

# UNIVERSITY FUND RAISING POLICY

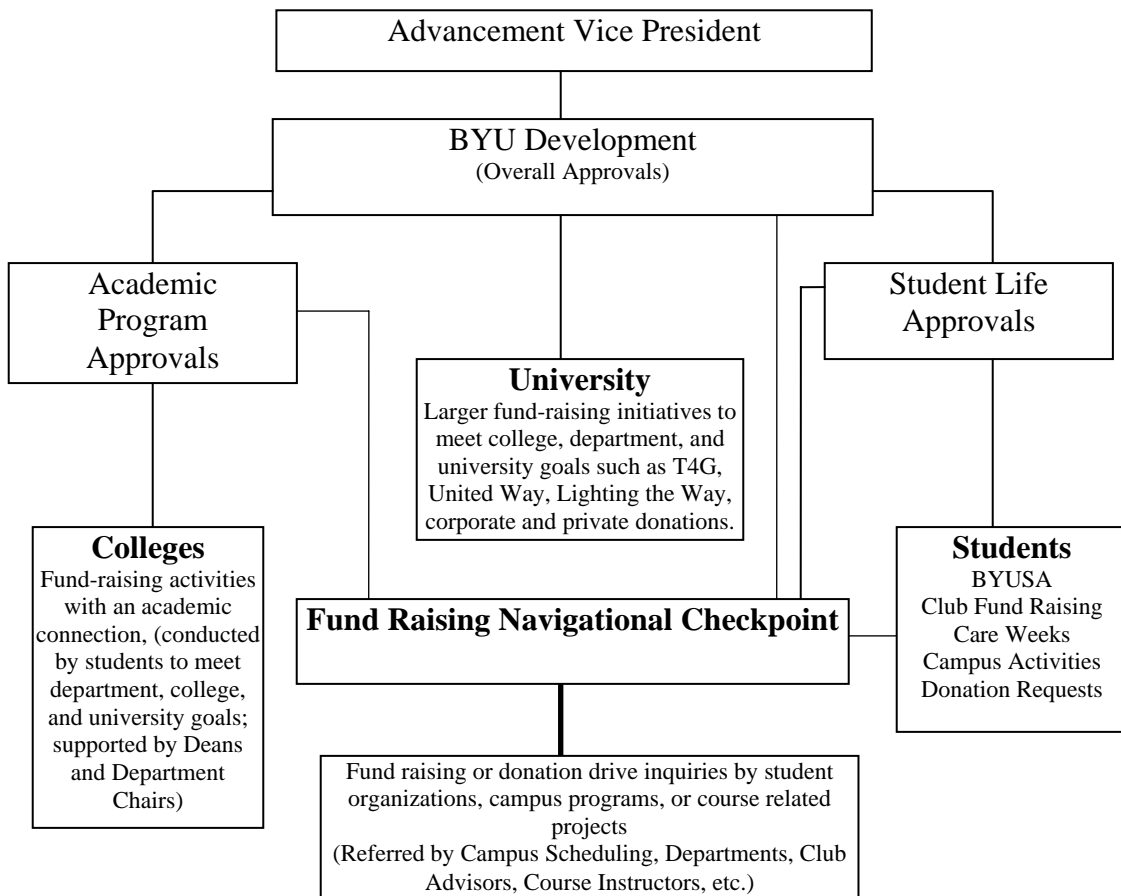
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All fund-raising activity at Brigham Young University is supervised, coordinated, and directed by BYU Development, under the direction of the Advancement Vice President. Two areas work directly with the BYU Development Office in approving and coordinating fund-raising activities:

**Academic Vice President** - Under the direction of the Associate Academic Vice President, this office approves and monitors any fund-raising activities involving academic courses or programs, in conjunction with appropriate deans and directors (see Appendix A).

**Dean of Students** - Under the direction of the Dean of Students, this office approves, monitors, and correlates any fund-raising activities for student groups, organizations, and programs sponsored by Student Leadership (see Appendix B).

The integration of these three offices is depicted in the following diagram:



The University invites and encourages the campus community to emphasize service-oriented activities. Where appropriate, individuals may be asked to assist the BYU Development Office and its personnel with fund raising. A fully coordinated effort will eliminate multiple “asks” of individuals and organizations and will enhance the overall success of the University’s fund-raising effort.

