



Donor Initiated Fundraising and Marketing Policy

POLICY STATEMENT

This policy serves to guide The Alaska Community Foundation (the “Foundation”) staff and Foundation fund holders/advisors when fund holders/advisors, donors, Foundation supporters, or local volunteers seek to plan fundraising events, activities, solicitations, or promotions for funds held at the Foundation.

PURPOSE & SCOPE

The IRS considers the Foundation to be the responsible party for activities conducted by the individuals and groups of people who might use the Foundation’s tax-exempt status to raise money for a component fund at the Foundation. The Foundation recognizes that many fund holders, donors, Foundation supporters, and local volunteers will want to grow funds in size and impact and allows fundraising for this purpose.

However, because the Foundation is the responsible party, this policy is in place to protect the Foundation from donor-initiated activities that might expose the Foundation to liability for the activities of others. It also serves to protect the Foundation’s name, logos, and other aspects of its brand/reputation when used for approved donor-initiated fundraising activities. Foundation staff will help fund holders/advisors, donors, Foundation supporters, or local volunteers navigate this process. Coordination of fundraising and marketing efforts with Foundation staff is essential to ensure all parties comply with Foundation Board policies, Federal laws including Unrelated Business Income Tax rules and IRS regulations, State charitable solicitation laws, and understand the scope of authority.

This policy does not apply to nonprofit organizations conducting their own fundraising and contributing the net proceeds to their fund at the Foundation.

SOLICITATIONS

Direct mail, personal, and online solicitations of gifts to funds at the Foundation are permitted under the following guidelines.

1. Prior to fundraising activities, a written fundraising proposal (Attachment I) and all proposed materials are submitted to the Foundation VP of Development and Communications for approval at least six weeks in advance of the proposed mailing/event

date. If the event will take place outside of Alaska, the Foundation must be informed at least four months in advance of event date.

2. In general, the Foundation's logo is not to be used for approved fundraising events, activities, and solicitations **unless express permission is granted** and guidelines are provided by Foundation staff.
3. Use of the Foundation's EIN is prohibited without prior written approval by the Foundation VP of Development and Communications. This includes, but is not limited to, fundraising activities and events, and grant applications including Pick.Click.Give.
4. Fundraising materials should direct the donor(s) to make their checks payable to "The Alaska Community Foundation" with the <Name of Your Fund>" in the memo line. Checks should be mailed directly to the Foundation. Cash donations must be submitted with the name of the fund indicated and the donor information including name, address, and phone number or email address. Cash donations without this information will be processed as anonymous.
5. Directing donors to make a contribution via credit card on the Foundation website www.alaskacf.org or specific fund page is an option if the donor receives nothing of value in return for the gift – no ticket to a dinner or event, no auction item, no thank you gift of value, etc.
6. Agency and Field of Interest funds cannot typically be used for fundraising expenses. Please check with Foundation staff in advance if you are seeking to submit a grant recommendation from your fund to cover fundraising expenses.

QUID PRO QUO FUNDRAISING ACTIVITIES

Activities such as fundraising dinners and auctions, etc. must be conducted under the fiscal guidance of the Foundation to ensure laws, rules and policies are being followed. Thus, the above guidelines apply as well as the following additional policies:

1. Any portion of the fundraising proceeds that results from the provision of goods or services (including ticketed events, dinners, auctions, etc.) to the donor is not tax deductible and must be identified and valued prior to the event (called "quid pro quo" under IRS rules). For example, if it is a ticketed event, the non-deductible value of the ticket price must be disclosed on the face of the ticket and be tracked by the Foundation's donation processing platform.
2. If the donor receives something of value in return for their gift (auction item, dinner, etc.) AND the Foundation has received complete and timely information about quid pro quo fundraising activities, the Foundation will provide a link to a special donation page that will allow on-line contributions and receipts that meet IRS requirements. If the Foundation does not receive complete and timely information about quid pro quo fundraising activities, the Foundation may refuse to accept the donations and may assess additional fees to the fund.

