



## **FUNDRAISING**

### **Introduction**

Gifts raised by the District's fundraising efforts support the District in carrying out the District's mission relative to providing a great education to every student. The District welcomes gifts of cash and other assets to defray capital project costs, to create an endowment, and to assist in a variety of special programming and purposes that simultaneously reflect the needs of the District and the interests of its donors.

The following pages outline general policies specific to fundraising. It also describes the administrative responsibilities and procedures developed in connection with fundraising.

The purpose of this policy is also to provide District board members, school administrators, the Superintendent, and volunteers with guidelines that enable them to assist prospective donors, their families, and advisors in making gifts to the District. The ideal gift to the District is one that is both consistent with the donor's intent and financial plans, and supports the District's stated goals and programs without imposing undue financial or legal burden upon the District. The intent of these guidelines is to encourage more gifts to the District and at the same time provide discipline in the acceptance and administration of gifts. They are intended to be both flexible and realistic in order to accommodate unpredictable giving situations and opportunities as well as variability in donor expectations.

In accordance with IRS regulations, the District does not provide tax, financial, legal advice, or appraisals to donors. The District strongly recommends that donors seek advice from professional financial advisors or attorneys.

Consistent with the District's non-discrimination policies, terms of a gift must not discriminate against anyone on the basis of race, religion, color, age, gender, sexual orientation or disability. Gifts shall not be accepted that are, by the Board's determination, associated with any individual or company whose actions:

- i. conflict with the educational mission of the District;
- ii. would commercialize or damage the image of the District;
- iii. detract from or interfere with student learning;
- iv. are associated with alcohol, tobacco, illegal drugs, or weapons;
- v. promote hostility, violence, or disorder;
- vi. advocates any religious or political purpose or interests;
- vii. promotes, favors, or opposes a candidate for elected office or a ballot measure;
- viii. advocates the violation of law;
- ix. are inconsistent with the District's educational mission, policies, goals, or community values;
- x. is otherwise in violation of the law; or
- xi. is otherwise deemed unfit under these guidelines.

These fundraising policy guidelines supersede all existing policies at the District; they are subject to change, in keeping with District's mission and programs, without prior notice by the District.

## **Acceptance and Valuation of Gifts**

1. The District reserves the right to only accept gifts insofar as they support and further the strategic plan of the District and the intended purpose of a campaign or initiative.
2. Gifts will be valued for the purpose of recording in the books of record on the date they are transferred to and accepted by the District in accordance with District policies.
3. The responsibility for substantiating the value of any gift to the Internal Revenue Service belongs to the donor.
4. The District is committed to principles of gender equality and compliance with Title IX. The District reserves the right to decline or restrict any donations, gifts, and fundraising proceeds, including those that may result in gender inequity or a violation of Title IX or any State or Federal anti-discrimination laws.
5. All gifts, donations, fundraising efforts, and bequests shall become the property of the District.

## **Gift Assignment and Reporting**

Gifts raised by the Fundraising Work Group serve several broad, general purposes, including but not limited to: capital projects including a new middle and high school building, new programs, and program enhancement.

During the course of a special, capital, or comprehensive campaign, gifts will be solicited for a variety of purposes, according to the interests of the donor(s). Best efforts will be made to seek and receive gifts that place the least possible restriction on all gifts, so long as the absence of restriction fulfills the expressed or known desire of the donor.

The District's financial records and statements will comply with the general guidelines set forth in the Statement of Financial Accounting Standards No. 117, published by the Financial Accounting Standards Board (June 1993). In that statement, FASB required that revenues and changes in net assets be classified into three broad categories: un restricted, temporarily restricted, and permanently restricted. Within these broad categories, however, institutions may, at their discretion, maintain "disaggregated" information as to particular, planned uses of funds. Accordingly, reference is made below to traditional designations which correspond both to the school's stated and ongoing planning objectives, and to donor interest, understanding that they will be reflected on the school's financial statements in the three broad "aggregated" categories.

### **A. Gift Assignment, General**

1. All gifts received will be assigned to a specific restricted or unrestricted gift category per the donor's intent.
2. Donor intent will guide the final determination of whether a gift is restricted or unrestricted.
3. All gifts will be recorded by the Finance Office, by date, by type of gift, by purpose.
4. In addition to recording all gifts, all documents related to a gift will be retained by the Finance Office.
5. Under corporate matching gifts programs, matching gifts will be credited to the purpose for which the donor's gift was made, as long as it is consistent with the company's policy. When an individual makes a pledge and also expects a matching gift to be sent to the District, the donor's pledge and the matching gift pledge must be recorded as two distinct pledges. Matching gifts will be customarily applied as permitted by the matching gift company's policy.
6. During the course of a capital campaign, all gifts given in support of campaign objectives will be recorded against campaign goals.

### **B. Consideration in the Assignment of Restricted Gifts**

1. All restricted gifts will be recorded according to the assigned restricted purpose category. The donor's written instructions shall be made part of the permanent record.
2. Should ambiguities regarding a gift's restricted purpose exist, they will be resolved by the Fundraising Working Group and Policy Committee, in consultation with the donor, and the District's legal counsel where necessary.

3. Funds received for endowment purposes and expected to be held long enough prior to expenditure to accrue income will retain that income for the benefit of the restricted purpose.

### **C. Gift Reporting**

1. For financial statement and audit purposes, the District will follow and adhere to the rules and standards of GAAP.
2. For gift acknowledgment purposes, the District will follow the requirements of the Internal Revenue Code and regulations thereunder.

### **D. Pledges**

1. The Finance office will maintain all pledge documentation.
2. Pledges for special projects or capital campaigns will generally be limited to three to five years. Multi-year pledges must be approved by the Finance Committee.

