

FUNDRAISING POLICY

Adopted: 12-09-03

PASADENA CITY COLLEGE FOUNDATION

OVERVIEW

A number of units on the Pasadena City 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 the fundraising programs;
- Maximize the contribution from each donor;
- Provide continuity for understanding of and support for funding needs;
- Ensure that all gifts are properly acknowledged;
- Guarantee 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 in the name of Pasadena City College from individuals, business, industry, foundations, community organizations, or others.

1. During the development phase of the fundraising activity, it is necessary to get approval of executive director in writing to ensure that the Foundation can support the program and will be able to accept the gifts that result.
2. All printed material connected to the fundraising activity must be approved by the Foundation Executive Director.
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 delivered to the Pasadena City College Foundation. Please note that **all checks must be made payable to the Pasadena City College Foundation**. Donors should indicate by 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-your 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 good or service for their donation (i.e., a meal), only the difference between the donation and the value of that good or service is what may be deducted from the donor's taxes. The amount of any good 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 no commercial value, and therefore do not reduce the amount a donor can deduct (for example, a mug with the PCC logo).
7. A copy of each thank-you letter will be 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.

Pasadena City College

Fundraising Policy

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 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 purchase order 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 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 annually recurring basis;
2. Special fundraising efforts or events appealing to Pasadena City College constituencies for scholarships, memorial funds, fellowships, aid programs, endowed chairs, capital improvements and special projects;
3. Cash or equipment donations;
4. All private Foundation proposals (note that these must also have approval from the Grants Office);
5. In-kind gift solicitations;
6. Sponsorships.