



SUNY
Cobleskill

**Office of
College Advancement
&
Grants and
Sponsored Programs**

Policies and Procedures

March 2015



Fundraising Policy

This fundraising policy applies to all faculty, staff and students of the State University of New York College of Agriculture and Technology at Cobleskill (SUNY Cobleskill) and concerns the solicitation of donations from individuals, corporations, groups and foundations for the support of college departments, programs and college-related organizations and clubs or any solicitation of SUNY Cobleskill faculty, staff or students which takes place on the campus, or utilizes any resources, of SUNY Cobleskill for the benefit of either a campus or non-related organization .

SUNY Cobleskill is not a charitable organization. As such, the SUNY Cobleskill Foundation and the SUNY Cobleskill Alumni Association were created as 501(c)(3) corporations to accept and manage charitable donations made to benefit SUNY Cobleskill. ***Only contributions made to the SUNY Cobleskill Foundation or the SUNY Cobleskill Alumni Association are eligible in any part for the purposes of a tax deduction.***

Office of College Advancement

The SUNY Cobleskill Office of College Advancement manages the fundraising efforts of the State University of New York College of Agriculture and Technology at Cobleskill and is responsible for approval and coordination of and follow-up to all donor solicitation of private support conducted on behalf of SUNY Cobleskill, its programs and its subsidiaries. The Office of College Advancement, in consultation with college divisions, departments and student organizations, will, where appropriate, coordinate activities to increase charitable contributions to SUNY Cobleskill, including the soliciting, receipt, recording and acknowledgement of all donations of a charitable nature made to the college, including gifts-in-kind, corporate sponsorships, and value-added contributions. ***No fundraising effort shall be conducted by any agent of the college without the prior knowledge and approval of the Office of College Advancement.***

In order to avoid duplication of efforts and multiple requests to donors, all fundraising for SUNY Cobleskill, its departments, programs, student organizations and subsidiaries will be coordinated through the Office of College Advancement. The Office of College Advancement includes the SUNY Cobleskill Foundation, the SUNY Cobleskill Office of Development, the SUNY Cobleskill Office of Alumni Affairs and the SUNY Cobleskill Office of Grants and Sponsored Programs.

Proposals for all fundraising should be directed to the SUNY Cobleskill Office of College Advancement. That office will be responsible for reviewing the proposal, and will either approve, disapprove, request additional information or changes, and/or submit the request to the college's senior management team for consideration in light of the college's long range plan and fundraising goals. The senior management team will prioritize all fundraising major projects approved.

Fundraising Proposals

Timing: Fundraising proposals will be reviewed on an annual basis and must be submitted to the Office of Development by April 1st each year for consideration for the following school year. Emergency fundraising requests received during the school year will be reviewed as needed.

Fundraising Proposal Cover Sheet: A form for the cover sheet of a fundraising proposal can be obtained from any member of the Office of College Advancement or a printable version may be found on the Office of College Advancement website. The form provides space to list the project name, originator, goal, purpose, method, individuals involved, and contact information. It should be filled in completely and accompany any fundraising proposal.

Fundraising Proposal Body: Each fundraising proposal submitted should contain the following.

- Executive Summary—clearly and concisely summarize your proposal
- Introduction—establish your credibility and qualifications for leading the project
- Narrative—document the problem or need to be addressed; establish the hoped for outcomes of the project in measurable terms; describe the activities through which the desired results will be achieved; describe how the success of the plan will be measured; describe how the project will be supported after it is established.
- Budget—detail the project's overall costs, and breakdown individual costs of the project. All budgets should add a fundraising expense of 10% above total needs of the project goal.
- Supplemental Funding—identify additional sources of internal and external funding
- Project Team—identify and provide background information on yourself and other key players in the project.
- Back-Up Materials—provide letters of endorsement, pertinent articles, etc.

