

Fiscal Responsibilities and Procedures:

1. Donations, for any purpose, of more than $100 in cash should be processed on a Foundation Donation Acceptance Form.

2. All donations shall be deposited in an approved college or Foundation account. There shall be no separate repository for funds except those established by the college or The Foundation.

3. Funds must be accounted for in college approved accounts (Trust, Fund) or Foundation accounts.

4. The person responsible for the fundraising activity shall be accountable for an "audit trail" on all funds collected (ie: ticket sales etc.) and within one week of the end of the event, must report on the funds raised and expended and identify where the proceeds were deposited.

5. Funds shall be expended for the purposes solicited. Donations with specific restrictions must be honored.

6. Funds donated through The Foundation may be transferred to college accounts, in accordance with Foundation policy. District funds may not, however, be transferred to The Foundation.

7. Funds held in college accounts are subject to the restrictions established by the Education Code. Funds held in The Foundation are not subject to Education Code provisions.

8. Donations of cash in excess of $100, and all non-cash donations should be acknowledged in writing by a representative of the college and/or The Foundation.

9. A record of donations will be maintained by The Foundation for SBCC. Donations of $5000 or more will be reported to the IRS on Form 990 and to the State Franchise Tax Board on Form 199 by The Foundation.

10. All gifts will be accepted in full compliance with Internal Revenue Service regulations.

11. Donations must be processed according to the date they are received. It is illegal to back-date a donation form.
12. A non-cash donation may not be sold or transferred without prior notification of either the Business Manager or The Foundation Director.

13. Income derived from the sale of surplus donations will be used in accordance with instructions made by the donor at the time of the original donation.

14. Departments receiving non-cash donations shall be responsible for annually reporting the inventory of those items to The Foundation.

SBCC DISTRICT POLICIES FOR CONDUCTING RAFFLES OR LOTTERIES

All games of chance, be they named a lottery, raffle or gift enterprise, must comply with the following regulations:

1. All tickets and advertising must clearly state that a free ticket is available upon request, and a place must be designated to acquire such a ticket.

2. The ticket cannot state the specific price for a ticket, but a "suggested contribution" or "suggested donation" may be indicated.

3. The winner must be determined in a random drawing.

4. Either a faculty member or authorized representative of a student organization must be able to furnish proof that the prize is available.

5. The appropriate administrator is required to coordinate these events and inform the President's Cabinet prior to the beginning of the contest.

6. Student organizations must request permission through the Office of Student Activities in order to conduct such events.

7. Prizes must be appropriate and in good taste, as determined by the appropriate administrator.

8. Raffles, etc. must be approved by the President.
Instructions for Processing the "Fundraising Activity Form"

1. Forms are available in the Accounting Office, at the Community Services desk or from The Foundation for SBCC.

2. Signatures of the Business Manager, The Foundation Director and the appropriate administrator are required BEFORE the fundraising activity proceeds. BE SURE TO ALLOW TIME for the authorization process.

3. To avoid conflicts, the Fundraising calendar at the Community Services desk should be consulted before processing a fundraising activity request.

4. It is possible that authorization may not be given if it appears that the planned fundraising activity has negative fiscal or legal implications for the college or if the activity conflicts with other college fundraising efforts in progress. However, every attempt will be made to coordinate and facilitate requested activities.
Santa Barbara Community College District

FUNDRAISING ACTIVITY FORM
(To be completed TWO WEEKS PRIOR to event or solicitation)

Name: _________________________ Date _________________________

Department/Sponsor: ____________________________________________

Description of Fundraising Activity:
________________________________________________________________
________________________________________________________________
________________________________________________________________

Who Will Be Soliciting? __________________________________________
________________________________________________________________

Individuals/Businesses Being Solicited: _____________________________
________________________________________________________________
________________________________________________________________

(Be specific - Attach separate sheet if necessary)

Dates of Activity ________________________ Times ______________________

Planned Use of Donations/Receipts: __________________________________

________________________________________________________________

Amount(s) to be Solicited: $ ______________________________________

Estimated Income: $ ___________ Expenses: _________________________

Estimated Net Receipts: $ _________________________________________

If the fundraising is to be connected with an event for which ticket sales are involved, arrangements must be made for the following:

___ Security
___ Insurance
___ Facilities Reserved

Ticket control/numbering
Credential for soliciting
Cash collection procedures

Please complete this form at least TWO WEEKS PRIOR to the event or solicitation and obtain signatures listed below. Authorizations to proceed are needed BEFORE the activity is undertaken.

