



FUNDRAISING POLICY FOR COMPONENT FUNDS

The Rockland Community Foundation appreciates your interest in raising money and securing donations for the Fund you have placed with us. This policy will provide you with guidance as you proceed with your fundraising plans to help assure your activity is successful, along with some “dos and don’ts” to help protect you, donors to your fund, and the Rockland Community Foundation.

There are a variety of ways that you may raise funds including:

- Solicitations - asking people for donations via various methods including email and mailings
- Grants - applying to other foundations, businesses or government entities for support
- Events - hosted activities including receptions, golf outings, etc.

All of these rely on the RCF’s tax-exempt status to offer your contributors a charitable tax deduction for their support. To ensure that all your efforts are in compliance with IRS and other governmental regulations and to be sure to avoid unintended tax consequences or possible penalties, it is important that you familiarize yourself with the contents of this Policy and complete all necessary documents required by the RCF **before** you embark on your fundraising activities.

A. **Contact us in advance.** We can then plan together how to cooperate in your fundraising activity, as well as provide you with the information you need to ensure your fundraising is in compliance with IRS rules and regulations. We will also help you to correctly complete any applications for grant assistance.

B. **Rockland Community Foundation's Name and Logo.** All use of RCF's name and logo in advertising and promotion must be approved **in advance** by the RCF Executive Committee. Additionally, all fundraising materials must be submitted for approval **in advance** of their use. **Materials should clearly state the following: All funds are being raised on behalf of the XX fund, a component fund of the Rockland Community Foundation.** Failure to include this information could invalidate the charitable status of the fundraiser.

C. **Mailing/email Campaigns.** As a service to our fund holders, Rockland Community Foundation is available to help with the creation of materials in support of your fundraising. All expenses for such activities will be quoted in advance, and paid from the fund.

D. Monies Received. Any checks received from your fundraising events should be made out to your fund name, with Rockland Community Foundation listed in the memo line. As with all donations, RCF will issue acknowledgements for any contributions. Please make sure all checks include the donor name and address, or that you provide it to us on a separate tally sheet.

E. Quid Pro Quo Disclosure. Under the Internal Revenue Code, when a donor makes a donation and receives an economic benefit in the form of goods or services, only the contribution in excess of the value of the goods or services is a charitable contribution. The fund holder, in conjunction with the RCF is required to determine the fair market value of the goods or services, and to advise donors to your fundraiser as to how much is deductible, and how much is not (the so-called 'quid pro quo' disclosure). Token items bearing the fund/organization name or logo such as calendars, key chains, mugs or t-shirts are exempt from the disclosure, provided their cost is under \$7. Please remember that meals also have a value, so if you are including food in a fund raising activity, the cost to the individual must be disclosed, along with the portion of the contribution that is tax deductible.

F. For-Profit Company Reimbursements and Reimbursements to Individuals. You may not pay a for-profit company to solicit donations on your behalf. You may, however, reimburse a for-profit company for expenses incurred on behalf of any pre-approved event, such as a printer, marketer, venue, or for any out-of-pocket expenses you have incurred (example - purchasing paper or toner, purchasing postage). Note: individuals may not be reimbursed for expenses from donor advised funds. Additionally, we cannot reimburse sales tax. We will provide you with a tax-exempt certificate should you require one.

G. Losses from Fundraising Activities. The fund holder shall be responsible for any and all losses incurred for events. Ensure your fund raising costs do not exceed expenses!

H. Liability Insurance. For events where coverage is not provided by the venue, the fund raiser must obtain a general liability policy for the event, with limits no less than \$1,000,000 and showing RCF listed as an additional insured. RCF can assist in obtaining this insurance for you.

I. Raffles and Games of Chance. New York State has very specific laws governing license requirements for raffles and games of chance, which fall under their gambling provisions. It is imperative you understand these rules and secure any required licenses for raffles or games of chance that will be part of your fundraising. RCF can assist you in this regard. Note: The purchase of raffle tickets or tickets for games of chance is not tax-deductible.

J. Contracts. Fundraisers are not in authority to, and must not sign contracts obligating the Rockland Community Foundation.

K. Credit Card Donations. Rockland Community Foundation uses PayPal to facilitate the use of credit cards for donations made via our website. We have the ability to set up a PayPal Here portal for you to secure credit card donations from your fundraising event via a swipe tool that can be affixed to your phone or tablet. Please reach out to us if you wish to set up this capability for your event.

L. Crowdfunding Companies. Many fund holders are now turning to third party vendors such as FundRazr and GoFundMe to assist in their fundraising activities. These vendors charge an additional fee for their service. Before engaging with any crowdfunding company, fund holders must secure approval from the RCF so we may determine if the company is approved to accept charitable donations, and to ensure the account is properly set up. Please note that transfer of funds from these companies may require additional fees if administrative work is required to verify fund transfers or set up the campaign.

M. Silent or live auctions. If your approved fundraising activity includes a silent or live auction, you should collect and document information related to each auction item including a description of the item, a good faith estimate of its fair market value, the name and contact information of the person who donated the item and the person who purchased the item, and the purchase price. Note that silent or live auction purchases are generally tax-deductible, but only in excess of fair market value. While RCF will provide a letter acknowledging a donated good or item, we are not permitted to assess value - this must be determined by the individual/company donating the item.

N. Grant Seekers. Fund holders who are considering applying for grant funding from an outside source will typically require information from the RCF to complete their applications. Typically, RCF must be the applicant listed on the funding requests because it is the 501 (c) 3 organization (Remember, your fund is not a 501 (c) 3 - it is a component fund under the Rockland Community Foundation's charitable exempt status). Please reach out to us well in advance of the deadline in submitting your grant application so that we can review your materials and have adequate time to provide any information needed.

O. Non-Permitted Fundraising Activities. Under no circumstances may you use your fund or the Rockland Community Foundation's name to raise money for activities/events that are in direct opposition to RCF By-Laws, including but not limited to, those that might endorse or oppose political candidates, or events where proceeds are directly supporting religious purposes.

Please feel free to contact us at any time to address questions, concerns or policies. We look forward to working with you.



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Please complete this sheet and return it to the Rockland Community Foundation at the address below.

I certify that I have read, understand, and will adhere to the terms and conditions of this fund raising policy.

Fund Holder Signature

Date

Fund Holder Name (printed)

Fund name

Rockland Community Foundation
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New City NY 10946

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