

GIFTS TO THE UNIVERSITY - GENERAL GUIDELINES

SOLICITATION, ACCEPTANCE, AND ACKNOWLEDGMENT OF GIFTS

California State University, Fresno, through the efforts of the Office of University Development, various schools, divisions, departments and individuals, has been the recipient of monetary gifts, scholarships, materials, equipment, and other items during the past years. These gifts have added substantially to the educational development of the University. This phase of growth of California State University, Fresno, will be effective to the extent that faculty are fully alert to the needs for gifts and contributions. Each faculty member is invited to review areas where he/she feels his/her effectiveness could be strengthened by additional items of service and to communicate his/her needs to his Department Chair, Dean and Academic Director of Development. Where School Development Officers are not present, the Central Office of University Development will work in coordination with Academic Deans to develop fundraising plans to meet the individual needs of faculty members.

Lack of coordination of efforts in the past has resulted in University personnel appealing to individuals and/or business organizations in the community for support of projects for which the administration had no prior knowledge, and which had not been authorized by the administration. All too frequently the same individuals and/or businesses have been repeatedly approached. This has resulted in embarrassment not only to the administration, but also to those who have been solicited. Therefore:

I. PRIOR APPROVAL AND PROPOSALS FOR SOLICITATION OF GIFTS

- A. Proposals for the solicitation of off-campus support, whether monetary or in-kind, must first be presented to your Academic Dean for his/her approval. Such requests must be simultaneously submitted to the School Director of Development. The Director of Development will then develop a comprehensive development plan to meet your needs and, with the approval of your Dean, will coordinate your efforts with the Central Development Office to ensure that duplicate or repeat solicitations will not occur as a result of this plan.
 1. Any special needs associated with student support or tuition support that will be administered through the Financial Aid Program, will first be cleared through those Academic Schools in question. This means that School Directors of Development, working in close coordination with Academic Deans, will determine scholarship needs for their Academic areas. Based on these needs, a fundraising plan will be developed in coordination with the Central Development Office and the Office of Financial Aid.
 2. Any special needs associated with the Madden University Library will first need to have approval by the Dean of the Madden Library. The Dean will then work in coordination with his/her Director of Development to determine priorities among any list of needs, and also to determine strategies for soliciting support for such needs from the private sector.
 3. The Vice President for University Advancement and the Assistant Vice President for Development are responsible for coordination of solicitation of gifts through the efforts of various schools, divisions, departments, and individuals. This responsibility mainly consists (but is not limited to) the oversight and coordination of all fundraising activities associated with the schools, departments and units of the university.

4. Gifts to other segments of the University not above-specified, such as to alumni funds, International Institute of Housing Technology, Moss Landing Marine Laboratory, etc., shall be the responsibility of the President of the University or persons designated by him on a case-by-case basis. These individuals will work in direct coordination with the Office of the Vice President for University Advancement and will be responsible for involving the appropriate departments, deans and the Executive Director of the Auxiliary Corporations in developing needs lists (and acceptance guidelines) and associated strategies.
 5. A gift of any size or type (gifts of cash, stock gifts, estate gifts, etc.) will be reported to the Office of University Development and, in turn, to the Executive Director of the Auxiliary Corporations, the Chairman of the Foundation Board of Governors and, ultimately, to the President. This information will, in turn, be reported to the general public via the University's Annual Report .
- B. In all other matters of special projects and grant activity, the Vice President for University Advancement shall be the administrator authorized to sign for the university. In cases involving gifts of property to the Foundation, authorization may also be deemed appropriate for the Executive Director of the Auxiliary Corporations and/or the Chairman of the University Foundation Board of Governors.

II. ACCEPTANCE OF GIFTS

- A. The President of the University is legally designated as the recipient of all gifts to the University on behalf of the Trustees of The California State University system in accordance with Title 5, Section 42300, of the California Administrative Code. He is also the official recipient of all gifts to the California State University, Fresno Foundation, and other auxiliary bodies.
- B. California State University, Fresno Foundation, has been established so that it can receive gifts from donors and so that, in turn, the donors can claim tax deductions. However, in all cases, all gifts must first be received by and processed through the Office of University Development. In most cases, the donor should offer the gift to the California State University Fresno Foundation, which will record the gift. Where a monetary gift is involved, the Director of Development (for the academic unit in question) or the Assistant Vice President for University Development, may work with select donors to establish trust accounts on which designated individuals, departments, or organizational units may draw after the presentation of proper requests. Other university-sponsored foundations may also receive gifts under the above-referenced procedure. But, again, all gifts must first be processed through the Office of University Development.
- C. Certain types of gifts will have as their recipient the Trustees of The California State University. Because of legal considerations, the decision as to the manner in which such gifts are to be channeled will be made by the President of the University. Inquiries as to the acceptance of such gifts and their processing should be addressed directly to the Office of University Development or to the Central Development Office via the Director of Development representing the academic unit in question.