Area Administrator-Date  Foundation Dir.-Date  Business Mgr.-Date

What The Foundation Does

The Foundation for Santa Barbara City College was established as a non-profit corporation in 1976 for the purpose of raising private contributions to augment state funding for the college. Presently there are 31 community and college volunteers who are members of the Board of Directors. These dedicated people donate their money and their time in support of the efforts of SBCC.

The Board of Directors and the staff of The Foundation work to make the college's needs more visible to the community. This is accomplished through personal, corporate and direct mail contacts with thousands of people in the Santa Barbara area and beyond.

One primary objective, of course, is to raise money.

However, another equally valuable objective is to become a conduit of ideas and information concerning existing college programs and political issues related to the community college system. The Foundation also strives to make people aware of the dreams of SBCC so that, in the future, the college's continued excellence will be assured.

Specific institutional or department projects which come to the attention of The Foundation are targeted for individual fundraising strategies. Projects may be researched for grant possibilities, special mailing lists devised or specific personal contacts for solicitation arranged.

The Foundation Director is available to assist departments in developing their own plans and strategies for coordinated fundraising. Advice on marketing specific projects, sources for possible grants, and identification of potential donors may all help to bring an idea to reality.

Every contact The Foundation makes focuses on some aspect of college needs. Understanding and support of The Foundation's efforts is vital to the college's fundraising success.
Guidelines for Acceptance of Donations 
by The Foundation for SBCC

1) Donation Acceptance Forms are available in the Accounting Office on campus or from The Foundation office.

2) Donations are divided into two broad categories: Cash and Non-Cash. Cash is straightforward: easily identified and valued. Non-Cash, however, may be equipment, supplies, property, stock, insurance and so forth.

Non-Cash items must be VALUED BY THE DONOR. Neither Foundation nor college personnel is legally authorized to participate in the valuation of a Non-Cash donation.

3) Donations valued at over $5000 are required by the I.R.S. to have an appraisal. However, this is a matter between the donor and the I.R.S. The Foundation merely advises the donors of the requirement and encourages them to seek the advice of their tax consultant. The lack of an appraisal does not prohibit The Foundation from accepting such a gift on behalf of the college.

4) Donation Acceptance Forms must be completed - including the value of the item - and signed by the donor (if possible) and a department representative. (See sample, page 9).

5) ALL COPIES of the Donation Acceptance Form must be returned to The Foundation office. A letter of thanks and acknowledgement will be sent to the donor, to be used as the receipt. The pink copy of the Donation Acceptance Form will be returned to the department after processing, to be kept as an inventory record of donations.

6) Departments are responsible for deciding whether they want to receive a donated article. Donors who contact The Foundation office regarding a potential Non-Cash donations are re-routed to deal directly with the department which would receive the donated item(s).

7) All Non-Cash donations must be approved by The Foundation Director and the college Business Manager before final acceptance can be assumed.

8) Arrangements for pick-up and storage must be made by the department receiving the donation.
Instructions for Completing Donation Acceptance Form
(See example of Form on following page)

1) Please print, and make sure to press hard enough to go through all five copies.

2) Please include an individual's name, rather than simply a company name. It is important to have someone to whom we can send an acknowledgement receipt.

3) If the donor wishes to remain anonymous, please indicate.

4) Have the donor place a value on non cash items. A value must be indicated - even if it is just a dollar.

   IMPORTANT:
   Neither Foundation nor college staff is authorized to participate in the valuation of a non cash donation. This is the donor's responsibility!

5) If the item(s) description is long, you may attach a separate sheet to the Donor Acceptance Form.

6) If at all possible, please have the donor sign the form.

7) Someone from the department should sign as having received the donation. If the donation is received by The Foundation office, our staff signs as "received by."

