Generating private support for the UNLV College of Education is one of the major institutional priorities. Planning and coordination are essential to successful fundraising efforts and for avoiding duplication in approaching potential donors in the name of the College.

Responsibility for all fundraising and solicitations of private support from individuals, foundations, and businesses rest with the Director of Development for the College of Education and the UNLV Foundation. Solicitation of private contributions and/or gifts-in-kind made by anyone for the benefit of the UNLV College of Education requires prior approval from the Director of Development and the Dean of the College of Education.

The purpose of the information presented in this document is to maximize the effectiveness and efficiency of fundraising and to avoid confusion on the part of donors and prospective donors.

**POLICIES**

**Guidelines for College of Education Staff, Faculty, Administration and Student Fundraising Initiatives**

**Statement of Purpose:** In order to provide continuity and consistency regarding fundraising or the solicitation of financial support for the purpose of scholarships, training, programs and other such activities by staff, faculty and administrators in the College of Education, the Director of Development has outlined the following guidelines:

It is the policy of the UNLV College of Education that all revenue generating activities shall be processed and coordinated by the Director of Development. It is acknowledged that the benefits and rationale of this policy include:

- Transparency and alignment of appeals for funds, resource development and prospective donor solicitation.
- Minimization/elimination of potential duplication of appeals and solicitation of prospective donors.
- Implementation of targeted donor strategy in order to maximize contributions of prospective donors.
- To ensure that the priorities of the UNLV College of Education related to all fundraising and donor campaign initiatives are driven by and through the Director of Development and Dean of the College of Education.
1. Policy for Restricted Gifts
Acceptance of a gift imposes a legal obligation to comply with the terms established by the donor. Therefore, it is necessary that the nature and extent of this obligation are clearly understood. For this reason, the terms of each restricted gift will be reviewed by the Director of Development with the utmost care to ensure that the gift retains its original usefulness and beneficial qualities. If a gift is deemed unacceptable because of the restrictions the donor has placed on its use, the donor will be counseled, by the Director of Development to remove or modify the restrictions or the gift may be declined.

Facilitating the Return of Restricted Gifts
Gifts will be refused or returned under the following circumstances:
1. The purpose of the gift is inappropriate or not conducive to the best interest of the College.
2. The gift obligates the College to undertake responsibilities, financial or otherwise, which it may not be capable of meeting for the period required by the terms of the gift.

2. Gifts-in-Kind/Gift-of-Service
The UNLV College of Education accepts gifts-in-kind (e.g., property, equipment, securities, real estate, artwork) or gift-of-service (e.g., CE speakers) intended by the donor to benefit the College. Such gifts are reviewed by the Director of Development with special care to ensure that acceptance will not involve financial commitments in excess of budgeted items or commit the College to other obligations disproportionate to the gift.

A. Tax Deductions
When gifts-in-kind or gifts-of-service are given to the College, with the intent for the donor to receive a tax deduction, it shall be the responsibility of the donor and a requirement of the IRS, that the donor, not the College, obtain an independent appraisal of the gift for tax purposes, if the gift is valued over $5,000. The College shall not become involved in the appraisal process.

B. Solicitation and Acceptance of Gifts-in-Kind and Gift-of-Service
1. A department chair, faculty member or staff member interested in soliciting equipment or other gifts-in-kind or gift-of-service should check with the Director of Development prior to approaching the contributor to ensure College policy is followed.
2. Gifts-in-kind and gift-of-service are accepted only after it is determined by the Director of Development and the Dean of the College that there is a need or desire for the item or items involved.
3. The College may elect not to accept a gift-in-kind or gift-of-service for any of the following reasons:
   - The equipment is obsolete
   - The intended gift would involve a high level of projected installation or maintenance costs
   - Acceptance of the gift would create an unreasonable liability issue for the College of Education

C. Acceptance of Gifts-in-Kind and Gift-of-Service
1. All gifts will be reviewed by the Director of Development and the Dean of the College.
2. Paperwork must be completed with the Director of Development and submitted to the UNLV Foundation for processing.

3. Deposit of Private Funds
The Director of Development must be alerted when private funds are contributed, or intended to be contributed, to any department or other unit of the College of Education. Deposits of such funds into private bank accounts, in the name of the unit, club, faculty or staff are prohibited under State fiscal policy and UNLV policy.
4. Fundraising by Students and Student Organizations
Students and student organizations are required to adhere to the rules and regulations of institutional fundraising policies. Organizations are to receive prior approval for all fundraising and coordinate the intake of income with the Director of Development.

- All student fundraising activities, whether originating from a club or department-sponsored organization, must be approved prior to scheduling facilities, advertising or contracting for services.
- A fundraising activity is one where revenue is generated, other than organizational dues, whether or not a profit is made. Such activities should allow clubs or groups to earn operating monies to meet reasonable expenses during the year but not build up excessive reserves.

Soliciting local business, national corporations, or individuals (e.g., alumni, friends of the College) by any student group for donations (e.g., money, sponsorships, gifts, premiums) to support campus fundraising must be approved by the Director of Development before any contact can be made.

- Fundraising should be for the benefit of the collective organization.
- The review of fundraising requests will be based on the following principles:
  o The activity is of benefit to the campus community. The nature and location of the activity must also be appropriate for involvement by students at the UNLV College of Education.
  o Permission to raise funds on campus may be withheld if the proposal is deemed to be insufficiently related to broader College objectives, or if difficult precedents might be established.

