



## **Fundraising Policy**

### **Statement of New Policy:**

The Board of Directors of the CenDel Foundation (“The Foundation”) has implemented a Fundraising Policy for individuals and organizations conducting fundraising activities on behalf of the Foundation.

The following are the elements of the Fundraising Policy. Should you have any questions or concerns, please contact Tenish Gregory, at the CenDel Foundation (302) 724-7538.

### **Definition of Fundraising Activity:**

This policy statement and the accompanying procedures apply to situations in which an individual donor or group of volunteer associated with a fund ( fundraising group) wish to conduct a fundraising activity to benefit an existing fund of the foundation. A fundraising activity is any activity conducted by a donor or volunteers associated with a fund that generates individual contributions to a fund and/or expense paid from the fund as a direct result of this activity. The term “fundraising activity” includes, but is not limited to, receptions, dinners, parties, golf outings, sporting tournaments, arts or entertainment events, auctions, program ad books, and similar activities.

### **Summary of Policy:**

- Each fundraising activity for any fund must be approved by The Foundation. Requests for gift acknowledgements, receipts, or payment of expenses attributable to fundraising will not be considered.
- Request for approval of fundraising activity must be submitted in writing to the Foundation prior to the fundraising activity. Once a fundraising application has been submitted and approved the Foundation, the fund will be designated as a fundraising fund.
- Endowment funds with the fundraising designations may be charged up to a 1% fee (not prorated) on all gifts that are accepted into the fund from fundraising events.
- Non-endowment (short term) and Hybrid funds (pass-through and endowed) with the fundraising designation will be charged a 2%-5% fee on all gifts that are accepted into the fund.

### **Approval of Fundraising Events:**

All fundraising events conducted on behalf of a fund of the CenDel Foundation must receive The Foundation’s advance written approval. Before undertaking fundraising activities, the fundraising group is required to give The Foundation reasonable advance notice of each program, event or other effort to raise money for a fund. The fundraising group shall submit a complete application including a proposed budget to request advance written approval from the CenDel Foundation.

### **Role of Fundraising Group:**

The role of the fundraising group is to be the orchestrator of the event including defining the event’s scope, publicity coordinating vendors, facilities, registration, ticket sales, and activities, facilitating the collection of contributions, and providing The Foundation with a complete list of contributions including donors, sponsors, and auction items with addresses of contributors, contribution amounts, types of contributions, a description of the goods or services furnished to the contributor, and a fair market value is a good faith estimate of the value of the goods or services furnished to the contributor.

*See Sample Checklist document.*

**Administrative Fees:**

The foundation is sensitive to the need to maintain the fees charged to ALL funds at a reasonable level. All funds are charged an administrative fee based on CenDel's fee schedule. As a nonprofit organization, CenDel must make sure that all administrative cost are covered. Once fundraising group has been approved for a fundraising activity, in addition to the normal administrative charge, a set fundraising fee will be charged on all new gifts received by the CenDel Foundation for the fund. This fee will not be charged on all contributions into the fund only those contributions obtained as a result of a fundraising activity. This additional fee will stay in effect until the fundraising group notifies CenDel in writing that the fundraising activities will no longer take place.

Additional fees may be charged in cases where an inordinate amount of time is spent by CenDel (e.g. a substantial volume of donations requiring acknowledgment) or special services such as attending the event and accepting contributions made by credit card payment, are performed by CenDel that are needed by the fundraising group to achieve a successful event. These additional fees will be determined on a case by case basis.

**Legal:**

Events that raise money for a fund of CenDel may be considered by the Internal Revenue Service (IRS) to be events sponsored by the foundation. The CenDel Foundation may be incorporated in the State of Delaware and therefore, for legal purposes, is subject to the laws of the State of Delaware in addition to federal laws and regulations.

In the State of Delaware, certain charities, including CenDel, are not permitted to operate raffles or any other "games or schemes of chance" without a license. As such, CenDel cannot permit gaming activities to be associated with any fundraising event unless the group obtains approval from the state prior to the fundraising activity.