8) Do not sign the "Approved by" line.

9) Donations which carry a potential liability for the college, such as a car or a boat, must be approved by the college Business Manager and the Foundation Director before acceptance.

10) Please return ALL copies of the form to The Foundation office.

11) The Foundation reserves the right to refuse any donation.

See also the section on "Guidelines for Acceptance of Donations."
DONATION ACCEPTANCE FORM

The Foundation for Santa Barbara City College
310 West Padre Street  □ Santa Barbara, California 93105

RECEIVED from  ①  ②  DATE  ③  Anonymous  Yes  No

ADDRESS

TRANSACTION:  Check  Cash  Supply  Equipment  Other  (Specify)

DESCRIPTION/STIPULATION  (All donations are unrestricted unless conditions of acceptance have prior approval.)

Amount $  ④

Foundation Board Acceptance / Date  ⑥

Board of Trustees Acknowledgement / Date  ⑦

Donor  ⑧

Received By  ⑨  ⑩  Approved By  ⑪

Date

Please return the original and all copies of this form to Foundation office.

FOR OFFICE USE ONLY:

ASSIGNED TO  Account No.  Account Name

DEPOSITED BY  DATE  APPRECIATION  DATE  (Ltr/Card/Call)

FINAL DISPOSITION:  Sold  Used

Amount  Date  Date

Proceeds to  Account No./Name

1/84
2000  Verified by  Date
Guidelines for Operation of Foundation Accounts

It is The Foundation's responsibility to ensure that the use of a donor's contribution is consistent with that donor's stipulation and intent. It is also charged with following accepted accounting procedures and providing a clear audit trail to the State and Federal government for the management and expenditure of contributions.

The Foundation operates over 100 cash and non cash accounts for departments on campus. This creates a sizable work load of check writing, deposits, donor acknowledgement, financial statements, audits and so forth. To recoup some of these administrative expenses, and to satisfy the wishes of the donors, the following guidelines are in effect:

1) Money received by The Foundation for use by a specific campus department will be placed in that department's Foundation account. The department will be sent the pink copy of the Donation Acceptance Form as notification of receipt of any donation.

2) Expenditures from these department accounts will be made by The Foundation. Invoices for payment or requests for reimbursements may be sent to The Foundation office and payment will be sent directly to the vendor or to the individual. Unless special circumstances exist, money will not be transferred to Student Finance.

3) Routine assessments are not made on money donated to department accounts. The previous 7% assessment fee has been eliminated.

4) Interest is not paid to department accounts with an annual balance of under $1000. Those departments with average annual balances of over $1000 may contact The Foundation office for information on the interest payment schedule.

5) Scholarship accounts are credited with all interest earned. Interest is credited twice per year, on June 30 and December 31. Administrative charges, if any, are negotiated at the time the scholarship fund is established. Such charges may be a yearly assessment or a one-time set-up charge, depending on circumstances, donor wishes, and projected amount of activity on the account.
6) To assist in meeting administrative costs associated with very active accounts, a periodic fee may be charged. Such a fee would not exceed 5% of the average balance in a six month period (Jan 1 to June 30 or June 30 to Dec. 31). "Active accounts" are defined as having more than ten transactions on the account during the six month period. Transactions include donations received, thank you letters written, checks written and so forth.

7) Sale of items donated through The Foundation are subject to a 10% assessment at the time of sale. The Foundation MUST be notified of the sale, transfer or discard of any non cash item so that the item may be removed from inventory.

8) The Foundation reserves the right to negotiate any administrative charges with the donor.
Guidelines for Grants Submitted Through The Foundation

The Foundation for SBCC is pleased to sponsor grants which are submitted by departments for specific projects.

Many granting agencies require that application be made through, or by, a 501(c)(3) charitable organization. The Foundation is chartered by the Internal Revenue Service and the State of California as such a tax-exempt charitable corporation, thereby becoming another avenue for acquiring funding for the college.

The staff and Board of Directors are prepared to offer preparation assistance, advice, and suggestions for granting sources. However, the following procedures must be followed:

1) Projects for which grants are to be submitted must have prior approval of the Superintendent/President and, if appropriate, the Board of Trustees.

