

Subject: Fundraising and Charitable Gift Acceptance

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1. Purpose

In order to maximize fundraising potential for the benefit of the College and ensure alignment with its priorities, this policy designates the Tidewater Community College Educational Foundation (hereinafter “Educational Foundation”) as solely responsible for College fundraising and establishes prohibitions on fundraising activity not coordinated or authorized by the Educational Foundation. It establishes procedure for requesting support for fundraising activities. This policy also governs the acceptance of gifts and outlines relevant procedure. Furthermore, this policy outlines employee compliance with applicable laws, policies, and fundraising ethics.

2. Policy

The Tidewater Community College Educational Foundation is the recognized philanthropic arm of Tidewater Community College. The Educational Foundation will coordinate all fundraising activities of the College. The Educational Foundation may, if it so chooses, delegate fundraising responsibility in individual circumstances to a non-Educational Foundation staff member of the College.

Solicitation of Charitable Gifts:

No College employee shall solicit for charitable gifts of any kind (e.g., cash, equipment) from any individual, corporation or foundation without prior approval from the Educational Foundation and his/her responsible cabinet member.

No College employee shall use College resources, including the College email distribution lists, for the solicitation of charitable gifts from fellow employees or external

parties without prior approval from the Educational Foundation and his/her responsible cabinet member.

No member of an advisory board associated with the College shall solicit for charitable gifts from any individual, corporation or foundation without prior approval from the Educational Foundation.

No TCC student shall solicit for charitable gifts for the benefit of a student organization from any individual, corporation or foundation without prior approval from the Educational Foundation.

Acceptance of Charitable Gifts:

No College employee, except for those in the Educational Foundation office, advisory board member, or TCC student, shall accept charitable gifts (e.g., cash, equipment) from any individual, corporation or foundation.

Prospective donors of charitable gifts should be directed to Educational Foundation office staff. The Educational Foundation is under no obligation to accept a gift and may determine for any number of reasons, including but not limited to perception of benefit or lack thereof, not to accept a gift. Prospective gifts of real property will be referred to the TCC Real Estate Foundation.

Gifts In-Kind:

Charitable gifts in-kind intended for the benefit of a TCC division, academic program, or student organization will be transferred in a timely manner from the Educational Foundation to the College entity.

3. Responsibilities

The Vice President for Institutional Advancement/Executive Director of the TCC Educational Foundation shall ensure that adopted procedures are consistent with applicable federal and state laws and regulations, policies and procedures of the Virginia Community College System, Educational Foundation, and College. Adopted procedures should seek to align with CASE (Council for Advancement and Support of Education) Reporting Standards and Management Guidelines for Educational Fundraising and Association of Fundraising Professionals (AFP) fundraising ethics to the extent no conflicts exist with law or policy.

4. Procedures

4.1. Fundraising Support

All requests for fundraising support must be made to the Educational Foundation using an established online form made available on the College's intranet.

Based on the information supplied by the requestor, the Educational Foundation will determine whether to a) coordinate the fundraising activity b) disallow the fundraising activity or c) authorize the fundraising activity and delegate the responsibility for the fundraising to a non-Educational Foundation staff member.

Considerations for the Educational Foundation include but are not limited to:

- 1) Compliance with federal and state laws, and College and Foundation policies
- 2) Alignment of request with established College fundraising priorities
- 3) Conflicts with Educational Foundation philanthropic plans for prospective donors
- 4) Staff capacity to meet demands of fundraising activity
- 5) The true revenue potential of activity after costs of executing fundraising are incurred
- 6) Fund minimums in Educational Foundation policies
- 7) Cost estimates for gift acceptance or ongoing management
- 8) Ability to spend gift; compliance with donor conditions for restricted gifts
- 9) Community/College impact

4.2. Acceptance of Charitable Gifts In-Kind

Before the Foundation may accept gifts in kind, the prospective donor must provide documentation of the estimated value of the gift.

For a gift in-kind intended by a prospective donor to benefit a specific College division, academic program, or student organization, the Foundation must first verify in writing that:

- a) The intended recipient (academic program, division, or student organization) and responsible member of President's Cabinet has a need for the gift and wants to accept it; and
- b) The intended recipient and responsible member of President's Cabinet has estimated the cost of transferring and storing the gift and has sufficient funds to cover any costs.

Once the gift has been accepted, the Foundation shall convey the gift details to the Procurement Office in a timely manner to determine if it meets the criteria for recording in the Asset Management System. If it meets the criteria, the gift will be recorded as of the date of receipt and will be controlled in accordance with TCC Policy 4303 (Asset Control and Management).

5. References

[CASE \(Council for Advancement and Support of Education\) Reporting Standards and Management Guidelines for Educational Fundraising](#)

[Association of Fundraising Professionals \(AFP\) fundraising ethics](#)

[TCC Policy 4303 \(Asset Control and Management\)](#)

6. Definition

Gift In-Kind: a gift of goods or services.

7. Review Periodicity and Responsibility

The Vice President for Institutional Advancement/Executive Director of the TCC Educational Foundation shall review this policy annually on the anniversary of its approval and, if necessary, recommend revisions.

8. Effective Date and Approval

This policy is effective upon its approval by the College President on July 27, 2017

Policy Approved:

Procedure Developed:

Edna V. Baehre-Kolovani, Ph.D.
President

James P. Toscano, DLP
Vice President for Institutional
Advancement/Executive Director of the
TCC Educational Foundation

9. Review and Revision History

This is the first version of this policy.