In general, CenDel will consider approval of any legal fundraising events. However, CenDel reserves the right to deny approval of any proposal fundraising event that is intended to benefit a fund if CenDel, in its sole discretion, determines that the proposed event is not in keeping with CenDel's image, values, or mission.

**Liability Insurance and Liability for Loss:**

In order to protect CenDel from legal liability, insurance must be provided for each event. Any expense for such coverage, any expense incurred by CenDel in securing a rider to its liability policy to cover the event, and any expense incurred by CenDel for settlement, defense, or liability arising from the event, will be considered expenses of the event and charged to the fund for whose benefit the event was held. Under no circumstances will CenDel be liable for any loss or damage incurred at, by or because of the event.

### **Publicity, Marketing & Media Coverage:**

All publicity materials for fundraisings events must be reviewed and approved by CenDel prior to public release. All materials should explicitly state that the funds are being raised on behalf of the CenDel Foundation. An example would be... “the golf outing is being conducted in order to raise funds on behalf of the XYZ Scholarship Fund of the CenDel Foundation, which provides scholarships to local high school seniors to support their college pursuits.

- **Name/ Corporate Signature**

The preferred form of our corporate name is the CenDel Foundation. The Foundation or CDF may be used on second reference. Use the preferred form of the name in all presentations, printed materials and whenever you refer to the foundation.

- **Address**

When printing the CenDel Foundation address it is proper to completely spell out all of the words as follows:

The CenDel Foundation  
101 W. Loockerman Street  
Suite 1C  
Dover, Delaware 19904

- **Approved Use of The CenDel Foundation Logos**

Any use of the CenDel Foundation’s Logo must be approved in advance by the foundation. Requests to use the logo should be directed to the foundations Director of Communication at (302) 724.7538. Any advertising or promotional materials created by the fundraising group of a fund, or volunteers associated with that fund, must make clear that monies are being raised for a fund at the foundation. If using the logo on the Web, it should be linked to the CenDel’s Website at [www.cendelfoundation.org](http://www.cendelfoundation.org)

- **Invitations**

If the fundraising group intends to mail or distribute invitations, solicitations, advertisements, press releases or any other written materials for the event, the text must be approved in advance by the Foundation. If the activity confers benefits, such as a meal and beverage, entertainment, green fees for golfing, etc., a fair market value of the benefit(s) must be determined by the fundraising group. This applies even if the benefits received have been donated. The invitation must include the fair market value of the goods or services to be received by the contributor. In addition it must be clear to contributors that only the amount over and above the value of goods received may be considered a tax-deductible contribution.

### **Processing of Cash, Checks, and in-kind Donation:**

Checks received for the event should be made payable to the CenDel Foundation with the fund name noted in the memo section of the check and on the written correspondence. The fundraising group is responsible for providing CenDel with a complete list of contributions from donors and sponsors with addresses, contribution amounts, types of contribution, description of goods or service provided to

donors, and fair market values for each. The fair market value is a good faith estimate of the value of goods or services furnished to the donor.

A listing of all in-kind donations, along with approximated fair market value (a good faith estimate of the value of the goods or services) should be submitted to CenDel Foundation.

**Tax Requirements and Acknowledgements:**

The IRS requires CenDel to provide a receipt for contributions when goods or services are given in exchange for that donation. The fundraising group will determine the fair market value of the goods or services received by the contributor. As an example a donor gives \$100 to attend dinner event where the donor receives a \$40 dinner and a “thank you” gift valued at \$15. The donor’s tax deduction (\$45) is equal to the contribution (\$100) less the value of the good/services (\$55). Nothing on the ticket the tax deductible value of the donation is a typical method for making this disclosure.