### **Guiding Principles**

In general, the following principles are applicable to fund raising at BYU:

- Fund raising is not the primary task or expectation of most faculty and staff. College deans have a responsibility for helping to raise funds for college and University priorities, and for authorizing and supervising, on an exception basis and in conjunction with the Associate Academic Vice President, any academic learning or course requirement(s) that involve fund raising. Faculty should assist in development activities by identifying potential donors to their deans and department chairs and by nurturing relationships with those prospects, in connection with Development personnel assigned to specific colleges and programs. BYU Development officers (donor liaisons) are assigned to various constituent units to lead and coordinate fund-raising efforts at the college level under the direction of the deans and the BYU Development Office.
- Students generally should not be involved in fund-raising activities. They are encouraged to provide service (time and energy) but not funds. Thus, academic courses, academic programs, and student groups, organizations, and programs sponsored by Student Leadership should not normally expect or require students to be involved in fund raising. Any exceptions must be approved through respective deans and the Academic Vice President’s Office or the Dean of Students Office.
- The University experience should focus on learning and service, working through existing Church and community agencies, and not on special fund-raising activities.
- In general, only the BYU Development Office and deans should solicit funds, goods, or services from individuals or companies on behalf of BYU. Any exceptions should be cleared and coordinated with the BYU Development Office.
- Processing and official receipting of gifts as well as public announcement of gifts should be through the BYU Development Office.
- Solicitation of personal contributions from faculty and staff will be made only twice a year during the annual Together for Greatness campaign and the annual United Way drive. On an annual basis, students may be encouraged to participate in a University-wide fund-raising campaign coordinated by the BYU Development Office and during times designated as Care Week. Students should not be solicited for funds at other times during the school year. Exceptions must be approved through the Dean of Students Office.

### **Implementation**

Before proceeding with any fund raising, on or off campus, approval and coordination with the BYU Development Office is required. To receive approval, the following procedures should be

followed:

#### Fund Raising as a Part of Academic Courses or Programs:

- Read the guidelines in Appendix A of this policy. Student fund-raising will be rare. However, if the proposed course work appears to qualify as an exception, the dean or department chair can submit a request to the Associate Academic Vice President-International, Distance, and Continuing Education.
- After the proposal has been reviewed and approved, the dean or department chair will be notified and a copy will be sent to the BYU Development Office.
- In the case of technology donations, BYU Development will review the donation with the Office of Information Technology.

#### Fund Raising by Student Clubs or Groups:

- Read the guidelines in Appendix B of this policy. If the activity meets these guidelines, fill out a Student Organization Fund-Raising Proposal or Request to Solicit Off-Campus Gifts or Sponsorships, available in the Dean of Students Office and the Jacobsen Center for Service and Learning.
- Review the completed form with the designated personnel at the Jacobsen Center. This individual will provide assistance and a preliminary judgment of feasibility against acceptance guidelines and will then refer proposals/recommendations to the appropriate area for consideration.
- After the proposal has been reviewed and signed, a copy of the signed activity form will be sent to the BYU Development Office.
- In the case of technology donations, BYU Development will review the donation with the Office of Information Technology.

#### Other Fund-Raising Activities:

- Meet with the development officer (donor liaison) assigned to the appropriate campus unit. Fill out the Request for Charitable Funding form available from the BYU Development Office.
- Obtain the necessary signatures from department chair and dean, and submit the form to the BYU Development Office.
- The BYU Development Office will review the form with the Academic Vice President's office and report to the requester to coordinate approved fund raising activity.

## **ESTABLISHING FUND-RAISING PRIORITIES**

There are hundreds of projects at BYU worthy of financial assistance. By prioritizing projects needing private funding, the University can concentrate its efforts on first completing those projects that will do the most to meet the institutional objectives outlined by the President and Board of Trustees. BYU's President selects several major projects each year to include on the fund-raising priority list. These priorities provide the main focus of the BYU Development Office fund-raising efforts and goals. *Individuals may not solicit or accept gifts not on the approved fund-raising list.*

Each dean should prepare a list of fund-raising priorities each year for the approval of the Academic Vice President. The approved priorities provide the focus for fund-raising efforts of the dean and BYU Development Office staff member assigned to work with each college.

### LDS Foundation and BYU Development Office

The BYU Development Office is a division of LDS Foundation, the official agency of the Church empowered by the First Presidency to cultivate, solicit, receive, and process charitable gifts (other than tithing, fast offerings, and funds raised for local ward and stake projects). LDS Foundation functions under the direction of the Presiding Bishopric and a board that includes the President of BYU and other Church schools. The executive director of the BYU Development Office reports to both the managing director of LDS Foundation and the BYU Advancement Vice President.

