

Community Based Care of Brevard, Inc. Policy and Procedure Manual



Series: Public Relations

COA: RPM 2.01;
ETH 3, 3.01, 3.02, 3.03,
3.04, 3.05; GOV 6; FIN 2, 3,
4, 7

CFOP:

Procedure Name: Initiating Fundraising Events
Procedure Number: PBR-3001
Revision #/Date: N/A
Effective Date: January 1, 2009

SUBJECT: Initiating fund raising activity.

PURPOSE: To establish a procedure to manage and record funds and donations solicited for support of CBCB 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

CBCB Policies/Procedures: GOV-202, GOV-203, GOV-204, GOV-205, GOV-208, PR-901, RQ-505

Definitions

In-Kind Contributions - Non monetary gifts that are (goods/services) donations which support children and families.

Scope

This procedure applies to all fund raising ventures of CBCB. Responsibility for the daily management of CBCB's fund raising is delegated to the Public Relations Department (PRD) under the direction of the Chief Executive Officer (CEO).

PDR staff will establish and maintain written procedures for the promotion of fund raising activities consistent with governance policy GOV-205, Fundraising Management. Such procedures shall include explicit delegation of authority to persons responsible for these functions.

Procedure

Fundraising events shall not be initiated prior to the following events occurring:

INITIATING FUNDRAISING ACTIVITY

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- A financial assessment must be conducted by the PDR staff. This assessment should analyze/compare projected revenue with their corresponding expenses. The risk threshold of the Board of Directors and the "Standard of Prudence" should be considered if any analysis results in negative revenue earnings or the projected revenue generated is not more than 10% in excess of projected expenses. Reference governance policies GOV-203, Risk Management, and GOV-204, Investment Management.
- When planning a fundraising event, the PRD will need to determine if the function is a joint activity or not. This determination and the identification of the cost methodology must be completed as outlined in procedure PBR-3003, Determining If A Fundraising Event Is A Joint Activity.
- A risk assessment should be conducted on each potential fundraising event as outlined in procedure RQ-505, Risk Assessment Process, regardless of the financial threshold set in this procedure.
- All fundraising activities must be approved by the CEO prior to implementation.
- No excess benefit transaction should occur during any fundraising activity or other business venture of CBCB. Reference procedure PBR-3004, Excess Benefit Transactions.
- If a fundraising event requires services or supplies to be purchased, the procurement must be in compliance with procedure PR-901, Procurement of Commodities and Services.
- Internal controls concerning the collection and accounting of funds generated by a fundraising activity must be planned prior to the execution of the event. These controls must be designed by the PRD staff to prevent loss of funds due to fraud, error, misrepresentation, or imprudent actions. It is advisable that the Chief Financial Officer or their designee be contacted to assist in the formulation of these controls. Reference governance policy GOV-202, Internal Controls, for more details.

Fundraising activities must adhere to all state and federal regulations.

Fundraising activities and proceeds must be reported using accepted accounting and reporting standards. Reference governance policy GOV-208, Accounting Practices.

Quid Pro Quo Contributions must be processed and recorded as outlined in procedure PBR-3005, Quid Pro Quo Contributions.

PDR staff will monitor and verify all information presented to the public, donors, sponsors or grantors to include but be not limited to the following items: solicitation requests, brochures, and/or other such contribution request information or materials.

PDR staff will maintain an accurate list of all donors, contributors and sponsors.

CBCB may solicit sponsorships from or develop strategic alliances with both for-profit and non-profit organizations. These relationships may be charitable in nature or may involve a more direct business relationship. In all cases, and for the protection of the good name of the agency and its

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partners, providers and clients, CBCB may only enter into agreements with reputable organizations whose image, products and/or services do not conflict with the agency's mission or values.

All sponsorships and strategic alliances are negotiated agreements and must be approved as outlined in governance policy GOV-201, Signatory Authority. In turn, as mandated by the Board of Directors' governance policy GOV-205, Fundraising Management, legal counsel will review such documents before execution as outlined in policy GOV-201.

CBCB will annually provide audited statements that are available to donors, sponsors, partners and/or providers upon request.

The PRD staff will recognize all contributions made to CBCB in writing within 48-hours of receipt and, under no circumstances more than five working days of receipt of the contribution.

All contributions, solicitations and in-kind donations will be accounted for and recorded using Donation Director Software or any software package the agency deems appropriate for this purpose.

Authorized Solicitors

The following are authorized to solicit funds on behalf of CBCB as coordinated by the PRD:

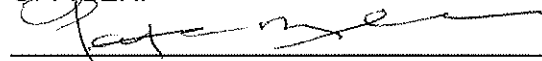
1. Chief Executive Officer or Designee
2. Executive Officers
3. Public Relations Department Staff
4. Board Members
5. Board Designees
6. CBC Staff as Designated

Donor Rights

CBCB abides by the practice of donor rights as outlined by The Association of Fundraising Professionals:

- A. Cash and in-kind donors are acknowledged with thank you letters and receipts.
- B. CBC discloses financial information to potential and current donors upon request.
- C. Donor personal information is not shared with outside agencies or persons.
- D. Donations are confidential and kept in secured locations.
- E. Donor names may be included in collateral materials, unless donor requests anonymity.
- F. Donors have the right to request their name be removed from mailing lists and can be kept anonymous.
- G. Relationships with individuals representing organizations of interest to the donor will be professional in nature.

BY DIRECTION OF THE CHIEF EXECUTIVE
OFFICER:



DR. PATRICIA NELLIUS-GUTHRIE
Chief Executive Officer
CBC of Brevard, Inc.

DATE: 3/26/09