

Fundraising Activities

Policy Statement

The Marywood University community including student clubs, academic departments, sports teams, alumni, volunteers, and other campus groups, are often interested in raising funds from internal and external sources to support their activities. The University encourages this outreach and desires to help the University community in these efforts while protecting the interests of the University. It is imperative that all fundraising efforts be coordinated to continue stewardship of community relationships.

This policy has been developed as an approval process for all members of the Marywood community including, but not limited to, volunteers and organizations (student clubs, academic departments, sports teams, and other campus groups) who wish to solicit philanthropic gifts from sources outside the University.

Marywood University acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to fundraising activities. As a result, the University reserves the right to impose reasonable restrictions and/or requirements with respect to the time, place, and manner of fundraising activities. These restrictions may be in addition to, or in lieu of, those set forth in the policy.

Definitions

Sponsoring Groups – All members of the Marywood University community including, but not limited to, student clubs, academic departments, sports teams, alumni, volunteers, and other campus groups who wish to raise funds.

Fundraising – The process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, and other organizations.

Philanthropic Gifts – These types of gifts include, but are not limited to:

- Outright gifts made by check, cash, credit card or payroll deduction;
- Donations of items that directly support a program; and,
- Gifts made to support fundraising events when the amount given exceeds the fair market value of goods in return.

Earned Income Gifts – These types of gifts are not philanthropic gifts, they are transactions where the supporter is primarily receiving goods or services in exchange for his/her money and include, but are not limited to:

- Candy sales;
- Car washes;
- Concession sales; and,
- Raffle sales.

Philanthropic Fundraising Activity – Includes but is not limited to:

- Person to person solicitation;
- Direct mail campaign (letters, brochures, etc.);

- Email campaign;
- Social media campaign;
- Phone calling campaign;
- Crowdfunding; and,
- Special event (when the amount given exceeds the fair market value of goods in return).

Guidelines

The following guidelines are applicable to all fundraising activities conducted for the benefit of Marywood University:

1. The fundraising activity is required to offer a benefit to the University community that is consistent with the University's Mission and Core Values.
2. The purpose for which the funds will be raised must be consistent with applicable University policies and must not violate legal, tax, or corporate restraints upon the University.
3. An accounting of all funds raised must be provided by the Sponsoring Group within five (5) business days from the conclusion of the fundraising activity to the appropriate University office.
4. Sponsoring Groups are responsible for ensuring that proposed fundraising activities comply with all applicable federal, state and local laws, rules and regulations.
5. Marywood University reserves the right to approve the identity of any proposed Sponsoring Group and the content of sponsorship materials associated with a fundraising activity.
6. Marywood University reserves the right to require the Sponsoring Group to meet additional requirements, including but not limited to, insurance coverage acceptable to the University and/or agree to indemnify the University and University personnel from liabilities arising from their acts or omissions.
7. Marywood University reserves the right to restrict certain fundraising activities, including but not limited to:
 - Solicitation by any companies, offering services including, telephone, email, online, social media, or crowdfunding, with the exception of those explicitly approved by the University Advancement Office.
 - Sale or distribution of items that violate the University's trademark rights or existing contracts.
 - Soliciting funds on behalf of Marywood University for personal financial benefit.

Procedures

Marywood University student clubs, academic departments, sports teams, alumni, volunteers, and campus groups conducting fundraising activities must complete a [Fundraising Registration Form](#) for each proposed fundraising activity regardless of the specific type, i.e., Philanthropic or Earned Income.

Marywood University student clubs, varsity and club teams, and volunteers with Campus Ministry, however, must first comply with the fundraising procedures governing their respective area, e.g. Student Activities and Leadership Development, Campus Ministry, Athletics and Recreation, or Housing and Residence Life, before the Assistant Vice President for Student Life completes a Fundraising Registration Form on their behalf.

Prior to beginning any activity, a Sponsoring Group must have approval of the Fundraising Registration Form. Student clubs, varsity and club teams, and volunteers with Campus Ministry must have approval

from their respective governing area in addition to the approval of the Fundraising Registration Form before beginning any activity.

When a **Philanthropic Fundraising Activity** is planned:

- Upon receipt of the approved Fundraising Registration Form, the Sponsoring Group must contact the University Advancement Office for assistance and guidance as to the planned activity. This collaboration will safeguard the interests of the University and our Community and help build strong and lasting relationships with those who support Marywood.
- Names of individuals and organizations to be solicited for Philanthropic Fundraising Activities must be submitted to the University Advancement Office at least two (2) weeks prior to the start of the fundraising activity in order for the Vice President for University Advancement and/or her/his designee to explicitly approve the solicitation of the individual and/or organization.
- All funds raised from Philanthropic Fundraising Activities must be delivered to the University Advancement Office within five (5) business days from the conclusion of the fundraising activity. University Advancement will record gifts, issue the appropriate tax receipt and acknowledgement documents, and transmit the gifts to the Fiscal Affairs Office for processing. Funds will be deposited in the account of the Sponsoring Group that raised the funds.

Questions or concerns about Philanthropic Fundraising Activities should be addressed to the Vice President for University Advancement or a member of the University Advancement staff.

When an **Earned Income Activity** is planned:

- Upon receipt of the approved Fundraising Registration Form, the Sponsoring Group should contact the appropriate Academic Dean or the Assistant Vice President for Student Life or designee for assistance. This will safeguard the duplication of fundraising activities within the campus community.
- All funds raised for Earned Income Activities by the Sponsoring Group must be delivered to the Fiscal Affairs Office within five (5) business days from the conclusion of the fundraising activity to be processed and deposited into the appropriate University account.

Questions or concerns about Earned Income Activity should be addressed to the appropriate Academic Dean or the Assistant Vice President for Student Life or designee.

Enforcement

Failure to obtain permission to engage in fundraising activity, or failure to adhere to University policy regarding activities for which permission has been granted, will result in curtailment and/or cancellation of the fundraising activity by the University Advancement Office or other appropriate University Officer.

Marywood University reserves the right to impose further actions upon any Sponsoring Group not adhering to this policy.

[Fundraising Registration Form](#)

History

03/02/15 – Approved/established by the President of the University as recommended by the Policy Committee of the University

12/11/15 – Clarification regarding student clubs, varsity and club teams, and volunteers with Campus Ministry to be in compliance with fundraising procedures governing their respective areas; change in contact to the Assistant Vice President for Student Life; approved by the President of the University as recommended by the Policy Committee of the University.