

Berkshire Taconic

COMMUNITY FOUNDATION

Fundraising Guidelines for Component Funds

Approved by the Board: December 10, 2015, Reviewed and amended September 14, 2018

Fund advisors or committee members may wish to add to a Berkshire Taconic Community Foundation (BTCF) component fund through appeals/solicitations and/or by special fundraising events. Although BTCF is limited in its available resources to assist directly with all fundraising activities undertaken for the benefit of its funds, the foundation wants to support its donors' commitment to and enthusiasm for these activities. Because a number of significant tax, accounting and other issues related to fundraising arise, these policies have been developed to protect donors, fundraising groups and BTCF. It is important to understand and abide by the information presented in these guidelines in order for us to fully comply with the nonprofit purpose of the funds entrusted to us, as well as national standards for community foundations.

An **appeal/solicitation** is a request, usually by mail, for a tax-deductible donation from potential donors. In the case of a **special fundraising event**, the potential donor receives a partial benefit from his or her gift, with the surplus money deposited into the component fund. These events are typically benefit dinners, golf tournaments, auctions and/or raffles. The foundation reserves the right to determine whether the donor will receive a tax deduction and acknowledgement letter, depending on the circumstances of the gift and applicable IRS guidelines.

Your group must submit an application no later than 30 days before the appeal or event. BTCF will review and respond to the application within 7 business days. BTCF will issue tax receipts for all gifts it deems appropriate. The tax receipt date will be the date the funds are received by the foundation. Checks dated earlier than 60 days prior to the receipt may be returned by the donor's bank, and it will be the responsibility of the fundraising committee to contact the donor. Please note that no group may enter into an agreement on behalf of BTCF without the foundation's written consent. BTCF's tax ID or sales tax exemption may not be used for any purpose. Letters acknowledging in-kind donations will be issued by BTCF upon confirmation of fair market value of the goods and receipt by the fundraising committee. Pro bono services are not considered a tax deductible donation.

Fundraising groups are responsible for all expenses for events or solicitations. Expenses may be reimbursed by the component fund if the BTCF pre-approves them. Reimbursement requests should be submitted no later than 45 days after the event or solicitation. Expenses may not be reimbursed from a donor-advised fund.

Please be aware that BTCF accepts all major credit cards for donations through our website at www.berkshiretaconic.org. Credit card companies charge a 3% transaction fee on all gifts.

Crowdsourcing: BTCF has reviewed the idea of crowdsourcing such as Indiegogo or Kickstarter as a fundraising tool for our existing fund holders. We have determined that this tool is not a good fit to raise money for an existing fund at BTCF for a variety of technical and legal reasons. If you are looking at online options for fundraising, we recommend that you consider directing donors to our website to donate to the appropriate fund on the drop-down menu or use more traditional methods to direct cash, checks or securities to BTCF.

For inquiries please contact Kelly Sweet: ksweet@berkshiretaconic.org (413) 429-8418.

**Application for Fundraising
By Appeals/Solicitations**

Name of Component Fund: _____

Date of Planned Appeal: _____

Contact(s) for Appeal:

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Name: _____

Address: _____

Phone: _____

E-Mail: _____

(See over for definition and checklist)

Description of appeal, range of mailing, number of solicitations, etc.:

How much is expected to be raised? _____

These funds will be designated for Endowment Spendable Both

(Please note that monies designated for spendable are assessed a 10% fee.)

If both, please provide a description of how monies should be allocated (e.g., gifts over a certain size go into endowment, or gifts from certain individuals go into spendable).

I have read, understand and accept these guidelines for fundraising.

Signature

Printed Name

Date

Please mail, fax or email application form to Kelly Sweet ksweet@berkshiretaconic.org or call (413) 429-8418 with any questions.

Fundraising Procedures for Component Funds

By Appeals/Solicitations

After establishing a component fund at Berkshire Taconic Community Foundation, many fund advisors and committee members continue to fundraise for that fund. The responsibilities of BTCF and the group fundraising through appeals or solicitations are as follows:

Berkshire Taconic Community Foundation

- Reviews & approves draft appeal to ensure compliance with IRS guidelines and references to BTCF are correct.
- Confirms appeal meets the intent of the fund's purpose and spending type (endowment or spendable)
- Accepts gifts in all forms for deposit into component fund(s)
- Provides tax receipts to donors

Fundraising Group

- Sends fundraising application to BTCF 30 days prior to solicitation with draft of appeal & other relevant documentation
- Promotes fund
- Distributes appeal
- Complies with applicable laws
- Pays related expenses (If expenses are pre-approved by BTCF, submits expenses to BTCF for payment or reimbursement.)