2) The Foundation Director must be advised of the intent to submit a grant as soon as the department has received approval for its project.

3) The project must be deemed appropriate to the granting agency's guidelines.

4) Sufficient lead-time must be allowed for preparation and review of the grant request by The Foundation Director and the Superintendent/President. Minimum estimate of the time needed for review and possible revision would be two weeks.

UNDER NO CIRCUMSTANCES will grants be submitted through The Foundation if they have not gone through this review process.

The Foundation staff will assist with the following grant components:
- legal attachments,
- financial statements,
- proof of non-profit status,
- text on purposes of The Foundation,
- "cosmetic" attachments, eg: brochures, etc.
- required signatures.
Departments are expected to provide:
- Introduction and History text,
- project description,
- justification,
- cost analysis,
- any other information related to the project itself.

In some cases, and with ample notice, The Foundation may be able to assist in the writing and preparation of the total grant package.

Please contact The Foundation at 687-3092 for assistance or questions.
Guidelines for Forming "Associate" Groups

The Foundation will provide all possible assistance to departments hoping to raise funds for special projects. To this end, policies have been established for the formation of Associate Groups. These groups, recognized and aided by The Foundation, are designed to consolidate and direct a department's own donor constituency.

The Foundation's objective is to provide further opportunities for donations to individual departments.

The Foundation currently has one Associate group, the College Associates for the Performing Arts (C.A.P.A.) which is seeking grant funding through The Foundation for specific Theatre Arts projects.

Other departments which would seem likely candidates for Associate Groups would be Art, Health Technologies, Hotel Restaurant Management and Athletics. These examples are not, by any means, exclusive.

The following procedures relate to the establishment of Associate groups:

1. In order to qualify for consideration for an Associate group, the department/program must submit a set of objectives and a plan to the college Board of Trustees for approval.

2. Upon approval by the Board of Trustees and The Foundation Board, Associate groups may form their own boards and committees for fundraising which would interface with The Foundation staff and/or Executive Board.

3. The Foundation staff will be available for training workshops, legal advice and general support and direction for activities of the Associate groups.

4. The Foundation must be notified of meetings of the Associate group and such meetings would be open to Foundation members and/or staff, should they wish to attend.
5. Money generated by the Associate groups would be received by The Foundation and would reside in Foundation accounts. This money may be subject to operational assessments based upon the size of, and activity in, the account. Any exceptions must be approved by The Foundation Executive Board.

6. In order not to dilute the efforts of The Foundation to solicit funds on behalf of the entire college, Associate groups may not mount a community-wide campaign without the knowledge and approval of The Foundation.

7. To avoid over-solicitation of certain obvious funding sources, Associate groups may not solicit corporations without consulting The Foundation. An exception would be those corporations whose business or products relate specifically to the Associate group. (It would be appropriate for HRM to solicit the Marriott Hotel Corporation, for example, but not a company such as EXXON, without Foundation approval.) The Foundation must be advised, however, when any corporate solicitation is intended.

8. Associate groups are expected to issue at least one communique per year to their constituents, (eg: bulletin, newsletter) which reports on the activities of the Associate group.

9. The Foundation recognizes that some departments have their own constituency of donors, and proprietary feelings will be respected as much as possible. However, it is important to recognize that donors often choose to support several different areas of the college, and this fact further illustrates the need for coordination.

The Foundation retains the final decision on solicitation strategies:
   a) which are in the best interests of the donor,
   b) which, in consultation with college administration, are determined to be in the best interests of the institution as a whole, and
   c) which maximize the giving potential of each donor.
10. The Foundation will include the names of Associate Groups on appropriate solicitation publications, such as annual fund and newsletter mailings. This will give visibility to the Associate group and increase the opportunities for donations being designated in their behalf.
Foundation Board of Directors

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Eleanor Wright, Community Relations Vice President
John Bowman, Administrative Vice President
Peter MacDougall, Secretary
Stanley Bartlett, Treasurer
Gerald Thede, Member at Large
Eli Luria
Helen Pedotti

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Doreen Davis - Gift Processing/Bookkeeping
Carol Dobbs - Board Secretary/Research