

SOP # 10.12 Revision: 4-26-17
Effective Date: 2-16-11

Prepared by: Bylaw/Policy & Procedure Committee
Approved by: Board of Directors

Title: SANTA ROSA PLATEAU FOUNDATION (SRPF) - SOLICITATION OF DONATIONS

Policy: Solicitations for donations from businesses and individuals will be made in accordance with ethical business and fund-raising practices. Requests for funds or donations from vendors and businesses with the potential for having a future commercial relationship with the institution will be made in the spirit of philanthropy with no overt or implied promise of future business or threat of withdrawal of business.

The SRPF will not enter into an agreement with any agency, person, company, or organization on any matter — whether it is investment, management, sale, or other interest — which would knowingly jeopardize or compromise the donor's interests.

Purpose: To avoid jeopardizing the philanthropic efforts, the SRPF's purchasing procedures, or donor's interests.

Scope: The following procedures apply to all types of fund raising programs and for all solicitation of funds from private individuals, foundations, businesses, corporations, and organizations.

Procedure:

1.0 DONOR CONTRIBUTIONS

- A. It is the responsibility of the donor to establish the value of all non-cash gifts.
- B. All gifts donated to the SRPF, including cash, pledges, securities, trusts, insurance policies, real estate, and other gifts-in-kind, will be officially recorded and acknowledged based upon the valuation set by the donor. It is the responsibility of the Budget and Finance Committee to maintain these records.
- C. The direct costs of gift solicitation activities will be reported, on a monthly basis, to the Executive Director and the Board of Directors. This report will also be available to current donors of record upon request.
- D. The SRPF will adhere to all state and local statutes relating to charitable organizations and not-for-profit corporations. This includes registration of the the SRPF as a charitable organization. If the SRPF contracts with fund raising counsel and service providers, only those will who are registered and bonded with the state will be retained.
- E. The SRPF will follow generally accepted accounting (GAAP) standards and practices relating to the accounting and crediting of all contributions. The agency will provide an annual report (with audited accounting statements if

the SRPF has assets of at least two million dollars per California non-profit corporate law) to donors.

2.0 DONOR RECORD KEEPING

- A. An accurate database of all donors and prospects will be maintained by the SRPF staff. It is the ethical responsibility of the SRPF and all the SRPF volunteers to protect any private information on donors and prospects that is maintained in the SRPF files.
- B. Donor names and contribution levels are public information unless the donor requests anonymity. However, background information and other prospect research is not public information.
- C. A donor or prospect may request to see his/her personal file at any time during regular business hours. Forty-eight hours advance notice is requested.
- D. The prospect and donor files (including computer databases) are the property of the SRPF. An employee or volunteer may not use or hold any unpublished files for any use other than the advancement of the SRPF's mission.
- E. Any list obtained from another organization, either by renting or trading, is considered to be owned by the other organization, and the SRPF only as agreed upon with other organization/agency.

3.0 FOUNDATION REQUESTS

- A. If similar requests for funding are submitted to more than one foundation, whether it be corporate, private, or government, for a specific project or activity, the SRPF must acknowledge the duplicate submission if inquiry is made. The SRPF must also inform any foundation that responds favorably of any other foundations which have also responded favorably.
- B. The SRPF will meet all specified reporting and evaluation requirements of granting foundations on schedule, and report any delays or project changes in a timely fashion.

4.0 CORPORATE SOLICITATIONS

- A. Any solicitation or contribution from an SRPF vendor must not be directly related to the business relationship with the vendor or the vendor's competition nor should any vendor be chosen based on a stated or implied contribution to the SRPF.
- B. A corporate contribution may be recognized publicly as a donor or underwriter and full benefits provided to the corporate donor. If the recognition is provided to a specific product or service of the corporation,

a portion of the gift will be considered as advertising and attributed as earned income.

- C. Any “substantial” benefits offered for a corporate contribution must be clearly stated with an opportunity for the corporation to refuse these benefits in order to claim full deductibility.
- D. Sponsorship fees are considered earned income. Sponsorship is revenue from a corporation that is clearly intended to:
 - 1. Market the corporation's products or services
 - 2. Promote the corporation's image or product through the SRPF's marketing/PR or exhibit/program signage
 - 3. Promote the corporation through hospitality options, including complimentary admissions, invitations to the SRPF receptions, or the opportunity to host a reception with no facility rental or at a substantial discount (25% or more)
- E. Cause-related marketing, in which the SRPF is directly related to the marketing of a product or service and receives a portion of sales of the item, should only be agreed upon with the review and approval of the Board of Directors.

5.0 AGENCY REPRESENTATION BY VOLUNTEERS AND EMPLOYEES

- A. Employees and volunteer solicitors may not make any promise to a donor, nor expect any favoritism from a donor, nor agree to any donor-directed changes in the mission and programs of the SRPF as a result of a solicitation or contribution.
- B. The SRPF and its volunteers must be especially cautious in soliciting any prospect, when that individual is in emotional or physical distress, such as that resulting from a death in the family or serious illness.
- C. This does not preclude offering the opportunity for memorial gifts on an ongoing basis, but survivors should not be solicited for such memorials during the time of grieving. In all cases, exceptional care must be taken in the handling of memorials and bequests.
- D. While it is important that the Executive Director and Board of Directors remain aware of any tax provisions relating to contributions, the SRPF must not represent itself as representing the donor in any transaction, and should stipulate that the donor contact a professional advisor in questions of gift valuation and deductibility.