Similarly, CenDel will provide a contemporaneous written acknowledgement of contributions. The acknowledgement must provide the amount contributed, the date of the contribution, and a description and fair market value of the goods and services provided in exchange for the contribution. If contributions are collected by the fundraising group, a complete list of all donors and sponsors with addresses, amounts and type of contributions, and a description and fair market value of goods or services furnished to the contributor should be forwarded to CenDel. This information must be submitted no later than one week following the event.

Purchase made at a rummage sale are not tax deductible. However, donations made to purchase items at an auction may carry a partial tax deduction, depending upon the fair market value of the auction item and the price paid. The fundraising group must provide the fair market value of the items sold at auctions, which will be used to determine the tax deductible portion of the contribution. CenDel requires that all auction items must be donated, not purchased by event organizer. The fund itself cannot pay for auctioned items. They must be paid for by the proceeds from the event.

**Payment of Expenses:**

Expenses are not to exceed the amounts included in the budget submitted with the fundraising application without prior approval from the CenDel. Under no circumstances will CenDel incur losses for a fundraising activity or event. Expenses may be paid from the fund directly to vendors providing services for the fundraising activity if they are not approved in the application and if there is an “available to spend” balance in the fund. Otherwise, the fundraising group must pay expenses and be reimbursed by CenDel, provided that invoices and proof of payments are submitted. No expense will be paid or reimbursed without proper documentation. Expenses and documentation of expense must be delivered to CenDel within 30 day of the event or activity. All expenses will be charged to the fund that is beneficiary of the fundraiser.

## CenDel Foundation Fundraising Events-Sample Checklist

This is only a Sample Checklist for fundraising events benefitting a fund at CenDel Foundation. Please refer to the fundraising Policy for the complete guidelines for each of the following categories.

### **Approval of Fundraising Event:**

Submit completed Fundraising Application including all requested information. \_\_\_\_\_

Event application approved by The CenDel Foundation. \_\_\_\_\_

### **Liability Insurance and Liability for Loss:**

Liability insurance secured. Submit copy of policy to the CenDel Foundation \_\_\_\_\_

### **Publicity, Marketing & Media Coverage:**

All marketing and promotional materials submitted to and approved in advance by the CenDel Foundation. All materials should make clear that funds are being raised on behalf of the fund rather than by the foundation. \_\_\_\_\_

### **Processing of Cash, Checks, and In-kind Donations and Tax Requirements and Acknowledgement:**

Forward all cash receipts and checks to the CenDel Foundation along with a complete list of contributions including names of donors and sponsors, addresses, amount and type of contribution, description of goods or services furnished to the contributors and fair market values for each. \_\_\_\_\_

Submit a list of in-kind donations including names of donors, addresses, description of item(s) donated and a fair market value for each.  
See Sample *List of In-kind Donations*. \_\_\_\_\_

### **Payment of Expenses:**

Submit invoices for expenses to the CenDel Foundation. \_\_\_\_\_

Submit list of expenses for reimbursement and supporting documentation to the CenDel Foundation (for reimbursement of expenses only, allow two weeks for processing). \_\_\_\_\_

**CenDel Foundation**  
**Fundraising Events-Sample List of Donors and Sponsors**

This is only a Sample list of Donors and Sponsors. In order to facilitate the acknowledgement process, a list of contributors for each fundraiser including addresses, contribution amounts, type of contributions, a description of goods or services furnished to the donor, and a fair market value for each will need to be submitted to the CenDel Foundation.

**Fund Name:** \_\_\_\_\_

**Event Name & Date:** \_\_\_\_\_

**Name of Preparer:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

<u>Donor or Sponsor Name &amp; Address</u>	<u>Amount Donated</u>	<u>Type of Contribution</u>	<u>Goods or Service Received with Fair market Value</u>
John Doe 100 North A Street Cincinnati, OH 45202	\$1000	Golf Sponsor	4 tickets-Fair Market Value \$280, Ad in program book- Fair market value is \$50 Total Fair Market Value-\$330
James Doe 200 North B Street Cincinnati, OH 45202	\$200	Dinner Ticket	Dinner- Fair Market Value is \$75 Gift Giveaway-Fair Market Value is \$10, Total Fair Market Value-\$85

**CenDel Foundation**  
**Fundraising Events- Sample List of In-Kind Donations**

This is only a sample List of In-Kind Donations. A list of all in-kind contributions including the name of donors, description of item donated, and a fair market value for each will need to be submitted to the CenDel Foundation. The fair market value should be provided by the donating organization to the fundraising group and should reflect the price a person would pay on the open market, not the cost to the donor or the fundraising group.

