

# SCNM EVENT & FUNDRAISING POLICY

Policy Number:

Owner Department: Development

Effective Date: 3-28-18

Approved By: President's Council

## **I. POLICY STATEMENT/PURPOSE**

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

## **II. POLICY STATUS**

Updated 2018

## **III. HISTORY/BACKGROUND**

In the past, SGA student groups operated under their own 501(c)(3). SCNM employee groups conducted events independently. Currently these groups operate under the SCNM charitable designation with funds managed by the SCNM Business Office.

## **IV. DEFINITION(S)**

"501 (c) (3)" is a tax-exempt status bestowed upon an organization by 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.

"Board" refers to the Board of Trustees of the Southwest College of Naturopathic Medicine and Health Sciences.

"Branding" refers to the SCNM name, logos and symbols.

"Funds" is in reference to currency in the form of cash, check, credit card, and online transfer (PayPal).

"Donation" is defined as a voluntary gift (of money, products, specialized services, etc.) given to SCNM in a charitable manner. A "nonprofit discount" or "buy three, get one free" type deal does not qualify as a donation.

"Employee Group" refers to authorized SCNM groups that involve SCNM staff and faculty members such as Staff Senate and Faculty Senate.

"Event" refers to 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 purpose.

"Fundraising" is defined as a solicitation of any kind for a charitable donation of cash, gift in kind product or specialized service to any individual, company or agency.

"In-kind" refers to tangible property such as pieces of art, vehicles, equipment, clothing, toys, gift cards, etc.

Page 1 of 5

## **SCNM EVENT & FUNDRAISING POLICY**

### **V. SCOPE/KEY STAKEHOLDERS**

This policy applies to all SCNM 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.

### **VI. POLICY ITEMS**

- A. All events affiliated with SCNM must support the College's mission and 501(c)(3) status.
- B. When the SCNM name is used in a public event or activity, SCNM is the umbrella participating body by default and brand usage criteria apply:
  - a. SCNM seals, logos, word marks, graphic symbols, names and other relevant brand identifiers may only be used by official/authorized employee groups and student organizations and may not be used by any unauthorized organization without the express approval of the Marketing Department.
  - b. All SCNM student organizations must clearly identify themselves as an SCNM organization. Each should include the name at a minimum and graphic identifier where possible.
  - c. Any marketing materials representing or created on behalf of an employee group or student organization to promote an event needs to be clearly identified with the SCNM brand.
  - d. Marketing materials for events must be approved by the Marketing Department.
- C. Approved, registered SCNM student groups and employee groups may, periodically, engage in various forms of on or off-campus events, activities and fundraisers that involve cash collection and/or fundraising.
  - a. All SCNM events and student activities are subject to approval through the Dean of Students Office, Business Office, and the Development Office.
  - b. All SCNM events and student activities must ensure insurance and other liability coverage through the Administrative Services Office.
- D. All fundraising, special events and donor solicitation for cash or in-kind donations requires prior approval from the Development Department.
  - a. Each potential funding source (or prospective donor) must be approved by the Development Department before soliciting the prospective donor.
  - b. Event sponsorships are evaluated on a case-by-case basis.
- E. The following activities are allowable for fundraising purposes: All fundraising events are subject to approval from the Development Department and other departments as applicable including Dean of Students, Academics, Finance & Administration, Marketing, etc.
  - a) Competitions, Performances, Car Washes, and similar type activities.
  - b) Seminars / Courses with an approved revenue sharing contract.
  - c) Non-competing sales of clothing or similar items that the Medicinary does not sell.
  - d) Literature, media recordings, and related items developed by the sponsoring organization
  - a) Restaurant giveback nights and other third-party revenue sharing events.
  - b) Membership dues and/or fees or event/activity surcharges
  - c) Other Event Collaborations with an approved vendor though the Development Department, if available.

## **SCNM EVENT & FUNDRAISING POLICY**

- F. Activities or fundraisers that are not allowed include:
  - a. Solicitation of grants from corporate, family or private foundations.
  - b. Fundraising for a specific student.
  - c. Raffles, gambling activities or games of chance, due to the complexity of state and legal regulations.
  - d. Any event requiring a Food Handler's Permit.
  - e. Any activity that has intangible tax consequences such as selling advertising in publications, printed programs, on tickets, etc.
  - f. The sale of any product that violates state licensing (ie: consumables) is strictly prohibited.
  - g. The sale of unregulated botanical medicines is strictly prohibited.
  - h. Sale of any items in direct or indirect competition with products or services sold at SCNM without explicit permission, or in direct contradiction to the mission and purpose of the school, as determined by the Dean of Students.
  - i. The direct advertising, sales, and/or solicitation by outside vendors or by any individuals for personal profit.
  - j. Directly contacting any outside organizations for the purpose of obtaining product or services for fundraising activities without prior approval from the Development Department.
  - k. Any activity that promotes an ideology, practice, or purpose that is in conflict with the mission and core values of the school.
  - l. Student Organizations may not enter into any contracts or agreements as representatives of SCNM or imply that they represent SCNM and/or have the authority to negotiate on behalf of the school.
  - m. Any event, student activity or fundraiser that is illegal or prohibited by other SCNM 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 SCNM name is not publicly used as the name of the fundraising entity
- H. Other Charitable Fundraising:
  - a. 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:
    - i. Personal donations.
    - ii. Group fund or in-kind collections are to be approved by the Development Office and the Dean of Students Office for student groups, or by Executive Council for employees. Cash donations must then be processed through the SCNM Business Office who will, in turn prepare a donation check to the local agency.
- I. Collection of Funds
  - a. Funds must be collected in the form of Cash, Check, Money Order or through any SCNM-provided electronic fund collection site. SCNM groups (student, staff, faculty, and alumni) may not utilize a third party collection site set up by anyone other than the school.
  - b. All funds raised must be deposited in the appropriate account in the Business Office within two business days of collecting.
  - c. Private bank accounts are not allowed, even on a temporary basis.

## **SCNM EVENT & FUNDRAISING POLICY**

- 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 and organization. Special approval may be given by the Development Department and Dean of Students (if applicable) for special circumstances.
- K. Non-Discrimination Clause – Employees and students should consult the respective handbooks for information on nondiscrimination.
- L. Supervision of Fundraising Activities –SCNM 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, they are responsible for and manage their fundraising activities. SCNM is not responsible for their actions, agreements, omissions or errors.
  - a. 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 all the terms and conditions governing the use of school facilities and property.
  - b. 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.
- M. Agreements with Third Parties Entities – Student Clubs and organizations may not present themselves as official representatives of SCNM, acting on behalf of or with authority to enter into contracts or agreements.
  - a. The Vice President of Finance and Administration must approve all contracts.
  - b. All request for donations of goods and services must be approved by the Development Department in advance of the request to the donor.

### **VII. RESPONSIBILITY FOR IMPLEMENTATION**

Administration and Finance  
Dean of Students  
Development Department  
Marketing Department

### **VIII. RELATED POLICIES**

Gift Acceptance Policy  
Gift Acknowledgement Policy  
Student Handbook  
Employee Handbook

### **IX. RELATED DOCUMENTS**

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

### **X. NEXT REVIEW DATE**

Annual Review

## SCNM EVENT & FUNDRAISING POLICY

### XI. VERSION CONTROL AND CHANGE HISTORY

Version Control	Approved By/Date	Date Effective	Amendment
1	President's Council/6-25-14	6-25-14	
2	President's Council/3-28-18	3-28-18	
	Last Reviewed	5-22-2020	

### XII. POLICY AUTHOR/CONTACT

Development Department