Prospect and Donor Relations

A key proponent of fundraising is the identification and cultivation of prospective donors and the recognition and continued cultivation of current donors. These activities should be coordinated with the Office of College Advancement. If you have contact with an individual who meets the above description, or invite such an individual to campus, please contact the Office of College Advancement to advise them.

Alumni Relations: Alumni constitute a large portion of the SUNY Cobleskill donor base. Management and cultivation of alumni donors is vital to our advancement efforts. No alumnus should be contacted for the purpose of visitation, solicitation of donations, etc. without prior notification of and coordination with the Office of Alumni Relations. Any time an alumnus is invited to campus for a group event or individual meeting, the Office of Alumni Relations should be notified for the purposes of alumni recognition and donor cultivation. Members of the SUNY Cobleskill faculty and staff who are attending off-campus activities that may involve alumni (conferences, competitions, fairs, field trips, trade shows, etc.) should notify the Office of Alumni Relations 14 days in advance of the event so that the office can plan accordingly (request meetings, send gifts, manage follow-up, etc.).

Types of Fundraising Activities Requiring Approval

Capital Campaigns: Capital campaigns are designed to generate funding for a wide variety of long-term projects that are integral parts of the college's long range plans. Future capital campaigns will be planned by the Senior Management team in consultation with the SUNY Cobleskill Office of College Advancement.

Direct Campaigns or Calls: A mail or telephone campaign, gift level club, annual giving program or direct request for a contribution made to an individual, corporation, foundation or association must be approved by the Office of College Advancement and endorsed by the senior management team.

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 college program or event must have prior approval from the Office of College Advancement.

Events: Any sale (art, craft, merchandise, baked goods, etc.), auction or event (car wash, dance, etc.) in which individuals outside the SUNY Cobleskill campus will be solicited that will support any SUNY Cobleskill program or department or any solicitation of SUNY Cobleskill faculty, staff or students which takes place on the campus of SUNY Cobleskill for the benefit of either a campus or non-related organization must be approved in advance by the Office of College Advancement. Such fundraising events being planned by student-run, college-affiliated clubs or organizations must first be approved by club advisors and the Office of Student Affairs and then be submitted to the Office of College Advancement for final approval.

Types of Gifts

Annual gifts are any gifts, regardless of size, that can be expected to recur on an annual basis. These gifts rely heavily on proper donor and prospect management.

Current use gifts are those intended for immediate or near-term expenditure.

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 by the SUNY Cobleskill Foundation to fund an initiative in perpetuity. The gift is used as principal and only investment earnings are distributed. The minimum level for an endowed account is \$10,000.

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 an income trust or a provision within a donor's will.

Acceptance of Gifts

Decisions regarding acceptance of any gift of a value up to \$100,000 are made by the Office of College Advancement in conjunction with the Vice President of Administration and Finance and the dean or director of the program area of the college which will benefit from the gift.

The president of the college must approve any gift over a value over \$100,000 and any gift which, in the opinion of the Executive Director of Foundation, exposes the college to an uncertain or potentially significant liability, is precedent setting, or involves sensitive issues.

The SUNY Cobleskill Foundation, the SUNY Cobleskill Alumni Association and SUNY Cobleskill reserve the right to decline any gift that is believe to not be in the best interest of the college or the students, or if maintenance of said gift would result in a fiscal or legal liability for the college, the foundation or the association.

All donations toward SUNY Cobleskill divisions, departments and programs should be made to "SUNY Cobleskill Foundation" or "SUNY Cobleskill Alumni Association." Donations designated for a specific project, scholarship, or department should be labeled as such on the memo portion of the check.

Tax Deductibility of Gifts

SUNY Cobleskill Foundation and SUNY Cobleskill Alumni Association are non-profit corporations (New York) established for the support of SUNY Cobleskill and have been granted 501(c)3 status. Contributions to the SUNY Cobleskill Foundation and the SUNY Cobleskill Alumni Association for the purpose of scholarships, programs and other uses related to SUNY Cobleskill are tax deductible under IRS regulations. Some contributions may not be tax-deductible or only a portion of a contribution may qualify as a tax deduction.