3. To ensure appropriateness of activity and accuracy of receipts for quid pro quo contributions, the Vice President of Development and Communications must be notified not later than four months in advance of the fundraising activity date.
4. Event Insurance must be provided by the party doing the fundraiser unless the Foundation agrees in advance, in writing, that no insurance is required. Insurance coverage must be reviewed with the Foundation VP of Development & Communication six weeks prior to fundraising activities.
5. The event must comply with the State of Alaska Charitable Solicitations Act or with the laws of the State where the event will take place.
6. It may be necessary for the Foundation to charge an additional administrative fee if a fundraiser requires significant staff time or resources.
7. Raffles, bingo, or other games of skill and chance are NOT allowed as fundraising activities for funds at ACF. Raffles are regulated by the State of Alaska and require a special permit. The Foundation has not and does not plan to obtain a permit to conduct such activities.
8. Events must not require a special events permit from the State of Alaska Alcohol and Marijuana Control Office (AMCO).
9. To ensure Unrelated Business Income Tax laws are followed, the sale of merchandise is only allowed if merchandise is donated.

RECEIPTING

1. The Foundation will provide a receipt to donors who give to Foundation funds. Fund holders are encouraged to thank their donors personally but should NOT provide tax-deductible receipts. The Foundation will only provide receipts to the individual or organization whose name and address information appears on the form of payment used for the donation. Per IRS regulations, the Foundation is not obligated to receipt gifts of less than \$250.
2. However, when a quid pro quo contribution is more than \$75, a written disclosure statement must be provided to the donor that informs the donor of the amount of the contribution that is tax deductible and provides the donor with a good faith estimate of the fair market value of the goods or services that the donor receives. It is imperative that the appropriate disclosures are made to donors upfront because failure to do so may result in the IRS penalizing the Foundation.

PROMOTIONAL ACTIVITIES

Activities such as publicly stating “a portion of annual profits will be donated to the Foundation or a fund at the Foundation” require a written agreement with the Foundation which include guidelines for using the Foundation name and linking to the website.

Cobranding or cause marketing with the Foundation is typically not allowed. These partnerships are when a commercial brand (or donor or Foundation supporter) requests to partner with the

Foundation and raise money by promoting a product or service. These types of promotions are often a product or service where a “percent donation when purchased” is donated back to the Foundation. In some cases where nothing is required of the Foundation or the fundholder, a cause marketing opportunity may be permissible. The Foundation Vice President of Development and Communications must be informed of any potential cobranding or cause marketing opportunity six weeks prior to due date of finalized agreement.

GRANTS

A grant is a gift or contribution bestowed by a government entity, corporation, or other organization for a specified purpose that is conditional upon certain qualifications as to use, specified standards, or a proportional contribution by the grantee or other grantor(s). Grants usually require compliance reporting by the grantee to the grantor. Some additional guidelines to grants are as follows:

1. The Foundation is the legal entity for the funds and is therefore the grantee.
2. Organizations and individuals are prohibited from using the Foundation’s EIN without prior written approval from the Foundation VP of Programs and Grants.
3. Proposal development should be discussed with the VP of Programs and Grants well in advance before the proposal is due.
4. Requests to submit a grant application on the Foundation’s behalf for a particular fund must be approved by VP of Programs and Grants as follows:
 - a. All Federal or State grants/earmarks: at least three months prior to application deadline
 - b. Grants of \$500,000 from private sources: at least three months prior to application deadline
 - c. All other grants: at least two weeks prior to the application deadline.
5. The VP of Programs and Grants must sign all original grant applications and agreements.
6. Fund advisors must update the Foundation in writing at least two weeks in advance on all progress and final report submissions.
7. Additional administrative fees may be charged to the fund if significant staff time is needed for grant processing or reporting.
8. Grant reports are the responsibility of the fund advisor(s) but will often need to be submitted by Foundation staff.
9. The Foundation may refuse grants that do not comply with these guidelines or if the Foundation determines it is in conflict with other requests.

NON-COMPLIANCE

Failure to comply with this policy may result in direct billing of staff time to the fundholder.

POLICY ADOPTION, REVIEW, AND REVISION HISTORY

Policy: Donor Initiated Fundraising Policy

ATTACHMENT 1

FUNDRAISING PROPOSAL



Fund Name: _____

Date of Event: _____ Fundraising Event/Project Name: _____

Location of event

Description of the Event/Project:

Event/Project Budget (supplies, catering, venue, professional fundraiser/event coordinator, insurance, event waivers, other):

Payment Plan for Goods and Services:

Quid Pro Quo Contribution details

Experience With This Type of Fundraising:

Insurance Provider (copy attached) _____

Number of Attendee's Expected: _____

Fundraising Goal (net) \$ _____

Contact Person: _____

Email: _____

Phone Number: _____

Best Time/Way to Be Contacted:

Staff Use Only Below Line

Date: _____

Reviewed By: _____

Approved ☐ Not Approved

Insurance Required: ☐ Yes ☐ No