

## Community Relations

### All Other Fundraising and Contributions

This fundraising policy applies to all CREC staff and addresses the solicitation of donations, including unsolicited donations and gifts, from individuals, corporations, groups and foundations for the support of CREC programs and schools other than the school/program-based fundraising activities covered under Policy 1314.

To ensure that all such fundraising and solicitation complies with all legal and professional standards and is consistent with CREC's mission, the CREC Council directs the administration to develop procedures in accordance with this policy and in compliance with all applicable laws, regulations and best practices for financial transparency and accountability, privacy and safety, and integrity.

(cf. 1210 – School-Community Associations)  
(cf. 1314 – School/Program-Based Fundraising and Contributions)  
(cf. 3450 – Monies in School Buildings)  
(cf. 6145.8 – Activity and Escrow Funds)

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CAPITOL REGION EDUCATION COUNCIL  
Hartford, Connecticut

## **Community Relations**

### **All Other Fundraising and Contributions**

#### **Grants and Development Office – The CREC Foundation**

The Office of Grants and Development provides staff services to the CREC Foundation. The CREC Foundation was created as a 501(c)(3) corporation to support the work of CREC, its members, programs and schools. Generally, all private donations are directed to the Foundation.

The Office of Grants and Development manages all other CREC fundraising efforts and is responsible for coordination of and follow-up to all donor solicitation of private support conducted on behalf of CREC and its programs and schools. “Private support” refers to all donations whose source is not state or federal tax dollars such as grants.

The Office of Grants and Development on behalf of the CREC Foundation and in consultation with divisions, programs and schools will, where appropriate, coordinate activities to increase charitable contributions to CREC, including the solicitation, receipt, recording and acknowledgement of donations of a charitable nature made to CREC, including gifts-in-kind.

#### **Types of Fundraising Activities**

The following are types of fundraising activities that would require coordination with the CREC Foundation and require approval (refer to Proposals & Approvals for All Other Fundraising). This list is not inclusive.

Direct Campaigns or Calls: A mail or telephone campaign, annual giving program or direct request for contribution made to an individual, corporation, foundation or association.

Corporate or Business Sponsorships and Gifts: Any request for corporate or business sponsorship or gift (cash or in-kind, including donations of food and supplies) for any program or event.

Special Events: (excluding school/program-based fundraisers) Events that include performances, dinners, auctions, and events in which individuals, businesses, corporations or foundations outside of CREC will be solicited for support of any CREC program.

Unsolicited Gifts: Individuals, businesses or organizations make an unsolicited gift to the CREC Foundation. This is often in the form of cash, securities or usable tangible property.

#### **Types of Gifts**

Annual gifts are any gifts, regardless of size, that can be expected to recur annually.

Designated gifts are those in which the donor specifies a specific use, for example, a program, scholarship, project, etc.

Endowment gifts are gifts maintained, invested and managed to fund an initiative in perpetuity. The gift is used as principal and only investment earnings are distributed.

Major gifts are those at a level significantly above a donor's normal level of annual support. These gifts can be outright, a multiyear pledge, a planned gift or a combination thereof.

Planned gifts are those gifts that incorporate some element of the deferred transfer of assets, such as income trust or a provision within a donor's will.

Unsolicited gifts are gifts received without a solicitation effort or planned fundraising activity sponsored by CREC.

### **Proposals & Approvals for All Other Fundraising**

Advance approval must be received for any event in which individuals, businesses, organizations or foundations will be solicited for support of any CREC program or school. To obtain approval, prior to holding the event, a Fundraising Project Proposal form must be completed and submitted to the division director and other CREC administrators. The event requires approval from the following:

1. The division director
2. Appropriate cabinet member
3. Office of Grants and Development
4. Executive director.

The proposal form can be obtained from any member of the Office of Grants and Development, or an electronic version may be found on the CREC intranet under Grants and Development.

### **Deductibility of Gifts**

The CREC Foundation is a non-profit corporation and has been granted 501(c)(3) status. Consequently, contributions to the CREC Foundation are tax-deductible if made in accordance with IRS regulations. Some contributions may not qualify as tax-deductible, or only a portion of some contributions may qualify as tax-deductible. The Office of Grants and Development should be consulted for clarification on the deductibility of all types of contributions to CREC. The Office of Grants and Development will provide a copy of the Foundation's 501(c)(3) determination letter from the IRS to departments and programs as necessary.

### **Acceptance and Acknowledgement of Gifts**

All checks in payment of private donations to CREC programs and schools should be made out to "The CREC Foundation" and forwarded to the comptroller in Business Services for deposit.

Donations designated for a specific project, program, school, or division should be labeled as such either on the check or by accompanying documentation or instructions by the donor.

All donations require the approval of the CREC Foundation board of directors. The CREC Foundation reserves the right to decline any gift.

All private gifts to CREC shall be acknowledged through the CREC Foundation in accordance with requirements of the Internal Revenue Service. Quid pro quo contributions that entitle the donor to receive merchandise, goods, or services will only be receipted for the amount that exceeds the fair market value of the benefit(s) received.

### **Recordkeeping**

It is the responsibility of the CREC Foundation to officially record and acknowledge receipt of all private gifts to CREC, including cash, pledges, securities, trusts, insurance policies, real estate, and other gifts-in-kind to ensure that any reporting requirements have been met. A complete and accurate record of every donor shall be maintained by the Foundation. Donor anonymity will be protected whenever desired by the donor to the extent permitted by law and CREC Foundation guidelines.

### **Deposits**

Programs and schools should forward any checks or cash received for deposit to the CREC Foundation to the comptroller. Program managers shall complete the Deposit form located on the CREC intranet when submitting the donation.

All monies collected shall be accounted for and deposited on a timely basis. No monies shall be left overnight in schools except in safes or other secure places. Refer to Policy 3450, Monies in School Buildings, for further guidance in this area.

### **Consumption of Alcoholic Beverages at any Special Events**

It is the policy of CREC that the consumption of alcoholic beverages is prohibited at all CREC events unless approved, in writing, by the Executive Director/designee. The exception shall generally be for fundraising or similar charitable events. The following rules will be enforced:

- No exceptions will be made for an event scheduled during the regular school/program hours in any CREC school/program or CREC facility.
- The sale of alcoholic beverages is strictly prohibited unless approved, in writing, by the Executive Director/designee.
- Only persons of Connecticut legal drinking age will be served wine and/or beer at the event.

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- Alcoholic consumption will be strictly limited to wine and beer and may only be served if non-alcoholic beverages and/or soft drinks (in addition to water) and food are served.
- Specific areas of the facility where the event is being held will be designated where the consumption of wine or beer may take place. These areas will not be classroom areas if the event is taking place in a school building.
- Events lasting two or more hours will cease serving wine and /or beer one hour prior to the closing of the event. Events lasting less than two hours will stop serving wine one-half hour before the end of the event.
- Event sponsors shall agree, in writing, that all participants at the event, other than for the purpose of entertainment, shall be at least 21 years of age, and no one will serve wine or beer unless they are of legal drinking age themselves. Each event sponsor shall provide written evidence of current and valid insurance and shall, through an express written agreement, indemnify and hold harmless the CREC corporation, Council, CREC Foundation, and staff.
- The responsibility for all events serving wine and/or beer will rest with the event sponsor and the event coordinator (person in charge), who will remain present or identify an appropriate designee, and remain in charge at all times.
- CREC's staff, its Council, and the CREC Foundation assume no responsibility for any event sponsored by another party in accordance with this policy and regulation, and the event sponsor shall indemnify and hold harmless the CREC Corporation, Council, CREC Foundation and staff.

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