

PROCEDURES MEMORANDUM

TO: MCC Employees

FROM: Office of the President

SUBJECT: Fundraising by College Employees

DATE: August 17, 2018

PURPOSE: This procedures memorandum systematizes the process for private fundraising by College employees. This procedures memorandum does not address public and government grants nor fundraising by student organizations.

SCOPE: This procedure applies to all College employees.

1. General Principles

- A. Fundraising for Metropolitan Community College (MCC) is carried out on behalf of the College by the Metropolitan Community College Foundation (MCCF or Foundation) staff in conjunction with College employees, using the procedures outlined herein.
- B. MCCF is a private 501(c)(3) qualified organization, established for the express purpose of providing private resources to advance the mission of MCC.
- C. Only those projects approved through the annual College planning processes and strategic initiatives identified by the MCC President and his/her designees will be approved for fundraising by College employees.
- D. Fundraising activities undertaken by MCC personnel will abide by all applicable laws, rules, policies, and standards of ethical behavior governing fundraising and College policy.
- E. All private fundraising efforts will be coordinated through and/or with the MCC Foundation to maintain professional standards and efficiencies and to prevent duplication of effort.

2. Definitions

- A. Government grantors – federal, state or local governmental entities
- B. Private donors – individuals, corporations, foundations, associations and other non-governmental organizations
- C. Gift/Donation – a voluntary, non-reciprocal transfer of money or property, including equipment, to the institution (MCC) and/or the Foundation (MCCF), which may be restricted by donor-specified purposes or given for the College's discretionary use
- D. Private grant – the transfer of money or property, including equipment, from a

donor that stems from a formal proposal that may require completion of specific goals, objectives, activities, and reports. If expectations are not met, a private grant agreement may require the return of funds.

- E. In-Kind Donations – a direct donation of tangible equipment or other goods for the benefit of College programs or services
- F. Student Organizations – approved student groups as defined by the Office of the Vice President for Campuses and Student Affairs

3 . Procedures for Fundraising

- A. Direction of government grants –All government grant funding, not requiring a 501(c)(3) applicant status, sought on behalf of the College is to be paid to MCC in accordance with the MCC Procedures for Institutional Grants process (PM X-20). Grant requests are submitted directly to governmental agencies on behalf of the College unless the grantor requires a 501(c)(3) agency. In such cases, the MCC Grant’s Office will prepare the request for MCCF signature but use the College process outlined by the Procedures for Institutional Grants System.
- B. Direction of private grants and donations – All private gifts, grants or donations received will be paid to the MCCF, to be stewarded by the MCCF Staff and Board of Directors in conjunction with the involved MCC departments and personnel. (Exceptions may be made in the rare circumstance that a donor has a significant reason for giving a gift directly to the College; in such cases, MCCF will direct the gift through appropriate College channels.)
- C. Use of Tax ID – The MCCF tax identification number may not be used for any purpose by non-MCCF personnel without the express written permission of MCCF.
- D. Approved Fundraising Activities – Private donations may be invited by the Foundation and/or by MCC employees with the approval of the Executive Director of the MCC Foundation or his/her designee. In general, the Executive Director of the MCC Foundation, or his/her designee, will authorize and organize fundraising efforts for 1) prioritized MCC initiatives and strategies (see section 1.C); 2) existing MCC programs or events that benefit from private funding; and 3) existing MCCF program growth, student support, or scholarship funds.
- E. New requests to embark upon fundraising efforts
 - 1) New requests will be considered based on existing staffing resources, other fundraising activities planned or underway, level of assistance needed, likelihood of successful fundraising, College priorities (see section 1.C), and opportunities for sustained support. All new requests will require the additional approval of the Vice President of the respective department (see section 3.F below).
 - 2) If an employee desires to seek private support for a program or service, he/she will notify his/her respective Vice President who will determine if the proposal is suitable for implementation, were funding available. If so approved, the request

will be forwarded to the Executive Director of the MCC Foundation to review based on existing staffing resources, College priorities (see section 1.C), other fundraising activities planned or underway, level of assistance needed, likelihood of successful fundraising, and opportunities for sustained support.