PROCEDURES

1. Fundraising Appeals
It is the responsibility of the Director of Development, under the Dean of the College, to serve in the role of planning, coordinating and approving agency for all fundraising appeals and solicitations made on behalf of the College. Faculty, staff and students with ideas for the solicitation of funds or gifts-in-kind to benefit programs and activities at the College must review and coordinate such plans with the Director of Development and obtain a signed Routing and Approval Form for Projects/Proposals, before action is taken.

2. Acknowledgement and Recording of Gifts
It shall be the responsibility of the Director of Development to acknowledge receipt of gifts made to the College, including cash, pledges, securities, real estate and other gifts-in-kind. The Dean of the College will personally acknowledge donors who have made a major gift.

3. Preparation of Fundraising Literature
All brochures, booklets and letters designated to solicit private funds shall be coordinated with the Director of Development to ensure the most accurate information regarding each individual fundraising project is conveyed. Approval from the Director of Development and the Dean of the College is required prior to mailing any solicitation to donors or potential donors on behalf of the College.
4. Recruitment and Training of Volunteers
The recruitment and training of volunteers interested in assisting the fundraising efforts conducted on behalf of the College shall be the responsibility of the Director of Development, as approved by the Dean of the College of Education.

5. Public Statements on Gifts to the School
The UNLV Foundation, with assistance from the Director of Development, is responsible for all public statements regarding gifts to the College. For more information about the UNLV Foundation, please visit, https://www.unlv.edu/donors.

PROCESS

All staff, faculty, administrators or other UNLV College of Education affiliated personnel shall acknowledge that the Director of Development shall have primary responsibility for coordination of fundraising; solicitations of funds or in-kind items for the purpose of scholarships, recognition programs or departmental initiatives for the benefit of the UNLV College of Education and its students.

A. Any faculty or staff member who seeks to establish any type of fundraising program in the name of the College from individuals, businesses, industry, foundation or community organizations shall follow the guidelines outlined in this document prior to any solicitation taking place.

A1. Before pursuing formal discussions with any potential donor there should be conversations with the Director of Development to outline broad goals and objectives of the prospective solicitation.

A2. All formal requests to undertake fundraising initiatives or to solicit contributions shall be reviewed and approved by the Director of Development, Department Chair/Head, and the College of Education Dean or Executive Associate Dean. Faculty, staff and students must complete a Routing and Approval Form for Projects/Proposals, before action is taken. Annual requests for sponsorship of events will be submitted in October/November to vendor partners for the following year through the Director of Development. The Director of Development will review this document with the Department Chair/Head Dean of the College of Education, and any director involved with the events listed.

A3. Upon review and approval, it is understood that prior to the submission of a formal written request to potential donor(s), all supporting materials including mailing lists, letter of request, and/or other related documents, shall be reviewed and shared with the Director of Development. The Director of Development will assist with the coordination of fundraising/solicitation and strategy, when necessary.

B. For events such as merchandise sales, runs, vendor fairs, bake sales and the like (including all events where outside solicitation is not required or necessary) the hosting department or student group is asked to notify the Director of Development at least 30 days prior to the event. Hosting group for such activities shall follow already established UNLV College of Education policies and procedures. Monies raised from such events will be handled expeditiously in accordance with established UNLV College of Education policies and procedures.

C. Faculty and Staff can plan and execute corporate-sponsored courses (e.g., Continuing Education) without prior approval from the Director of Development. However, immediately prior to or following the event, copies of receipts for any gift of service (e.g. speakers’ fees covered by corporation) or gift-in-kind (e.g., food) purchased for the event must be collected from the corporate representative or the corporate
representatives must be instructed to contact the Director of Development to collect all appropriate documentation to process charitable gifts.

D. Requests involving the planning, construction or expansion of a building to be funded by private sector gifts shall be submitted to the Dean of the College of Education and the Director of Development for approval from UNLV Main Campus leadership.

E. All Memorandum of Understanding (MOU) for gift agreements should be written by the Director of Development, reviewed by General Counsel and approved by the Dean prior to presentation to the prospective donor. Signatures will be needed from all parties involved and process will be facilitated and finalized by the Director of Development and the UNLV Foundation.

E. All Naming Opportunity levels will be set by the Director of Development, the Dean and UNLV Advancement. Naming Opportunities will not be offered to prospective donors until reviewed with the Director of Development and approved by the Dean and UNLV Advancement.

GIFT ACKNOWLEDGEMENT AND RECEIPT

A. All donations, gifts, and pledges shall be received, processed and acknowledged by the Director of Development. The Director of Development will work with appropriate personnel on notes of thanks and acknowledgment.

B. Gifts and pledges include cash, securities, trusts, insurance policies, real estate and in-kind (both gift and service) donations. In-kind gifts (non-cash) with a value of $5,000 or more require an itemized list of items donated and the name and address of the donor. Donated in-kind services (e.g., lunch and learns, speaker underwriting) shall require an itemized invoice indicating their fair market value for services provided. Again, a thank you/acknowledgement note will be issued. The College of Education will not assign a monetary value to the items donated. That responsibility will fall to the donor.

C. Programs and initiatives tied to the generation of monetary gifts/awards which may require some up front expenditures by the College (e.g. Building Signage for Naming Opportunities) shall be processed in a manner whereby monies expended by the College shall first be deducted from gift amount before final processing.

D. Primary responsibility for maintaining complete and accurate records and final approval of Memorandum of Understanding (MOU) for gifts and donations shall rest with the Director of Development

E. Gifts will be refused or returned when the purpose is:

- Deemed inappropriate or not conducive to the best interest of the UNLV College of Education.
- Deemed to be a venture that might obligate the College to assume risk and responsibilities financial or otherwise, which it may not be capable of meeting for the defined period of the gift.
- Obligates the College, its leadership or programs to unrealistic expectations or demands.