**Fund Name:** \_\_\_\_\_

**Event Name & Date:** \_\_\_\_\_

**Name of Preparer:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

<u>Donor Name &amp; Address</u>	<u>Description of Donated Item</u>	<u>Market Value</u>
Jane Doe Organization 50 Deer Avenue Cincinnati, OH 45202	Use of auditorium for performance	\$250
John Doe Organization 100 Deer Avenue Cincinnati, OH 45202	Food for Reception	\$1,500

## CenDel Foundation Fundraising Event Application

### **Contact Information:**

Name of Fund: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact Phone (work) \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ (home) \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ (fax) \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Purpose of Fundraiser: \_\_\_\_\_

**Please attach a list of the names, addresses and phone numbers of all people involved in organizing the fundraising event.**

### **Event Information:**

Name of Event: \_\_\_\_\_

Description of Event (Please include a list of all activities included in the fundraiser.) \_\_\_\_\_

Event Location and Address: \_\_\_\_\_

Event Date: \_\_\_\_\_ Rain Date: \_\_\_\_\_

Time of Event: \_\_\_\_\_

Please attach a list of all Registration Fees, Ticket Prices, Sponsorship Levels, and Program Ad Prices with a description of any goods or services furnished to the contributor and a Fair Market Value for each. (the fair market value is a good faith estimate of the value of the goods or services furnished to the contributor.)

On-Sale Date \_\_\_\_\_ By Invitation Only? \_\_\_\_\_ Open to the Public? \_\_\_\_\_

Expected Attendance (number of people): \_\_\_\_\_

Number of Tickets Available: \_\_\_\_\_



Has this event taken place before?: \_\_\_\_\_ If so, when? \_\_\_\_\_

Estimated gross revenue from event: \_\_\_\_\_

Estimated expenses of event: \_\_\_\_\_

Estimated proceeds (revenue less expenses): \_\_\_\_\_

Who is the insurance provider for this event? (please attach a copy of the policy.): \_\_\_\_\_

**Budget Information:**

Please attach an event budget, detailing all major categories of expenses and revenues and contact information for all vendors to be paid for expenses of the event. Proposals will not be preceded without this information. A sample budget is available upon request.

**Corporate/Business Sponsor Information:**

This section is to be completed if corporations or businesses will be asked to provide financial support or in-kind assistance. If more than one business will be solicited, please provide this information for all of them, using additional sheets.

Name of Corporation: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Corporation Address: \_\_\_\_\_

Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

**Please attach a list of all sponsorship levels available with description of goods or services that will be furnished to the contributor and a fair market value for each.**

**Publicity and Promotion:**

How do you plan to promote or publicize your event? If you plan to mail invitations, issue press releases, print brochures, flyers, or posters, or use radio, television or print ads, please describe below. The CenDel Foundation must review and approve, in advance, all publicity materials.

**Agreement Signature:**

I have read and understand the CenDel Foundation Fundraising Policy. I, on behalf of the fundraising group, agree to adhere to all guidelines within this document when conducting a fundraising activity on behalf of a fund of the CenDel Foundation.

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this completed application with all requested documentation to :

Tenish Gregory  
CenDel Foundation  
101 West Loockerman St. Suite 1C  
Dover, DE. 19904  
Phone (302)724-7538  
Email [CENDEL@delcf.org](mailto:CENDEL@delcf.org)

Thank you for your efforts to build permanent charitable capital for the community.