

Policy: 1.10

Fundraising and Donations

Purpose

To provide guidelines to staff and volunteers of Kansas City Kansas Community College (KCKCC) and the KCKCC Foundation (“Foundation”) to identify, cultivate and solicit financial gifts through fundraising efforts from individuals, civic organizations, foundations and corporations for the benefit of KCKCC and the Foundation for programs, capital projects, scholarship programs and/or other college-related activities. The KCKCC Foundation solicits, receives and stewards gifts and donations to the College. The KCKCC Foundation, as a 501(c)3 tax exempt organization, has been designated as the official fundraising and advancement arm for the College.

Policy Statement

KCKCC employees are encouraged to pursue fundraising activities to support approved College priorities, initiatives, programs and student success. This policy is intended to provide a strategic and collaborative approach for soliciting funds, donations, or other gifts. In addition, this policy will provide a coordinated structure by which all solicitation efforts will be appropriately initiated within the College’s high standard of community service and public confidence.

In all matters involving donors or prospective donors, the interest of the donor will come before that of the College or the Foundation. No program, agreement, trust, contract or commitment will be urged upon a donor or prospective donor, which would benefit KCKCC or the Foundation at the expense of the donor’s interest. No agreement will be made between KCKCC or the Foundation and any agency, person, company or organization on any matter whether investments, management or otherwise which would knowingly jeopardize the donors’ interest.

It is the policy for the staff and volunteers to exercise extreme caution to preclude the use of any high-pressure techniques when dealing with prospective donors. The objective of all employees and volunteers, when interacting with donors, will be to inform, serve, guide, and assist the donor in fulfilling their philanthropic wishes, but never under any circumstances to pressure or unduly persuade.

Solicitation of vendors (businesses or individuals) will be made in accordance with ethical fundraising practices. Appeals to vendors and businesses with the potential of having a future commercial relationship with KCKCC or the Foundation will be made in the spirit of philanthropy with no overt or implied promise to future business or threat of withdrawal of business.

Fundraising activity examples at KCKCC or the Foundation include, but are not limited to the following:

- Grant applications to foundations, corporations, local, state and federal government sources (grants are covered in more detail within the Grants Management Policy (4.16))
- Direct/email communication appeals
- In-person, face to face solicitations
- Dedicated campaigns
- Special events

- Other fundraising activities

The policy is to help inform and increase College-wide communication to:

- Ensure that fundraising activities advance the mission of the College and align with the strategic priorities and initiatives of the College
- Avoid duplicate fundraising efforts
- Avoid multiple solicitations of gifts to the same donor(s)
- Ensure proper accounting for all funds and gifts receipts by the College
- Ensure compliance with the Internal Revenue Service rules and regulations

A coordinated effort is vital for both the advancement of the College's mission and the continuation of favorable donor relations. It is expected that all employees of the College will comply with this policy and established procedures.

KCKCC and the KCKCC Foundation Retain the Right to Approve or Disapprove Any Gift

Acceptable gifts include the following:

- Cash
- Marketable securities
- Real property
- Personal property
- Life insurance policies
- In-kind gift
- IRA funds (subject to current law)
- Beneficiary designations of financial instruments or accounts (including retirement assets)

Gifts of property other than cash, (securities, real estate, and tangible property) will be accepted and acknowledged based on the fair market value of the property at the time the gift is made. The donor is responsible for appraisals normally at the donor's expense to determine the fair market value and tax deductibility of all gifts. Staff should provide any assistance that is deemed appropriate. KCKCC or Foundation staff should not determine gift values or provide any tax advice. Staff should have donors refer all tax related questions to their tax preparer, attorney, or certified public accountant.

KCKCC and the KCKCC Foundation will not serve as the trustee of any type of annuity trust that requires a trustee.

Donor's Responsibility for Establishing Value

Although KCKCC and the Foundation will provide all appropriate assistance, the ultimate responsibility regarding evaluations, tax deductibility and/or similar local, state and/or federal legal compliance issues regarding commitments rests with the donor and/or such counsel as the donor may wish to secure.

Corporate Matching Gifts

Gifts received from corporations to match gifts by individuals associated with that corporation will be credited to the individual donor's gift record for the campaign. A pledge from an individual is considered a personal obligation of the donor, even though matching gifts, when available to the donor, can be used as payments toward that pledge.

Acknowledging Contributions

The Internal Revenue Service requires that gifts over \$250 be acknowledged with a letter stating the amount, type and purpose of the gift. KCKCC and the Foundation must be meticulous in complying with this requirement.

In-kind contributions will be acknowledged based on the description of the item donated with the donor setting the value of the gift. Also, the value of the gift may be determined by an independent qualified appraisal or is a new item with a sales receipt.

All acknowledgment letters will include the required information regarding whether or not goods or services have been received by the donor in return for their contribution.

Fundraising Authorization Forms

Prior approval is required for all fundraising activities from the College Foundation Office. The following forms must be completed and submitted to the appropriate College and/or Foundation staff.

For grants, a [Grants Management Authorization Form](#) must be completed. and submitted through the Grants Office.

For in-person solicitations, written appeals and special events, a [Fundraising Authorization Form](#) must be completed and submitted through the College Foundation Office.

If you are exploring a grant application, planning an event or considering a direct gift solicitation or appeal, you must complete the appropriate form prior to taking any action. This will help utilize all existing resources to formulate strategy, determine best alignment with the prospective funders' giving interests and strategic priorities at KCKCC and widely promote your event.

In-Kind Donations

All In-Kind donations of goods, materials, or services require the approval of the department director, dean, or division leader prior to acceptance. Such donations should be reviewed and determined to be in good working condition and relevant and useful for the intended program and purpose. All In-Kind donations must be reported to the College Foundation Office on the Fundraising Authorization Form.

Unsolicited Donations

Departments or programs receiving unsolicited donations must complete the required Fundraising Follow Up Form and submit the form and all relevant information to the College Foundation Office.

To ensure that all donations, gifts, and awards are properly recorded, departments, organizations and employees should report all donations received whether in cash or in-kind to the College Foundation Office. Grants and grant award letters should be reported to the Grants Office.

Board Approved: 10/19/2021