Checklist for Appeals/Solicitations:

- _____ Submit the Application for Fundraising at least 30 days prior to the appeal distribution. Include a copy of all promotional materials, solicitation letters or other publicity that will be used for appeal.
- _____ Promotional materials should indicate that funds are being raised on behalf of a particular fund of Berkshire Taconic Community Foundation rather than by BTCF. For example, "This appeal is to support the XYZ Fund of Berkshire Taconic Community Foundation."
- _____ Checks donated through a solicitation must be payable to Berkshire Taconic Community Foundation on behalf of the fund. You may choose to have the donors send the checks directly to BTCF. If not, please submit a batch of checks with an itemized breakdown, including donor names and addresses, to BTCF within one week of receipt. The tax receipt date will be the date the funds are received by BTCF. Checks dated more than 60 days may be returned by the donor's bank. (*If checks are returned by the bank, BTCF charges the fund the returned check fee and it is the responsibility of the advisor to contact the donor for a replacement check(s).)
- _____ Expenses may be submitted for payment if BTCF pre-approved them. Payment to vendor requires an original invoice. Reimbursement requires copy of invoice and proof of payment to vendor. You may not use BTCF's tax ID or sales tax exemption for any purposes. Reimbursement requests should be submitted no later than 60-days after the appeal or solicitation. Please note: expenses may not be reimbursed from a donor-advised fund.
- _____ Contact BTCF staff if gifts of tangible property are expected (art work, real estate, etc.). In order for a tax receipt to be issued, an independent appraisal is necessary.

Questions? Please contact Kelly Sweet at ksweet@berkshiretaconic.org or (413) 429-8418.

**Application for Fundraising
By Events/Tournaments/Raffles/Auctions**

Name of Component Fund: _____ Date of Planned Activity: _____

Description of event: _____

Location of event: _____

Are you planning any of the following in connection with your event:

- | | |
|------------------------|-----------------------|
| Raffle | Rummage/antique sale |
| Breakfast/lunch/dinner | Fun run/Bicycle ride |
| Bingo | Auction |
| Bazaar | Other (describe)_____ |

Will alcohol be served? _____

How will you promote your event? (Advertisements, direct mail, social media, word-of-mouth, other)

Contact(s) for Activity:

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Person who will collect contributions (if different from above)

Name: _____

Address: _____

Phone: _____

E-Mail: _____

How much is expected to be raised? _____

These funds will be designated for: Endowment Spendable Both

(Please note that monies designated for spendable are assessed a 10% fee.)

If both, please provide a description of how monies should be allocated (e.g. gifts over a certain size go into endowment, or gifts from certain individuals go into spendable).

I have read, understand and accept these guidelines for fundraising.

Signature

Printed Name

Date

Please mail, fax or email application form to Kelly Sweet ksweet@berkshiretaconic.org or call (413) 429-8418 with any questions at least 30 days prior to underlined event.

Fundraising Procedures for Component Funds

By Events/Tournaments/Raffles/Auctions

After establishing a component fund at the Berkshire Taconic Community Foundation, many fund advisors and committee members continue to fundraise for that fund. The responsibilities of BTCF and the group fundraising through events/tournaments/raffles/auctions are as follows:

Berkshire Taconic Community Foundation

- Reviews draft event materials to ensure compliance with legal regulations and BTCF is appropriately referenced
- Confirms promotional materials meet the intent of the fund's purpose and spending type (endowment or spendable)
- Accepts event proceeds for deposit into component fund(s)
- Provides tax receipts for proceeds as appropriate
- Requires appropriate insurance coverage for all events

Fundraising Group

- Sends fundraising application to BTCF 30 days prior to event
- Promotes the fund
- Complies with applicable laws
- Obtains licenses and permits as required
- Obtains liability insurance naming BTCF as additional insured
- Sends acknowledgements to event participants
- Pays related expenses (If expenses are pre-approved by BTCF, submits expenses to BTCF for payment or reimbursement).

Checklist for Events/Tournaments/Raffles:

- _____ Submit the Application for Fundraising Event at least 30 days prior to the event. Include a copy of all promotional materials or other publicity that will be used for this event. Please also attach copies of any relevant license or insurance forms. The use of BTCF's name and logo must be authorized by foundation personnel.
- _____ Promotional materials should indicate that funds are being raised on behalf of a particular fund of Berkshire Taconic Community Foundation rather than by BTCF. For example, "This benefit is to support the XYZ Fund of Berkshire Taconic Community Foundation."
- _____ Checks may be payable to the particular fund or to BTCF on behalf of the fund. Please submit a batch of checks with an itemized breakdown, including names and addresses, to BTCF within one week of receipt. Checks dated more than 60 days may be returned by the donor's bank. (*If checks are returned by the bank, BTCF charges the fund the returned check fee and it is the responsibility of the advisor to contact the donor for a replacement check(s).)
- _____ Expenses may be submitted for payment if BTCF pre-approved them. Payment to vendor requires original invoice. Reimbursement requires copy of invoice and proof of payment to vendor. Reimbursement requests should be submitted no later than 60 days after the event or solicitation. Please note: expenses may not be reimbursed from a donor-advised fund. You may not use BTCF's tax ID or sales tax exemption for any purposes.
- _____ Some proceeds from a fundraising event are not considered a charitable donation such as ticket sales, T-shirts, golfing or meals. Any donation received above the fair market value of the item is considered a charitable donation. BTCF will only acknowledge charitable donations above \$250.
- _____ Contact BTCF staff if gifts of tangible property are expected (art work, real estate, etc.). In order for a tax receipt to be issued, an independent appraisal is necessary.

Questions? Please contact Kelly Sweet at ksweet@berkshiretaconic.org or (413) 429-8418.