- D. Before a gift other than money may be accepted, the Vice President for University Advancement shall be notified of the donor's offer. Such notification shall include a detailed description of the items, including serial numbers and a breakdown of estimated current values, together with the name and address of the prospective donor. The Vice President for University Advancement shall then determine whether or not a gift falls within the guidelines of maintenance, space or usefulness to the University. In order to provide the Vice President for University Advancement background support in making such decisions, a standing University Gift Review Committee has been established. This committee may be comprised of (but not necessarily limited to) the Executive Director of the University Auxiliary (or his/her designee); the Assistant Vice President for University Development (and his/her designee); the Director of Development for the academic unit in question; the Dean of the academic unit in question; or the President of the University Board of Governors (or his/her designee); and the University's legal counsel. In appropriate instances, the Foundation's legal counsel will be involved.

A gift offer may be declined by the Gifts Review Committee and the proper University personnel notified. It should be noted that ultimate acceptance of any gift in kind, or gift of property will be accepted by the Foundation Board of Governors, based on the recommendation from the Gift Review Committee. Representatives from the Executive Committee (of the Foundation Board of Governors) will review the recommendation from the Gift Review Committee and either make a decision to accept or decline the gift based on this information, or request that the Gift Review Committee provide additional information as needed.

III. ACKNOWLEDGMENT OF GIFTS

- A. The Education Code (Section 89720) and the California Administrative Code (Sections 42300 and 42301) determines the types of gifts, donations, and bequests that can be accepted at a local campus without prior approval of the Chancellor or the Board of Trustees. Local acceptance will be determined as described above (Section II-D).
- B. Gifts, donations and bequests of cash or equipment to departments or other segments of the University shall be accepted only after certification of acceptance (as described above in Section II-D). It shall be the responsibility of the Academic Director of Development, Assistant Vice President for Development or the Vice President for University Advancement to administer such documentation, gift processing and acknowledgment. Ultimate decisions as to whom should acknowledge various gifts will fall to the Vice President for University Advancement with input from the Academic Director of Development in question and/or the Assistant Vice President for University Development.
1. The official notice of acceptance of gifts in excess of \$5,000 (with a value of \$5,000 or greater) will be signed by the President of the University and mailed to the donor, along with a personal letter from the President. Gifts valued at \$1,000-\$5,000 will be acknowledged by the Vice President for Advancement. Gifts at the \$999 and below will be acknowledged by the Assistant Vice President for University Development (and in most cases, by the dean or department head in question). Any additional letters of appreciation may be mailed by individual faculty members, administrators, etc. Such letters/acknowledgment will be coordinated, approved and processed by the Director of Development for the academic unit in question through the Office of his/her Dean and in coordination with the Office of University Development.

2. University receipts for **all** gifts will be provided by the California State University, Fresno Foundation. Copies of such receipts shall be retained by the Office of University Development. Likewise, third copies will be forwarded to the Director of Development (where applicable) for additional filing and reference.
- C. The California State University, Fresno Foundation, as an integral part of California State University, Fresno, will receipt all gifts, donations and bequests through the Office of University Development as described above. However, for the purpose of clarification, the following should be understood:
1. Official notices of acceptance of gifts, donations and bequests of a value of \$250 or more will be prepared by the Foundation. Likewise, as stated above, receipts for all gifts to the University (to any University entity) shall be provided an official receipt from the California State University, Fresno Foundation. Copies of all official acceptance forms will be retained by Auxiliary Services and a master record of gifts maintained for each donor. The Office of University Development will also retain copies of all such documents. These will be maintained in individual/corporate files as applicable.
 2. The official notice of acceptance form will be signed by the President of the University and mailed to the donor, along with a personal letter from the President of the University. Additional letters of appreciation may also be mailed by deans, faculty, administrators, etc., who may benefit from such gifts. All of this is to be carefully coordinated through the appropriate School Director of Development who will have ultimate responsibility for organizing such acknowledgments and retaining copies for donors files.
- D. If a news release is appropriate, the Public Information Office will be notified and all news releases shall emanate from that office. Such releases shall be carefully coordinated with the Office of the Assistant Vice President for University Development and only after written permission from the donor is obtained using a University Development "Gift Publicity Release Consent Form" that has been signed and dated by the donor.
1. Any special events or special gift announcements that are to be made in conjunction with any kind of contribution to the University will be coordinated through the Office of the Director of Special Projects in the Office of University Development. Such events may include (but not necessarily be limited to): press releases: press conferences: special luncheons, receptions or dinners in honor of major gift donor(s). It will be the responsibility of each Director of Development (as applicable by gift) to closely coordinate such activities with the Office of the Director of Special Projects. The Office of the Director of Special Projects will have responsibility for coordinating all such events and associated press releases with the Office of Public Information.

Approved
Revised

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