- 3) If approved, the Executive Director of the MCC Foundation will direct the request to Foundation personnel, to serve as MCCF liaisons with the employee, offering guidance, coordination, and support as appropriate.
 - 4) If the employee's fundraising request is not approved, every attempt will be made to guide the request toward a successful resolution. If a conflict arises that cannot be resolved between the Executive Director of the MCC Foundation, the Vice President, and the employee, the President will consider the issue and make a final decision in a timely manner and will notify the Foundation and the employee of the decision.
- F. In-kind gifts –If it is determined that a proposed gift could be used by the College, the respective department will work with the MCCF to issue the donor a Gifts In-Kind Acceptance Form (see forms bank). After the donor has provided contact information, description of the item and the value he/she has assigned to it, the Dean or Vice President of the area must indicate how the item would be used, if accepted. The form will be forwarded to the MCCF for final consideration, after which the items may be accepted, kindly not accepted, or referred to the Gift Acceptance Committee or College administration for further consideration. If approved, the gift will be received and receipted by the Foundation (see section 3.G below) and subsequently transferred by resolution to MCC's inventory via MCCF Board action. If the gift requires a transfer of title, it is the responsibility of the accepting department to make sure the title transfer is coordinated appropriately with the MCC Purchasing office.
- G. Receipt, acceptance, and acknowledgement – Upon receipt of any gift or private grant, MCCF will record the gift or private grant in the constituent database and issue a standard or individualized acknowledgement letter to the donor for stewardship and tax purposes. Other involved employees may send additional appreciation notes, in coordination with their MCCF liaison. Unless anonymity is requested by the donor, all gifts received in a fiscal year will be reported in the audited MCCF annual report issued following year's end.

Major gifts, as defined by MCCF policy, will be handled in accordance with the MCCF Gift Acceptance Policy and may require legal advice, detailed gift agreements, and/or the College President's involvement.

- H. Employee Giving Campaign – Each year the MCC employee and retiree communities will be invited to support scholarships, program growth funds or other prioritized initiatives through an employee giving campaign, organized by the MCCF office and carried out in cooperation with employee volunteers. While demonstrating our collective commitment to our students and the greater philanthropic community, the employee campaign provides employees with easy ways, such as online giving and payroll deductions, to support the College programs (see section 1.C) that matter most to them, in accordance with their own philanthropic objectives. Under no circumstances should an employee feel obligated, required, or negatively compelled

to contribute to the employee giving campaign.

- I. Fundraising Events – As a recognized method of fundraising and friend raising, MCCF-sponsored or MCCF-supported events may be held.
 - 1) Approval to pursue fundraising events will follow the same procedure as outlined in section E above. If approved, fundraising events will be supported by the Foundation office in one of the standard ways:
 - a)MCCF-sponsored event. Such events raise funds for existing College priorities that are included in the MCCF Board of Directors’ annual development plan. These events typically involve teams of Foundation and College staff, working in conjunction with MCCF board members. These events may use Foundation funds for event operations, and MCCF personnel may be closely involved with the event planning and coordination.
 - b) MCCF-supported event. Such events raise funds for existing College priorities (see section 1.c) or new College programs or activities as listed in section D or E above. These events are typically coordinated by College employees using MCCF liaisons who ensure proper donor tracking, receipting, and acknowledgement. Existing MCCF-supported events may use funds previously raised by the department and held at the MCCF to support event operations; MCCF personnel may participate in, but will not lead, event planning or coordination.
- J. MCCF Mini-grants – At its discretion, the MCCF Board of Directors may promote opportunities for MCC faculty and staff to submit mini-grant proposals for funding consideration. Grants are typically accepted on a rolling basis and support projects up to \$3000 that promote student success. Interested personnel may contact the Foundation office to obtain the current guidelines for seeking mini-grant support. Only projects initiated by MCC Faculty or Staff are eligible for this program.
- K. Non-College Related Fundraising – College resources cannot not be used for fundraising purposes outside of those addressed herein or those related to approved student organizations. MCC Foundation funds cannot be used to support organizations or projects outside the College’s mission.

Adopted 12/18/01; Revised 8/7/06; 12/6/07; 2/23/15; 08/17/18