

Event and Fundraising Policy

1. POLICY STATEMENT/PURPOSE

In that Sonoran University of Health Sciences is a 501(c)(3) charitable organization, and all Sonoran University employees, faculty, students, alumni association, and student groups operate under this designation, this policy is intended to detail, clarify, and provide guidance to Sonoran University employees, faculty, students, alumni association, and student groups regarding exemption requirements and restrictions related to planning and implementation of internal and external events. This includes the usage of the Sonoran University brand; donor solicitation, donation reporting guidelines, and the usage of donated funds. This policy is needed to ensure compliance with all Sonoran University tax-exempt purposes and accreditations and protect Sonoran University from unnecessary liability or expense.

2. HISTORY/BACKGROUND

In the past, Student Government Association (SGA) student groups operated under their own 501(c)(3) status. Sonoran University employee groups conducted events independently. Currently, these groups operate under the Sonoran University charitable designation with funds managed by the Sonoran University Business Office and in conjunction with the Dean of Students

3. DEFINITION(S)

- a. **501(c)(3):** A tax-exempt status bestowed upon an organization by the IRS when activities have a charitable, educational, or other approved tax-exempt purpose as set forth in Section 501(c)(3) of the Internal Revenue Code.
- b. **Board:** The Board of Trustees of the Sonoran University of Health Sciences.
- c. **Branding:** The Sonoran University name, logos, and symbols.
- d. **Funds:** Currency in the form of cash, check, credit card, and online transfer.
- e. **Donation:** A voluntary gift (of money, products, specialized services, etc.) given to Sonoran University in a charitable manner. A “nonprofit discount” or “buy three, get one free” type deal does not qualify as a donation.
- f. **Employee Group:** Authorized Sonoran University groups that involve Sonoran University staff and faculty members, such as Staff Senate and Faculty Senate.
- g. **Event:** Any internal or external event or activity that is organized by individual students and/or student groups with the intent of raising funds, creating community awareness, marketing, or other purposes.
- h. **Fundraising:** A solicitation of any kind for a charitable donation of cash, gift in-kind product, or specialized service to any individual, company, or agency.
- i. **In-kind:** Tangible property, such as pieces of art, vehicles, equipment, clothing, toys, gift cards, etc.
- j. **Registered Student Organization (RSO):** Officially recognized student-run organization of Sonoran University of Health Sciences. An RSO is operated and organized by actively enrolled students who share a common purpose or interest that benefits the student body. All RSOs are approved and registered through the Office of the Dean of Students.

4. SCOPE/KEY STAKEHOLDERS

This policy applies to all Sonoran University employees, employee groups, students, alumni, and volunteers who may be involved with internal or external events and activities and/or assist with event planning or donor solicitation.

5. POLICY ITEMS

- a. All events affiliated with Sonoran University must support the University's mission and 501(c)(3) status.
- b. When the Sonoran University name is used in a public event or activity, Sonoran University is the umbrella participating body by default and brand usage criteria apply:
 - i. The Sonoran University of Health Sciences name, trademarks, and logos are registered with the United States Trademark Office. Any usage (print, digital, or otherwise) of Sonoran University trademarks must obtain expressed written consent and approval from the Sonoran University Marketing Department. University logos and trademarks must be used precisely as depicted on the registrations with the United States Trademark Office and may not be redrawn or modified in any way. Please consult the Brand Book for guidelines on the use of marks.
 - ii. All University student organizations must clearly identify themselves as an organization located at Sonoran University. Student organizations should not speak or act on behalf of the University. Please refer to the RSO Logo Use Policy for proper club naming and usage conventions.
 - iii. Any marketing materials representing or created on behalf of an employee group or student organization to promote an event must be clearly identified with the proper Sonoran University branding and adhere to all brand guidelines and standards.
 - iv. All marketing materials for events must be approved by the Marketing Department.
- c. Approved, registered Sonoran University student groups and employee groups may, periodically, engage in various forms of on-campus or off-campus events, activities, and fundraisers that involve cash collection and/or fundraising.
 - i. All Sonoran University events and student activities are subject to approval through the Dean of Students Office, the Business Office, and the Development Office.
 - ii. All Sonoran University events and student activities must ensure insurance or other liability coverage through the Business Office.
- d. All fundraising, special events, and donor solicitation for cash or in-kind donations requires prior approval from the Development Office.
 - i. Each potential fundraising source (or prospective donor) must be approved by the Development Office before soliciting the prospective donor.
 - ii. Event sponsorships are evaluated on a case-by-case basis.
- e. The following activities are permitted for fundraising purposes: All fundraising events are subject to approval from the Development Office, and other departments as applicable, including the Dean of Students, Academics, Finance & Administration, Marketing, etc.
 - i. Competitions, performances, car washes, and similar types of activities
 - ii. Seminars/courses with an approved revenue sharing contract