### Name Clearance

The First Presidency has authorized LDS Foundation to be responsible for assigning names of potential donors to the charity with whom that person might have a particular interest, to avoid having donors receive multiple solicitations from different Church charities or from different departments within the same institution. The spirit of name clearance activity is cooperation, consistency, and success—not exclusivity.

When University personnel identify a potential donor, they should contact the donor liaison assigned to the appropriate college, or the BYU Development Office, C-389 ASB. The name will then be taken to the Name Clearance Committee. The BYU Development Office will report to the requester whether the name has been cleared as requested or was already assigned elsewhere.

General Authorities of the LDS Church are NOT TO BE SOLICITED FOR FUNDS. However, if a General Authority already belongs to a fund-raising group or organization on campus, that organization may continue to correspond with the General Authority through its regular communication channels.

## **SOLICITING/ACCEPTING GIFTS**

Mass solicitation: BYU Development through the Annual Giving Office coordinates the direct mail and telephone solicitations to multiple potential donors, including alumni.

Solicitation of University personnel: The Together for Greatness program seeks the continuing financial support of all personnel in behalf of the University through monthly or annual contributions. BYU Development through the Annual Giving Office operates this program.

Other Individuals: Solicitations of individuals is coordinated through the BYU Development Office or through the representative of that office assigned to the college/school.

Foundations/Corporations: Foundations and corporations that have internal funding mechanisms have established guidelines that must be followed in soliciting grants and contributions. Consequently, all contacts with corporations and private foundations with the intent to solicit funds are to be coordinated through the BYU Development Office's Directors of Foundation and Corporate Relations.

Non-Cash Gifts: Gifts-in-kind, securities, real estate gifts, gifts of trusts, and many other non-cash contributions require special handling and review. Prior to asking for or agreeing to accept any such gift, contact the BYU Development Office. Technology donations will be coordinated with the Office of Information Technology.

Restricted Donations Accounts: Funds received for endowment, sponsored research, and purposes designated by donors are placed in restricted accounts. All such accounts are subject to the contractual arrangements specified in the research agreements, the trust agreements, or the documents expressing the wishes of the donors. Even though such funds are not tithing and tuition funds, expenditures should be as carefully made as for budgeted funds. In some cases the restrictions are even more severe: legal fiduciary responsibilities are involved. Administrators and other personnel should not expect they can spend funds from restricted accounts with less accountability than for budgeted funds. Ordinarily, expenditures from restricted accounts will be subject to the same limits as those applying to unrestricted budgetary accounts, subject to the specific conditions of the gifts or contracts. For example, the same limits on expenditures for travel, food and refreshments would normally apply.

Because of possible conflicts of interest and possible tax problems, the University will not accept research funds or donated funds that will be administered by the donor.

## **ACCOUNTING/RECORDING DONATED GIFTS**

All gifts of cash, checks, securities or documentation on gifts-in-kind should be delivered to the BYU Development Office, C-389 ASB. Colleges/departments should not deposit cash or checks directly into a campus account. The BYU Development Office will work with LDS Foundation and BYU Financial Services to ensure proper reporting, receipting and acknowledging of all donations.

Financial Services will notify the department when the funds have been placed in a new account. Financial Services will advise the department regarding any restrictions placed on the donation and the account code in which the funds have been placed. When additional funds are received for an existing account, the only notification will be an increase in the account balance on the monthly report.

In addition, LDS Foundation will provide the dean's office of each college with a monthly "Select Account" report. This report will give the name, address, donation amount, and gift restriction (account number) of each donor for the reporting month. This is a confidential report and the deans should only share it with those who need to know.

Each department will be responsible for the expenditure of the funds and the compliance with all restrictions and other requirements in accordance with University policies and procedures.

Financial Services will make a periodic review to see that all funds are handled in compliance with the wishes of the donors and all restrictions and requirements are being followed.

Conditional gifts, where the donor expects to receive some special service or research in exchange for the gift, are contrary to University and tax regulations. They may place unrealistic demands on the University, and should not be accepted unless approved by the Advancement Vice President or Academic Vice President.

## Appendix A

### **Fund-Raising Guidelines for Academic Courses and Programs**

Service is an important aspect of the BYU experience. Students are encouraged to participate in meaningful service through campus wards and stakes and through the Jacobsen Center for Service and Learning. In some instances, faculty have required students to participate in service projects as part of course requirements. In many cases these service projects have focused on fund raising: sometimes to benefit individual students, sometimes to benefit well-known charitable causes, and sometimes to benefit groups with whom faculty are personally associated.