## **Administration of Gifts**

### **Authorization**

1. The Board has full and final authority over all policies and procedures for solicitation activities and acceptance of all gifts to the District. The Fundraising Workgroup oversees fundraising strategy, recruitment, and training of campaign volunteers, and prepares for gift solicitations.
2. The Superintendent has the authority to oversee the implementation of policy and provide guidance to the Fundraising Workgroup.
3. The Policy Committee, in consultation with the Fundraising Work Group, is responsible for the advancement of fundraising-related policies for board approval and subsequent implementation of board-approved policies.
4. All capital campaigns made on behalf of the District must be approved by the Board.
5. No general or group solicitation of funds for specific purposes may be undertaken by any faculty, staff, or department without the approval of the Superintendent. Faculty members are required to consult with the Superintendent regarding special appeals for projects or programs.
6. Only the Superintendent and officers of the District, or their designees, are authorized to accept gifts to the District that meet the guidelines stated in this document. Gifts presented directly to faculty or staff members must be forwarded to the Finance Office to ensure the donor receives the appropriate acknowledgement for tax purposes.
7. The Fundraising Working Group is responsible for the following functions:
  - a. coordinating and managing the solicitation, receipt, acknowledgment, documentation and stewardship of gifts to the District related to Capital Projects;
  - b. alerting the Finance Office to incoming gifts for timely deposit to the appropriate designation and for safeguarding of gift receipts;
  - c. following up with the Finance Office to ensure that all pledge and gift receipts have been input into a database;
  - d. following up on and collecting pledge payments.

The District's financial records and statements are produced in accordance with Generally Accepted Accounting Principles (GAAP). For financial statement purposes, the finance office is responsible for accounting for gifts to the District in accordance with these guidelines.

### **Named Endowed Funds**

1. On occasion, endowed funds may be established at less than the required amount when the donor has clearly expressed an intention to meet the funding requirements within three years. Such exceptions must be approved in writing by the Board, with the advice and consent of the Finance Committee, Superintendent, and Fundraising Work Group, as appropriate.
2. The District may approve the establishment of named or memorial funds upon the receipt of gifts or bequests in specified minimum amounts for specific purposes. These minimum amounts will

generally be set at a level of at least twenty times the required income value, reflecting a 5% draw rate. These levels are subject to change.

3. Endowed funds must be fully funded within three years of the initial pledge. If, after three years, the gifts received for a fund are not sufficient to establish the named, endowed fund intended by the donor, the District will contact the donor to discuss alternate naming opportunities. If the donor is not available, the Superintendent, the Fundraising Work Group and Finance Committee, in consultation with the Board as appropriate, will determine how the funds will be allocated in accordance with legal requirements. Solicitation discussions and materials should be clear that gifts to a specific fund are subject to this contingency.
4. Named endowed funds are subject to a change in use if the stated purpose of the fund becomes impractical, impossible or obsolete, or it becomes advisable to deviate from the express purposes of the gift to further the mission or programs of the District. Solicitation discussions and materials should be clear that gifts to a specific fund are subject to this contingency.
5. Whenever an endowed fund is established to support a new activity (i.e., a program or event not provided for in the current operating budget), the new activity shall not begin until the endowment amount is fully funded and/or does not obligate the District to expend extra monies to support the new activity. The Policy Committee may recommend a waiver of this policy in exceptional circumstances.

## **DEFINITIONS**

### **A. General Definitions**

1. **Legal name** of the institution receiving gifts is Windsor Central Unified Union School District.
2. **Gift** is defined as a voluntary irrevocable transfer of assets from an individual or organization to the District. A gift may be made outright (such as cash or check) or it may be deferred.
3. **Pledge** is defined as a written statement of an intention to make a gift or grant signed by the donor or her/his authorized agent.
4. **Letter of intent** is a non-binding, written statement of a donor's intention to make a gift.
6. **Grant** is defined as a voluntary irrevocable transfer of assets or awards for specific or general purposes to the District from a corporation, foundation, government agency, association or other entity.
7. **District facility** shall refer to a District owned or leased site, building, room or other facility located upon or within a site or building.

### **B. Definitions of Unrestricted and Restricted Gifts**

1. **Unrestricted Gifts** are those given by donors with no limitation, prohibition or constraint on the specific purpose or use of the funds regardless of any subsequent designation by the District.
2. **Restricted Gifts** are those given by a donor for a specific purpose set forth in writing by the donor including those available for current expenditure or restricted temporarily or permanently restricted endowment.
3. **Temporarily Restricted Gifts** are gifts with a donor-directed purpose that has yet to be fulfilled or a gift subject to restrictions that will lapse or expire upon a certain event or when a designated period of time has elapsed. For instance, a gift restricted for use in building a new structure will not be used until the District  
C. needs the funds to begin construction. Likewise, a gift restricted to support a new program may not be expended until the program is ready to be implemented.
4. **Permanently Restricted Gifts** are gifts that must be maintained in perpetuity by the District in an endowment. These gifts may be limited by donor-directed conditions that neither expire over time nor can be removed by the District, except as provided by law. Should the purpose for which the funds are provided cease to exist, the District may reallocate the principal to the general endowment.
5. **Endowment, Unrestricted Income** are gifts permanently restricted by donors for endowment but not bearing any restriction from the donor as to the use of the income the endowment produces.
6. **Endowment, Restricted Income** are gifts permanently restricted by donors for endowment with their income restricted to a specific use, such as student financial aid, faculty support, program

support or other purposes. If all of the income is not spent during a given year, the remaining funds are to remain in the same fund and re-invested.

*Date Warned:*            *December 6, 2021*

*Date Adopted:*        *January 3, 2022*