- iii. Non-competing sales of clothing or similar items that the Medicinary does not sell.
- iv. Literature, media recordings, and related items developed by the sponsoring organization.
- v. Restaurant give-back nights and other third-party revenue sharing events.
- vi. Membership dues and/or fees or event/activity surcharges.
- vii. Other event collaborations with an approved vendor through the Development Office, if available.
- f. Activities or fundraisers that are not permitted include:
 - i. Solicitation of grants from corporate, family, or private foundations
 - ii. Fundraising for a specific student
 - iii. Raffles, gambling activities, or games of chance, due to the complexity of state and legal regulations.
 - iv. Any event requiring a Food Handler's Permit, including temporary or special event permits.
 - v. Any activity that has intangible tax consequences such as selling advertising in publications, printed programs, on tickets, etc.
 - vi. The sale of any product that violates state licensing (ie: consumables) is strictly prohibited.
 - vii. Sale of any items in direct or indirect competition with products or services sold at Sonoran University without explicit permission, or in direct contradiction to the mission and purpose of the school, as determined by the Dean of Students.
 - viii. The direct advertising, sale, and/or solicitation by outside vendors or by any individuals for personal profit.
 - ix. Directly contacting any outside organizations for the purpose of obtaining products or services for fundraising activities without prior approval from the Development Office.
 - x. Any activity that promotes an ideology, practice, or purpose that is in conflict with the mission and core values of the school.
 - xi. Student organizations may not enter into any contracts or agreements as representatives of Sonoran University or imply that they represent Sonoran University and/or have the authority to negotiate on behalf of the school.
 - xii. Any event, student activity, or fundraiser that is illegal or prohibited by other Sonoran University policies.
- g. Employee and student groups may conduct events, activities, or fundraisers with affiliated national associations independent of this policy, on the condition that the Sonoran University name is not publicly used as the name of the fundraising entity.
- h. Other charitable fundraising:
 - i. Employees and students at their own discretion may raise funds for other charitable efforts including relief efforts, social service needs, or community drives in two ways:
 - 1. Personal donations.
 - 2. Group funds or in-kind collections are to be approved by the Development Office and the Dean of Students Office for student groups, or by the Executive Council for employees. Cash donations must then be processed through the Sonoran University

Business Office who will in turn prepare a donation check to the local agency.

- i. Collection of Funds
 - i. Funds must be collected in the form of cash, check, money order, or through authorized Sonoran University-provided electronic fund processing only.
 - ii. All funds must be given to the Business Office within three business days of collecting to be deposited in Sonoran accounts.
 - iii. Private bank accounts are not allowed, even on a temporary basis.
- j. Limit of the number of fundraisers: Fundraising activities are limited to one per week and for no more than 5 weeks in any term for each student club or organization. Special approval may be granted by the Development Office and Dean of Students Office (if applicable) for special circumstances.
- k. Non-Discrimination Clause – Employees and students should consult the respective handbooks for information on non-discrimination.
- l. Supervision of Fundraising Activities: Sonoran University does not directly supervise, direct, or control any student club or organization. Although they may have members who are students of the school and advisors who are employees of the school, the student club or organization is responsible for and manage their fundraising activities. Sonoran University is not responsible for their actions, agreements, omissions, or errors.
 - i. However, the school does maintain control of its facilities and property, and to the extent that the student club or organization seeks to use the school's facilities or property to conduct its activities or affairs, all clubs and organizations are subject to the terms and conditions governing the use of school facilities and property.
 - ii. Furthermore, all student clubs and organizations are subject to the Student Code of Conduct at all times, irrespective of location, time of day, or activity.
 - iii. Please see the Bulletin Board Policy for information about approved flyer posting. The RSO Logo Use Policy addresses further guidelines for RSO advertising and branding for clubs and their events.
- m. Agreements with Third-Party Entities: Student clubs and organizations may not present themselves as official representatives of Sonoran University, acting on behalf of or with authority to enter into contracts or agreements.
 - i. The Chief Financial Officer must approve all contracts.
 - ii. All requests

6. RESONSIBILITY FOR IMPLEMENTATION

Administration & Finance
Dean of Students Office
Development Office
Marketing Office

7. RELATED DOCUMENTS

Cash Advance Deposit Form
Event Request Form
Gift In-Kind Donation Form

8. NEXT REVIEW DATE

Annual Review

9. POLICY AUTHOR/CONTACT

Development Office

10. REFERENCES

Gift Acceptance Policy

Gift Acknowledgement Policy

Student Handbook

Employee Handbook

11. VERSION CONTROL AND CHANGE HISTORY

Version	Approved by	Date Approved	Date Effective	Amendment Information
1	President's Council	06/25/2014	06/25/2014	
2	President's Council	03/28/2018	03/28/2018	
3	N/A	N/A	10/13/2023	Branding and other minor edits