These fund-raising initiatives can have unanticipated consequences:

- Resentment from the local community because of constant contact and requests for funds.
- Hindrance to the University's general development effort.
- Feeling of exploitation by faculty and other students.

The following guidelines have been adopted to avoid the unintended but sometimes negative consequences of fund-raising connected with academic assignments. These guidelines confirm and support the University Fund-Raising Policy.

- Faculty may not solicit, encourage, or require students to participate in fund-raising activities as donors or petitioners, including requirements or directions to participate in Care Week. Fund raising should not occupy classroom or student consultation time nor be part of academic course requirements or credits.
- Academic programs should not solicit, encourage, or require students to participate in fund-raising activities as donors or petitioners. Exceptions could include the annual University-sponsored student campaign or the "senior pledge." Colleges and departments may unite students to participate in their priority development activities that are approved by the President's Council and are coordinated with the BYU Development Office.
- Solicitation of non-monetary items (e.g., food, clothing, medical supplies, books, personal hygiene items, etc.) follows the principles expressed above.
- Student participation in Care Week is governed by the policies developed by Student Life.
- Guidelines for linking service experiences to academic course requirements can be found in the University Curriculum Handbook or through the office of the Associate Academic Vice President-Undergraduate Studies.
- Students may apply for funding from the Jacobsen Center for Service and Learning to support service-learning projects. Guidelines and policies for these funds can be obtained from the Jacobsen Center.
- Deans, Directors, or Department Chairs can make petitions for rare exceptions to this policy to the Associate Academic Vice President-International, Distance, and Continuing Education.

## Appendix B

### **Fund-Raising Guidelines for Student Clubs and Groups**

The University recognizes and supports the many kinds of service contributions student organizations can make on campus, in the local community, and even around the world. Each year student clubs sponsor meaningful social activities, service projects, cultural events, and educational forums. In doing so, student groups are expected to emphasize giving service, versus the generating of revenue, as the main consideration for activity planning and charitable outreach.

The following guidelines and approval process has been adopted to: a) determine when a fund raising proposal by a student club is a reasonable option; b) ensure financial accountability for funds raised; and c) be considerate of the time and budgets of students who may be involved or targeted to participate in such activities.

These guidelines confirm and support the University Fund-Raising Policy

- All student fund-raising activities, whether originating from a BYUSA club, a college- or department-sponsored organization, or a campus service area must be approved prior to scheduling facilities, advertising, or contracting for services.
- A fund-raising activity is one where revenue is generated, other than organization dues, whether or not a profit is made. Such activities should allow clubs or groups to earn operating monies to meet reasonable expenses during the year but not build up excessive reserves. Limited fund raising can also be done in support of charitable or humanitarian causes.
- Charitable drives to collect non-monetary contributions such as food, clothing, books, or supplies are subject to the same guidelines and approval process as fund-raising activities.
- Soliciting local businesses, national corporations, or individuals (alumni, friends of the University, etc.) by any student group for donations (money, sponsorships, gifts, premiums) to support campus fund raising must be approved by BYU Development before any contact can be made.
- Fund raising should be for the benefit of the collective organization or an approved charitable cause. Monies raised should not be for the specific benefit of individuals (within or outside the organization) and cannot be used to support student travel or scholarships.
- Fund raising that involves door-to-door contacting, telephone sales, cash collection boxes, soliciting loose change donations, sale of advertising, or furthering off-campus commercial or political interests will not be approved.
- The review of fund raising requests will be based on the following principles:
  - The activity is of benefit to the campus community. The nature and location of the activity must also be appropriate for involvement by students at BYU.
  - The activity offers goods or services at a price that is economically reasonable and invites participation in a way that is non-coercive.

- The activity has been well planned and there is adequate assurance the group is risking only money that it is prepared to pay in case the activity does not prove to be commercially successful.
- There will be adequate supervision at the activity to be responsible for cash handling, participant safety, and compliance with University standards.
- Fund-raising activity should be for a defined and relatively short period of time.
- The defined period of time for fund-raising events or commodity drives in support of charitable or humanitarian causes is during a BYUSA-sponsored Care Week.
- Permission to raise funds on campus may be withheld if the proposal is deemed to be insufficiently related to broader University objectives, or if difficult precedents might be established.
- Funds raised by student groups can generally not be donated to University departments, performing groups, or other budgeted programs.