

Brevard C.A.R.E.S, Inc. Policy and Procedure Manual



Series: Public Relations COA: RPM 2; ETH 2, 3, GOV 2, 3, 6, 7; FIN 2.3,4, 6,7

Policy Name: Fundraising Management
Policy Number: GOV BC 1009

Revision #/Date: 11/2/2016
Reviewed Date: 11/11/2020
Effective Date: 02/05/2013
Applicable to: Board of Directors and All Brevard C.A.R.E.S. Employees

SUBJECT: This policy outlines the governance of fund raising activities.

PURPOSE: To establish a policy to manage funds solicited for support of Brevard C.A.R.E.S. activities which will provide reasonable assurance regarding the achievement of donor objectives and conforming to all federal, state, county, and local statutes governing the solicitation of funds.

PROCEDURE:

References

Brevard C.A.R.E.S. Policies: GOV BC 1000, GOV BC 1001, GOV BC 1002, GOV BC 1003, GOV BC 1004, GOV BC 1005 and GOV BC 1006

Brevard C.A.R.E.S. Operating Procedure Initiating Fundraising Events (OP BC 1031)

OMB Circular: A-110, Part 74.22

Florida Statutes, Chapter 496

Florida Administrative Code 5J-7

Internal Revenue Service (IRS), Form 8282

Definitions

Donor: An individual or organization that gives tangible or intangible property or services.

Funder: An individual or organization that provides funds so that a service or commodity may be purchased.

Fundraising Activity, Event or Project: Any gift, solicitation or sponsorship/endorsement.

Funds: A supply of money or pecuniary resource.

Gift: Something given voluntarily without payment in return.

~~Philanthropy: Altruistic concern for human welfare and advancement that is usually manifested by~~
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donations of money, property, or work to needy persons or organizations that serve these individuals.

Solicitation: The act of petitioning or requesting funds.

Sponsorships/Endorsements: A sponsorship/endorsement is a mutually beneficial exchange whereby the sponsor receives value in return for cash or goods or services-in-kind provided to the organization.

Scope

This policy applies to all fund raising ventures of Brevard C.A.R.E.S. Responsibility for the daily management of Brevard C.A.R.E.S. fund raising is delegated to the Brevard C.A.R.E.S. Executive Director (ED) and their designee under the direction of the Board of Directors.

The ED and/or their designated staff will establish and maintain written procedures for the promotion of fund raising activities consistent with this policy. Such procedures shall include explicit delegation of authority to persons responsible for these functions.

The purpose of this policy is to give guidance and counsel to those individuals within Brevard C.A.R.E.S. concerned with the planning, promotion, receipt, acceptance, management, reporting, use, and disposition of private sector gifts, solicitations, and sponsorships/endorsements.

Fund Raising Guidelines

Brevard C.A.R.E.S. shall accept only those gifts, solicitations, and sponsorships/endorsements which shall be deemed consistent with the public laws and/or regulations of the United States of America and the State of Florida.

The Board shall determine that gifts to Brevard C.A.R.E.S. are evidence of philanthropic intent and that the donor's philanthropy is in accord with the stated mission and goals of Brevard C.A.R.E.S. The purpose is to prevent Brevard C.A.R.E.S from being an object of philanthropic intent for either designed or innocent avoidance of taxes, prejudiced purposes, or evaluation of gifts without generous, advanced, objective, experienced evaluation.

All members of the Board of Directors and Brevard C.A.R.E.S. staff are prohibited from benefiting personally by way of commissions or other devices related to gifts, solicitations, and sponsorships/endorsements received by the organization. All fund raising activities will be conducted in accordance with the following policies: GOV BC 1000 Conflict of Interest and GOV BC 1001 Ethics.

Legal counsel retained by Brevard C.A.R.E.S. shall review legal documents and contracts related to gifts, solicitations, and sponsorships/endorsements; especially donor agreements.

Brevard C.A.R.E.S. shall encourage donors to seek their own counsel in matters relating to their bequests as the organization can offer no legal counsel in these matters.

Brevard C.A.R.E.S. reserves the right to refuse any gift, solicitation, and sponsorship/endorsement that is not consistent with its mission. In addition to and without limiting the generality of, the following items will not be accepted by Brevard C.A.R.E.S.:

1. Gifts, solicitations, and sponsorships/endorsements that violate any federal, state, or local statute or ordinance.
2. Gifts, solicitations, and sponsorships/endorsements that contain unreasonable conditions (e.g., a lien or other encumbrance).

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3. Gifts, solicitations, and sponsorships/endorsements that is financially unsound. Reference policy GOV-204, Investment Management.
4. Gifts, solicitations, and sponsorships/endorsements that could expose Brevard C.A.R.E.S. to liability.

Philanthropy is based on voluntary action for the common good. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in Brevard C.A.R.E.S. operations, all donors will be afforded rights and privileges as outlined in policy GOV BC 1001, (Ethics section).

The decision to engage in a fundraising event/project shall be evaluated by the ED and/or their designated staff using the following criteria:

1. Standard of Prudence: Profitability, demands on staff time, strength of support from the organizing group/volunteers, public relations exposure, costs/budget, and potential conflicts of interest.
2. Risk Assessment: As applicable, a risk assessment of the fundraising event should take place as outlined in procedure RQ BC 1004, Risk Assessment Process.
3. Internal Control: Appropriate internal controls will be established for the fundraising activity compliant with policy GOV BC 1007 Internal Controls. These controls shall be designed to prevent loss of funds due to fraud, error, misrepresentation, or imprudent actions.
4. Procurement: If the fundraising event shall require procurement functions, purchasing shall be governed as outlined in procedure PR-901, Procurement of Commodities and Services.

The ED must approve the use or inference of Brevard C.A.R.E.S.'s name, services, or logo.

Brevard C.A.R.E.S. shall follow accepted guidelines for the valuation of gifts such as stock, real estate, personal property, and life insurance that require specific methods of valuation for the protection of both the donor and Brevard C.A.R.E.S. Gifts of art, furniture, books, stamps, coins, and other collections must have values assessed by properly accredited independent appraisers retained by potential donors for appropriate gift tax credit. Brevard C.A.R.E.S. shall acknowledge receipt of such properties but must not verify values.

The recording and financing of all gifts, solicitations, and sponsorships/endorsements shall be in accordance with all applicable Federal, State and Local requirements. This will include the annual filing of the State of Florida, Department of Agriculture Fundraising Solicitor Registration application as well as the IRS form 8282 as applicable.

Within 30 business days, upon a donor or funder request, Brevard C.A.R.E.S. will disclose financial information concerning fund raising activities. As provided by IRS regulations, Brevard C.A.R.E.S. will charge a reasonable copying fee and actual postage cost to provide this information.

Reporting Requirements

The ED shall update the Board of Directors on fundraising activities in the monthly Board of Directors ED report and as otherwise directed by the Board.

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Approved by the Brevard C.A.R.E.S. Board of Directors November 11, 2020

AS APPROVED BY THE BOARD OF DIRECTORS: BY DIRECTION OF THE EXECUTIVE DIRECTOR:



Dan Rodgers
Board Chair

Signature Date: 11/11/2020



Kathryn Parker
Executive Director

Signature Date: 11/11/2020