

# Policy on Fundraising

## Board Policy on Fundraising

UUCWI Board Policy

Approved November 8, 2011

Applicable until revoked or amended

Drafted by D. Cauffman & J. Long

### Purpose and Applicability:

This Policy lays out guidelines for approval of fundraising activities for UUCWI. It applies to all fundraising activities except those specifically excluded below, whether the intent is to raise money for the general operating fund or for any other purpose. In addition, the approval procedure outlined is to be followed for events that create significant financial risk for the congregation, even if their primary purpose is not to generate income.

### Definitions:

*Fundraisers* are activities whose purpose or effect is to raise money for the benefit of UUCWI or its missions. A fundraiser generally has an *advocate* who is the proposer and organizer.

A *Benefit Event*, such as a lecture or concert, may have dual purposes, such as offering cultural opportunities, as well as raising money by charging admission or requesting donations.

*Honorariums* are monies paid to a performer, not including expenses such as travel, food, or equipment or venue rental.

### Background:

UUCWI raises revenues to meet the operating budget through (1) a pledge drive, (2) an annual auction, and (3) special benefit events such as concerts, which invite talent as well as potentially bring in money from the larger community. From time to time special fundraisers are held to support special needs or projects of UUCWI that cannot wait until the next budget cycle. Sponsors of fundraisers, and the board, in considering approval, should be aware of and alleviate the risk that asking members for financial support for special needs potentially reduces pledges that are the main source of support for payroll, mortgage, and other ongoing operating expenses.

### Policy:

- *Any event that creates financial risk or reward to the congregation is subject to prior approval by the Board*, which has sole fiduciary responsibility. In addition to events designed as fundraisers, this would include, for example, a lecture not intending to raise funds, but which, by paying an honorarium to the speaker, creates risk that donations would not fully cover expenses.
- *No firm commitment of funds or engagement of obligations should be made prior to Board approval*. If “long lead” commitments are required, the Treasurer may assist in seeking expedited approval for them.
- *In general, the Board will give priority to fundraising that supports meeting the congregation’s operating budget*. At its discretion the Board may elect to split revenue between different objectives.

- *In general, events will be designed to maximize revenue and minimize financial risk.* Accordingly, expenses will be minimized and donations of services and materials sought. Generally, the congregation does not expect to pay performers for fundraisers. Exceptions must be justified. No honorariums will be paid to members of the congregation in connection with fundraising or benefit events.
- *Each event shall have the approval of relevant operating committees* of the congregation. For example, a sale of art by local artists, to raise money for the social action fund, would need approval by both the Visual Arts Committee and the Social Action Committee. Board members can assist in identifying stakeholder committees. The sponsoring committee is responsible for assuring that the appropriate quality of performance is planned.
- *The Treasurer will screen fundraising applications* and advise the Board. The Treasurer or the Board may seek the advice and analysis of the Finance Committee if needed.
- *An application, disclosing relevant information, is required for approval of new fundraisers.* The referenced Procedure for Approval of a Fundraiser includes the application. It is designed to assist both advocates and approvers. Advocates need to allow time for the required approvals by the sponsoring committees, the Treasurer, potentially the Finance Committee, and the Board. The following events are exceptions to the requirement to complete this application:
  - The annual salmon bake/in-gathering, that supports the general operating fund
  - The annual auction, that supports the general operating fund
  - The annual canvass, that supports the general operating fund
  - The monthly offerings directed to local charities as determined by the Social Responsibility Committee, which has previously been approved by the board. Additional offerings, however, require specific Board approval.
  - Minor (<\$500) initiatives directed by the Board such as a requests for new hymnals.
  - Events sponsored by outside groups using our facility, and paying our rental fee, that are not co-sponsored by UUCWI. The church scheduler should be alert for any indication that events might be of such a nature that UUCWI might not want to be associated with them, and bring them to the Board's attention.

References:

1. Procedure for Approval of a Fundraiser
2. Application for a UUCWI Fundraising Event
3. Treasurer Roles and Responsibilities
4. Finance Committee Roles and Responsibilities

## **Procedure for Approval of a Fundraiser**

Authored by: J. Long and D. Cauffman

Owned by: Board of Trustees

Approved by Board on \_\_\_\_\_

Applicable until revoked or amended

### **Purpose:**

To provide an efficient, standard method to collect information needed for advocates to obtain authorization to hold fundraisers and for the Board to make wise judgements in exercise of its fiduciary responsibility for the congregation's financial affairs.

### **Procedure:**

#### **Advocates shall:**

1. Familiarize themselves with the Board Policy on Fundraisers, which contains important guidance. Parties need to be aware of the required lead time to iterate terms and obtain approvals, generally several months.
2. Complete the attached application, and include explanatory letters if the reasons for approval would not be clear otherwise, or if exceptions to the Board Policy are being requested.
3. Obtain approval of the application by all relevant operating committees. Issues raised should be addressed before proceeding. Board members can assist in identifying stakeholder committees.
4. Submit the application to the Treasurer.
5. Schedule use of the building with the church administrator if use of church facilities is required.

#### **The Treasurer shall:**

6. At his or her discretion ask the Finance Committee for advice or analysis, and recommend to the Board whether to approve the application. Issues raised should be addressed by advocates before Board consideration.

#### **The Board shall:**

7. Consider the recommendation, generally at its next regular monthly meeting after Treasurer/Finance Committee recommendation. The advocate may elect to attend the Board meeting, or may be requested to do so, but this is not required, and the Board may elect to have a portion of the discussion without the presence of the advocate. The Treasurer or other designated Board member shall provide feedback to the advocate on whether the Application was approved, any modifications or restrictions, and reasons if it was disapproved.

## Application for UUCWI Fundraising Event

1. Title of Event:

2. Name and Contact Information of Organizer (phone and email):

3. Purpose of Event (including beneficiaries). How will it further the mission of the church?

4. UUCWI Sponsoring Committee:

5. Date of Event:

6. Location of Event:

(If our church, check UUCWI website for availability and email church administrator to get time reserved while application is being considered. Include time for set-up and cleanup.)

What facilities/support will be required?:

_____ Sanctuary	_____ Kitchen	_____ Classrooms
_____ Sound system*	_____ Piano*	_____ Childcare
_____ Parking attendant (over 100 people expected)	*Special instructions needed	

7. Target audience and expected attendance:

8. Marketing plans: (Include ticket prices/suggested donation, publicity/advertising plans, etc.)

9. Detail anticipated Income, Expenses, and Net Proceeds (attach spreadsheet if needed):

10: How will proceeds be used?

11: Describe event or program, including names of performers or presenters and extent of volunteer support:

12. Approvals and dates:

	Applicant	Sponsor Ctte	Other Ctte	Treasurer	Board
Name:	_____	_____	_____	_____	_____
Date:	_____	_____	_____	_____	_____