

Educational Foundation Fundraising and Solicitation Policy and Procedures for Virginia Western Faculty, Staff and Student Organizations

Overview

The mission of the Virginia Western Community College Educational Foundation is to drive a thriving culture of innovative support and philanthropy that enables Virginia Western to dramatically transform individual lives, strengthen communities and advance economic development. An integrated approach to fundraising – one that pairs the enthusiasm of College faculty, staff and student organizations with the skills and expertise of Educational Foundation staff – represents the best strategy for achieving this mission.

Today’s donors receive many appeals from multiple nonprofit organizations. The Educational Foundation aims to ensure that fundraising efforts are designed to present the most compelling opportunities for meaningful and long-term engagement by donors, both public and private. To achieve this, the Educational Foundation’s fundraising and solicitation efforts must be coordinated and focus on the mission and strategic goals of its Board of Directors and the College it serves.

Therefore, the Educational Foundation manages all donor/supporter prospecting, solicitation, sponsorships, reporting and stewardship on behalf of Virginia Western with the primary goal of increasing donations and grants and the secondary goal of safeguarding the Educational Foundation’s status as a tax-exempt private and independent 501c3 organization.

This obligation is stated in the Memorandum of Understanding between Virginia Western and the Educational Foundation: “College representatives (including student organizations) will inform and coordinate with the Foundation on all fundraising initiatives, including gift solicitations.”

This ***Fundraising and Solicitation Policy and Procedures*** was developed to help integrate faculty, staff and students into the fundraising mission of the Educational Foundation while ensuring that donor/supporter expectations are not only met but exceeded in the process.

Terms

A **sponsorship** is defined as financial or in-kind support provided by a company, organization, or individual to another entity, typically an event, group, project or initiative, in exchange for some form of promotional recognition, public acknowledgement or community benefit.

In-kind donations are non-cash gifts that may be made in the form of time, services, expertise and goods – including food (which may require additional documentation and/or certificates/proof of insurance). The Educational Foundation manages receipt and recognition of

these gifts through a separate ***Gift In Kind Value Statement Form***.

Recognition

All donors/supporters, whether they make cash or in-kind contributions, must be recognized in accordance with the level of their sponsorship, i.e. larger donors/supports should receive more prominent and extensive recognition while smaller donors/supports can be acknowledged in more subtle ways. The donor/supporter's name and branding should be verified in writing before used publicly.

You must receive written approval from the Educational Foundation's Executive Director before beginning any fundraising or solicitation effort. Please note and comply with the following:

1. Review the ***Virginia Western Educational Foundation Fundraising and Solicitation Policy and Procedures***; provide a signed copy acknowledging receipt to the Executive Director of the Educational Foundation (**Marilyn Herbert-Ashton**, mherbert-ashton@viriniawestern.edu).
2. Complete the accompanying ***Virginia Western Educational Foundation Fundraising and Solicitation Request Form*** and provide to the Executive Director for review. (If needed, also complete the ***Gift in Kind Value Statement Form***.)
3. After review and contingent upon approval, you may begin soliciting donors/supporters. Note: The Educational Foundation reserves the right to reject any donor/supporter, sponsorship or grant awards that are solicited outside of this approval process and/or do not comply with its Gift Acceptance Policy.
4. All donations should be made payable to:
Virginia Western Community College Educational Foundation
3093 Colonial Ave.
Roanoke, VA 24015
5. Please advise donors/supporters that their gifts are tax-deductible, within the limits of the IRS regulations, and that they will receive an official gift receipt letter from the Virginia Western Educational Foundation Inc. upon receipt of their gift.
6. Direct queries to:
Amanda Mansfield
Educational Foundation Philanthropy Director
amansfield@viriniawestern.edu
(540) 857-6962
Fishburn Hall F214-D

Acknowledgement

I have reviewed the Educational Foundation's ***Fundraising and Solicitation Policy and Procedures for Virginia Western Faculty, Staff and Student Organizations.***

Printed Name

Signature

Date

College affiliation (program or club)