



Policy Name:	Fundraising
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OVERVIEW

Several divisions on the El Camino College campus have various fundraising activities. In order to maximize our abilities to raise private funds, all College efforts must be coordinated through the Foundation. The purposes of this coordination are:

- To avoid conflict and duplication of efforts in fundraising programs.
- To maximize the contributions from each donor.
- To provide continuity or understanding of, and support for, funding needs.
- To ensure that all gifts are properly acknowledged and
- To ensure that accurate records of all gifts are maintained.

GUIDELINES FOR FUNDRAISING ACTIVITIES

The following guidelines apply to any person, division or program seeking to establish a fundraising program and solicit contributions or gifts from individuals, business, industry, foundations, community organizations or others in the name of El Camino College:

1. During the development phase of the fundraising activity it is necessary to involve Foundation staff to ensure that the Foundation can support the program and will be able to accept the gifts that result. Please refer to the Foundation Gift Acceptance Policy #401.
2. All printed material connected to the fundraising activity must be approved by the Foundation and cleared through the Superintendent's Office to ensure compliance with IRS regulations.
3. Clearance must be obtained from the Foundation Executive Director before pursuing formal discussions with any potential donor for any kind of support from private sources.
4. Contributions must be sent directly to the El Camino College Foundation. Please note that **all checks must be made to the El Camino College Foundation.** Donors should indicate, via the memo line on their check or in a transmittal letter, the purpose for which their gift is to be used.
5. Upon receipt of these gifts, a receipt in the form of a thank you letter will be sent to the donor on behalf of the Foundation's Board of Directors. This document has the required substantiation statement on it.
6. If donors receive a pro bono goods or services for their donation (i.e.: a meal), only the difference between the donation and the value of that goods or services is what may be deducted from the donor's taxes. The amount of any goods or service must be provided to Foundation staff prior to any donations being solicited or invitations sent.

Note that certain items are considered to have de minimis value (for example, a mug with the ECC logo), and therefore do not reduce the amount a donor can deduct.

7. All campus programs or divisions with a fundraising program will have a copy of each donor thank you letter forwarded to the appropriate dean or director. Deans, directors and faculty who have contact with the donor are encouraged to also write thank you letters.
8. Donations will be put into the appropriate Foundation account. Where there is not an existing account that meets donor restrictions, one will be established.
9. The El Camino College Foundation has a legal and moral responsibility to ensure that all restricted gifts are spent as the donor specifies; therefore, the Foundation Executive Director must receive an approved requisition or P.O. verifying expenses charged before any funds can be released.
10. Donors require periodic reports on how their donations have been spent. The Foundation needs to provide these reports and to ensure that they are accurate and timely. Therefore, programs benefiting from fundraising efforts may be asked to provide specific information regarding funded programs and projects.

FUNDRAISING ACTIVITIES

Fundraising and solicitation programs included in the above stated policies and procedures include, but are not limited to:

1. Plans to raise funds on an annual basis
2. Establishment of an “associate” or “friends” program designed to solicit financial support for a particular academic/vocation or administrative unit or program
3. Special fundraising efforts or events appealing to El Camino College existing or potential donors for scholarships, memorial funds, fellowships, aid programs, endowed chairs, etc.
4. Cash or equipment donations
5. All private Foundation proposals
6. In-kind gift solicitations
7. Sponsorships