The Office of College Advancement will provide a copy of the 501(c)3 determination letter from the IRS for fundraising groups. Private contributions will be traced by the donor name and receipts and acknowledgements sent to the contributor.

The Office of College Advancement should be consulted for clarification on the deductibility of all types of contributions to the college.

Management of Funds Raised

The SUNY Cobleskill Foundation will manage monies raised for projects through investments. When an account is set up with the Foundation for a college department or organization, the department head or faculty advisor must provide a memo stating the people authorized to request transfers to the college. The memo must include the account administrator's name(s), the purpose of the fund, the fund name, and how account deficits will be handled. SUNY Cobleskill Foundation will not cover account deficits. Requests for payments from a specific account must be submitted to the SUNY Cobleskill Foundation in writing by the authorized personnel.

Contributions made for endowments will be managed in perpetuity by the SUNY Cobleskill Foundation. Creating an endowment fund will require the execution of a memorandum of understanding

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among the college, the SUNY Cobleskill Foundation and the donor(s) wishing to establish the endowment that includes the purpose of the fund and specification on disbursement of earnings.

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All accounts will earn interest based on the annual average balance. An administrative fee of 1.5%, subject to change, of the total market value will be charged to all endowed accounts annually. A 3.5% administrative fee, subject to change, will be charged to non-endowed program accounts. The administrative fee is charged according to SUNY Cobleskill Foundation policies and procedures. These administrative fees and the 10% fundraising expense built into fundraising proposal budgets are used to cover such fundraising expenses as production of IRS statements, printing, office supplies, donor contact, etc.

Any designated restricted account that remains inactive for over three years will be subject to closure by the SUNY Cobleskill Foundation. Any remaining balances will transfer into the General Fund of SUNY Cobleskill Foundation.

Fundraising Activities Requiring Special Treatment

Charitable auctions require special treatment according to the IRS. Procedures and approval for any charitable auction must be reviewed in advance of the auction with the Office of College Advancement to ensure IRS regulations are followed.

A fundraising organization wishing to conduct a raffle must obtain a license through the State of New York. The Office of College Advancement can provide advice and direction on fundraising raffles. Costs of raffle tickets (as well as bingo and lottery tickets) are not deductible as charitable contributions. All license applications must be processed through the Office of College Advancement and issued in the name of the SUNY Cobleskill Foundation. Five percent of the net proceeds of any raffle shall be assigned as undesignated funds to the SUNY Cobleskill Foundation. Requests for exceptions to this requirement will be reviewed by the Office of College Advancement on a case-by-case basis, subject to Foundation approval.



Fundraising Requests

Policy:

All campus fundraising must be reviewed and approved by the Office of College Advancement

Procedure:

A form needs to be filled out (located on the Office of College Advancement webpage and the policies and procedures folder on the Advancement shared drive) and approved by necessary directors, vice presidents and Chief Advancement Officer. Final approval is the Chief Advancement Officer. Once signatures are complete, a copy is returned to the requestor and the original is put in the binder (located in Knapp 211). If it the event is a club activity, the club submits the Student Government Association request to fundraise form to Student Government Association. Once SGA approves the fundraising, a copy is sent to the Office of College Advancement for review.



SUNY COBLESKILL FUNDRAISING REQUEST FORM

All formal and informal fundraising solicitations to foundations, businesses, individuals, or groups are processed for approval through the Office of College Advancement.

Proposals by individual faculty members for project research are to be processed through the Office of Grants and Sponsored Programs using the Office of Grants and Sponsored Programs Proposal Endorsement Form. Please handle information on this form confidentially.

