

POLICY

Series: Governance COA: RPM 2;; GOV 2, 3, 6, 7; FIN 2, 3, 4, 6, 7
CFOP: NA

Policy Name: Fundraising Management
Policy Number: GOV-205
Reviewed Date: N/A
Revision #/Date: (1) 7/26/12, (2) 9/8/2016, (3) 5/26/2021
Effective Date: 1/1/09, 5/27/2021

Applicable to: Brevard Family Partnership (BFP) Board of Directors and All BFP Family of Agencies (FOA) Staff

SUBJECT: Governance of fundraising activities

PURPOSE: To establish a policy to manage funds solicited for support of BFP Family of Agencies activities which will provide reasonable assurance regarding the achievement of donor objectives and conforming to all federal, state, county, and local statutes governing the solicitation of funds.

References

BFP Policies/Procedures: GOV-001, GOV-002, GOV-005, GOV-008, GOV-203, GOV-204, PR-901, RQ-505

OMB Circular: A-110, 2 CFR Part 215.22

Florida Statutes, Chapter 496

Florida Administrative Code 5J-7

Internal Revenue Service (IRS), Form 8282

Definitions

Donor: An individual or organization that gives tangible or intangible property or services.

Funder: An individual or organization that provides funds so that a service or commodity may be purchased.

Fundraising Activity, Event or Project: Any gift, solicitation or sponsorship/endorsement.

Funds: A supply of money or pecuniary resource.

Gift: Something given voluntarily without payment in return.

Philanthropy: Altruistic concern for human welfare and advancement that is usually manifested by donations of money, property, or work to needy persons or organizations that serve these individuals.

Solicitation: The act of petitioning or requesting funds.

Sponsorships/Endorsements: A sponsorship/endorsement is a mutually beneficial exchange

whereby the sponsor receives value in return for cash or goods or services-in-kind provided to the organization.

POLICY:

Scope

This policy applies to all fundraising ventures of the BFP Foundation and the BFP Family of Agencies. Responsibility for the daily management of BFP's Family of Agencies fundraising is delegated to the Chief Executive Officer (CEO) and designee under the direction of the BFP Board of Directors.

The CEO and/or designated staff will establish and maintain written procedures for the promotion of fundraising activities consistent with this policy. Such procedures shall include explicit delegation of authority to persons responsible for these functions.

The purpose of this policy is to give guidance and counsel to those individuals within BFP Family of Agencies concerned with the planning, promotion, receipt, acceptance, management, reporting, use, and disposition of private sector gifts, solicitations, and sponsorships/endorsements.

Fund Raising Guidelines

The BFP Family of Agencies and the BFP Foundation shall accept only those gifts, solicitations, and sponsorships/endorsements which shall be deemed consistent with the public laws and/or regulations of the United States of America and the State of Florida.

The BFP Board shall determine that gifts to BFP are evidence of philanthropic intent, and that the donor's philanthropy is in accord with the stated mission and goals of BFP. The purpose is to prevent BFP from being an object of philanthropic intent for either designed or innocent avoidance of taxes, prejudiced purposes, or evaluation of gifts without generous, advanced, objective, experienced evaluation.

All members of the FOA Board of Directors and BFP staff are prohibited from benefiting personally by way of commissions or other devices related to gifts, solicitations, and sponsorships/endorsements received by the organization. All fundraising activities will be conducted in accordance with the following policies: GOV-001, Ethics, and GOV-002, Conflict of Interest.

Legal counsel retained by BFP shall review legal documents and contracts related to gifts, solicitations, and sponsorships/endorsements, especially donor agreements.

BFP shall encourage donors to seek their own counsel in matters relating to their bequests as the organization can offer no legal counsel in these matters.

BFP reserves the right to refuse any gift, solicitation, and sponsorship/endorsement that is not consistent with its mission. In addition to and without limiting the generality of, the following items will not be accepted by BFP:

1. Gifts, solicitations, and sponsorships/endorsements that violate any federal, state, or local statute or ordinance.
2. Gifts, solicitations, and sponsorships/endorsements that contain unreasonable conditions (e.g., a lien or other encumbrance).

3. Gifts, solicitations, and sponsorships/endorsements which are financially unsound. Reference policy GOV-204, Investment Management.
4. Gifts, solicitations, and sponsorships/endorsements that could expose BFP to liability.

Philanthropy is based on voluntary action for the common good. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in BFP operations, all donors will be afforded rights and privileges as outlined in policy GOV-001, Ethics, section IX.

The decision to engage in a fundraising event/project shall be evaluated by the CEO and/or designated staff using the following criteria:

1. Standard of Prudence: Profitability, demands on staff time, strength of support from the organizing group/volunteers, public relations exposure, costs/budget, and potential conflicts of interest. The standard of prudence to engage in fundraising activities is similar to those required for investment management. Reference policy GOV-204, Investment Management, Prudence Standards.
2. Risk Assessment: As applicable, a risk assessment of the fundraising event should take place as outlined in procedure RQ-505, Risk Assessment Process.
3. Internal Control: Appropriate internal controls will be established for the fundraising activity compliant with policy GOV-202, Internal Controls. These controls shall be designed to prevent loss of funds due to fraud, error, misrepresentation, or imprudent actions.
4. Procurement: If the fundraising event shall require procurement functions, purchasing shall be governed as outlined in procedure PR-901, Procurement of Commodities and Services, and policy GOV-008, External Communication.

The CEO must approve the use or inference of BFP's name, services, or logo.

The BFP Family of Agencies and the BFP Foundation shall follow accepted guidelines for the valuation of gifts such as stock, real estate, personal property, and life insurance that require specific methods of valuation for the protection of both the donor and BFP. Gifts of art, furniture, books, stamps, coins, and other collections must have values assessed by properly accredited independent appraisers retained by potential donors for appropriate gift tax credit. BFP shall acknowledge receipt of such properties but must not verify values.

The recording and financing of all gifts, solicitations, and sponsorships/endorsements shall be in accordance with all applicable Federal, State and Local requirements. This will include the annual filing of the State of Florida, Department of Agriculture Fundraising Solicitor Registration application as well as the IRS form 8282 as applicable.

Within 30 business days, upon a donor or funder request, BFP will disclose financial information concerning fundraising activities. As provided by IRS regulations, BFP will charge a reasonable copying fee and actual postage cost to provide this information.

Reporting Requirements

The CEO shall update the Board of Directors on fundraising activities in the monthly Board of Directors CEO report and as otherwise directed by the Board.

Approved by the Brevard Family Partnership Board of directors on May 27, 2021.

AS APPROVED BY THE BOARD OF DIRECTORS:



BARBARA J. LOFTUS
Board Chair

Signature Date: 6/11/2021

BY DIRECTION OF THE CHIEF EXECUTIVE OFFICER:



PHILIP J. SCARPELLI
Chief Executive Officer

Signature Date: 6/11/2021