



Fundraising Policy for Employees, Departments and Units

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Responsible Executive:	VP for Business Affairs
Responsible Office:	Business Affairs
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I. Policy Statement

The University of Louisiana Monroe's (ULM) Fundraising Policy for Employees, Departments and Units establishes the appropriate fundraising protocols and practices for university employees, departments and units.

II. Purpose of Policy

Fundraising provides vital resources useful for operations of University of Louisiana Monroe. University employees, departments, and units may engage in fundraising to further the University's mission.

The purpose of this policy is to clearly define the appropriate fundraising protocols and practices for university employees, departments and units who wish to engage in raising funds for organizational budget enhancement or the benefit of an affiliated organization.

The manner in which the funds are generated and how the funds are to be used determine the appropriate fundraising protocol as well as the type of account utilized to manage the funds. Efforts to secure charitable donations should be coordinated with the ULM Foundation.

III. Applicability

This policy is applicable to all faculty, administrators and staff.

IV. Definitions

Affiliated Organization: A non-profit organization that exists to serve and benefit the University. This organization is separate and independent from the University. Each affiliated organization has entered into a Memorandum of Understanding (MOU) or Affiliation Agreement with the University that has been approved by the University of Louisiana (UL) System Board of Supervisors.

Charitable Donation: An item of value (cash, securities, real property, personal property, services) given by a person, organization or business to another person or organization with no expectation of any benefit.

Fundraising: The act of collecting or producing funds/revenue for a particular purpose.

Restricted Fund: A university fund established by a university departmental unit or organization to receive and disburse funds for specific purposes.

Revenue: Money that is made by or paid to a university department, unit or group.

Sponsor: A person or organization that contributes cash or something of value to offset the costs of a project or activity in return for something of value (advertising, event tickets, apparel).

Supporter: A person or organization that supports an institution with money or gifts or contributes to the costs involved for a project or activity with no expectation of any benefit.

ULM Alumni Association: An independent, non-profit organization whose purpose is to promote the welfare of the university through friend raising efforts aimed at cultivating an engaged and mutually beneficial relationship between ULM and its growing community of alumni, students, faculty and stakeholders. The ULM Alumni Association is one of ULM's Affiliated Organizations.

ULM Foundation: An official fund-raising organization for the University. It is a legally organized non-profit organization and is empowered to solicit and receive tax-exempt donations in cash, stocks and bonds, real estate and other gifts. The ULM Foundation is one of ULM's Affiliated Organizations.

Warhawk Club: The Warhawk Club, formerly known as the ULM Athletic Foundation, is an independent, non-profit organization whose purpose is to generate funds to support the ULM Athletic Department. These funds provide for student-athlete scholarships, facilities, programs that support student-athlete success and operational support to create an athletics program of excellence for the University of Louisiana, Monroe. The Warhawk Club is one of ULM's Affiliated Organizations

ULM Foundation Account: An account established with the ULM Foundation by an organization to receive charitable donations and gifts for specific purposes to benefit a group and/or the university.

University Resources: University facilities, equipment, supplies and employee work hours.

V. Policy Procedure

If an employee, department or unit wishes to conduct a fundraising activity, the individual responsible for conducting the fundraiser should submit a written request to their administrative supervisor (Department Head, Director or Dean) for written approval. The written request must include the following:

1. A thorough description of the fundraising activity.
2. A completed Fundraiser Information Form.
3. A completed Fundraiser Budget Worksheet.

The written request and supervisor's written permission associated with the proposed fundraising are to be forwarded to the Vice President for Business Affairs for review and permission to proceed. The Vice President for Business Affairs will consult with the University Controller and the Executive Director of the ULM Foundation to determine if the fundraiser would require the establishment of a restricted fund or a foundation account.

If a restricted fund is determined to be the correct fit for the fundraiser, the University Controller will work with the department or unit to establish the restricted fund.

If a foundation account is determined to be the correct fit for the fundraiser, the Executive Director of the ULM Foundation will work with the employee, department or unit to establish the foundation account. Throughout the course of the fundraising activity, any solicitations for donations from specific donors should be coordinated with the Executive Director of the ULM Foundation.

Fundraising using a University Account

Faculty, staff or departments using university resources (employee work hours, facilities, equipment and supplies) also known as state property, for the purpose of generating funds to enhance organizational budgets must deposit the funds into a university account.

Some departments may have existing revenue accounts for receiving funds through events, ticket sales, providing services or selling goods. There may be departments, units or organizations that need to establish a restricted fund to receive and disburse revenue. The department or unit will be subject to University and State policy and procedures regarding cash handling as well as the deposit and disbursement of the revenue in the restricted fund.

Scenario of a university group generating revenue that would be required to be deposited in a restricted fund:

The ULM Cheer Group uses university facilities and personnel to conduct a cheer camp for high school students. Each person attending the camp is charged a registration fee. The revenue generated from the camp should be deposited into a restricted fund associated with ULM Cheer as university resources were used to generate the revenue.

Fundraising Using a Foundation Account

If an employee, department or unit is using a foundation account, at a minimum, the following criteria must be met:

1. University resources (facilities, supplies, equipment, employee work hours) were not used to generate the funds being deposited in the account.
2. The funds deposited are to benefit the organization and university, not to benefit a specific individual.
3. The funds coming from a supporter must not have a service or benefit attached. The donation must be completely charitable.

A scenario of a university unit working with the ULM Foundation:

The ULM Water Ski Team Coach meets with the Executive Director of the Foundation to discuss a campaign to solicit all previous members of the Water Ski Team for donations. These donations would be made to a Foundation Account associated with the ULM Water Ski Team and used to supplement the team's operating expenses and possibly fund a scholarship. The donations would be charitable in nature, with no expectation of service or benefit attached.

VI. Enforcement

The Vice President for Business Affairs is responsible for enforcing this policy.

VII. Policy Management

Upon adoption, the Vice President for Business Affairs shall be the Responsible Executive for the management of this Policy. The Vice President for Business Affairs or his designee shall be the Responsible Officer in charge of maintaining this policy. The Responsible Office is the Office of Business Affairs.

VIII. Exclusions

N/A

IX. Effective Date

The effective date of this policy is the date it is adopted and signed by the Vice President for Business Affairs.

X. Adoption

This policy is hereby adopted on December 10, 2018.



Bill Graves, Vice President for Business Affairs

XI. Appendices, References and Related Materials

ULM Property Control Policy and Procedures

<https://webservices.ulm.edu/policies/document.php?i=21443>

XII. Revision History

Original adoption date: December 10, 2018