
	St. Johns River State College Operating Guidelines and Procedures Manual		
	Procedure Title: Campus Fundraising Activities		
	Legal Authority – SJR Rule #: 3.04 (R1)		
	Procedure #: 3.38	IPC Approval Date:	
		Date Revised:	

3.38 Campus Fundraising Activities

This procedure ensures that all fundraising activities relate to the College’s mission and strategic plan and do not duplicate major fundraising efforts of the SJR State Foundation.

A. Purpose(s):

1. To distinguish between (a) fundraising efforts in which St. Johns River State College or the SJR State Foundation is an intended beneficiary and (b) fundraising activities in which the College is not a beneficiary, but members of the College community may be participants,
2. To clarify the Foundation’s legal, fiduciary and moral responsibilities for acknowledging and stewarding the gifts it receives,
3. To set limits and offer assistance for members of the St. Johns River State College community who wish to engage in fundraising activities outside of those conducted in support of the Foundation’s established priorities for philanthropic support, and
4. To provide education and guidance to help prevent actions that could jeopardize the Foundation’s tax-exempt status.

B. Guidelines and Procedures:

This procedure shall apply to any and all members of the St. Johns River State College community as well as any other individuals or organizations who may represent themselves to be members of the College community or who claim to be acting on behalf of the College. This procedure does not apply to members of the College community when they are engaged in fundraising activities for other organizations and/or when they have explicitly stated that their fundraising activities are unrelated to the College.

1. **Definition of “College Fundraising Activities”:** A College fundraising activity is one that employs the name, image or reputation of St. Johns River State College and/or the SJR State Foundation in an effort to secure financial contributions and also meets at least one of the following criteria:
 - The activity does, in fact, benefit SJR State College and/or the SJR State Foundation
 - Checks will be made payable to SJR State College and/or the SJR State Foundation
 - Donors will expect a gift receipt for tax purposes or will be promised a gift receipt, or
 - The organization will use the Foundation’s taxpayer identification number
2. **Advance Approval of Fundraising Activities:** All fundraising activities meeting the definition of “College fundraising activity” (see Section B, #1 above) must be approved in advance by the vice president for development and external affairs or the vice president’s designate.
3. **Employee Process:** Any potential fundraising activities on behalf of a College program or initiative must first be formally communicated to the appropriate divisional vice president before a request for assistance is directed to the Foundation Office. Examples of proposed fundraising activities might include, but are not limited to departmental grants, underwriting of conference participation,

sponsorship of an on-campus symposium, student or faculty travel, equipment, or departmental awards and banquets.

These types of programs and initiatives, which include direct solicitations, sponsorships and/or an entry fee, shall require the additional submittal of a Fundraising Request Form (see attachment) to the vice president for development and external affairs for endorsement.

4. **Student Club Process:** Any potential fundraising activities on behalf of a student club, organization or program must first be formally communicated to the appropriate club advisor/divisional leader before a request for assistance is directed to the Foundation Office. Examples of exempt fundraising activities might include, but are not limited to candy sales, car washes, rummage sales, etc.

Special fundraising events, which include direct solicitations, such as gift cards to major retailers, sponsorships and/or an entry fee, shall require the additional submittal of a Fundraising Request Form (see attachment) to the vice president for development and external affairs for endorsement.

5. **Related Policies:** Student groups who wish to engage in fundraising activities should also consult the Office of Student Affairs and the appropriate campus student activities director.

The College recognizes that students and employees often engage in fundraising activities for which the College is not the intended beneficiary. These activities may range from campus-based efforts to raise funds for groups such as the American Cancer Society or Habitat for Humanity, to employee or student participation in local churches or civic organizations.



FUNDRAISING REQUEST FORM

EVENT/PURPOSE: _____

ORGANIZATION: _____

DATE OF EVENT: _____

PLANNED ACTIVITIES: _____

DATE(S) OF ACTIVITIES: _____

EMPLOYEE(S)/STUDENT(S) INVOLVED: _____

IF SPONSORSHIP WILL BE SOUGHT, PROSPECTIVE SPONSORS WILL INCLUDE: _____

PAYPAL REQUEST FOR CREDIT CARD READER: _____ YES _____ NO

UTILIZE 501 (c) (3) STATUS FOR EVENT: _____ YES _____ NO

EMPLOYEE/CLUB ADVISOR: _____ DATE: _____

Signature

SUPERVISOR/CAMPUS DIRECTOR: _____

Signature

VP FOR DEVELOPMENT AND EXTERNAL AFFAIRS:

Signature _____ DATE: _____

Approved _____ Denied _____