Individual requesting program: _____ Date: _____

Division, department, or program involved: _____

Email: _____ Phone: _____

Account/Fund code number where funds will be deposited: _____

Individuals/Group to be solicited: _____

Estimated Total Number: _____ Expected Completion Date: _____

Intended request amount: \$ _____ Estimated gift potential: \$ _____

Type(s) of solicitation (Please attach a copy of the solicitation piece, if applicable):

Personal _____ Proposal _____ Direct Mail _____ Special Events _____ Telephone _____

Will goods or services be provided? If yes, value: _____

Brief project summary:

Approvals:

Department Chair

Advisor

Supervisor

Dean

Executive Director, Alumni

Chief Advancement Officer

Executive Director, Foundation



Office of College Advancement

Roster Requests

Policy:

All requests for Alumni information must be approved by the Director of Alumni Relations and Annual Giving and the Chief Advancement Officer and the requestor must complete the request for information and sign the confidentiality agreement.

Procedure:

See binder marked "Requests" located in Knapp 211 for codes to use. Open banner screen AGRZPLST. Page Down. Enter the Donor Codes, Activity Codes, Major Codes etc for the roster you need. (If you need more lines to add additional codes, click Record at the top of the page and click insert) When complete, Check the "Save Parameter Set as" box in the bottom right corner, then click "save" in the top left. Nothing happens.

Open your m drive. Look for the AGRZPLST file name that you just pulled and wait for the .shl file to go away. Once the .shl file goes away and the .txt file has data in it, open a blank excel document. Click the tab at the top called "Data".

Click "From Text". Locate the .txt file in your m drive that you just pulled.

Double click to open it. Be sure "delimited" is marked, click next. Uncheck "tab" and check "other" – in the box to the right type | (shift and the button above the enter key on the keyboard). Click next. Click Finish. Click OK. Excel opens with the banner file. Sort and format as needed.

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OFFICE OF COLLEGE ADVANCEMENT

Confidentiality Agreement

I acknowledge that in my role, working with the Office of College Advancement (i.e. Alumni Association, College Foundation, Fighting Tigers Club), I have access to information that should be considered confidential. This information may include names, contact information, and giving histories/preferences. I agree to keep all such information personal and confidential. Furthermore, I agree to not use this information for any reason other than my assigned purpose and role with the Office of College Advancement. I agree to return any provided information to the Office of College Advancement upon completion of the related project.

SIGNATURE

DATE



OFFICE OF COLLEGE ADVANCEMENT

Request for Information

When someone (faculty, staff, emeriti, alumni, or friend) requests information about SUNY Cobleskill alumni/constituents, they should fill out a request for information form (see below). On that form they should indicate the clear purpose for requesting and using the information. Information can be shared for College sponsored or approved events or activities. All released information (i.e. names, addresses, telephone numbers, giving history, etc.) should be considered personal and confidential and will not be used for any other purpose other than the approved purpose. When the project is complete, all confidential information will be returned to the Office of College Advancement or be permanently destroyed/shredded.



OFFICE OF COLLEGE ADVANCEMENT

Request for Information

Name of person requesting information: _____

Date of request: _____

Information needed by: _____

Requester's relationship with SUNY Cobleskill (if alumni please include class year): _____

Please describe the specific information you are requesting: _____

How will this information be used? _____

Your signature below indicates that you understand provided information is personal and confidential. You agree to maintain confidentiality and use the information only for the sole purpose stated above. Upon completion of the project you will return any hard copies of information to the Office of College Advancement. Electronic information will be destroyed.

REQUESTOR'S SIGNATURE: _____

DATE: _____

OFFICE OF COLLEGE ADVANCEMENT APPROVAL:

Alumni Relations and Annual Fund Director: _____

Date: _____

Chief Advancement Officer: _____

Date: _____



Gift-in-Kind Acceptance Policy

What is a gift-in-kind?

Gifts-in-kind are non-monetary items of tangible property such as art, books, real estate, animals, equipment, plants, vehicles, and other physical assets or materials, which represent value to the college.

Unreimbursed expenses such as food, professional or personal services, and limited use of private property are not considered tax-deductible, by the Internal Revenue Service. Acceptance and use of gifts-in-kind are subject to the by-laws of the College Foundation.

How can a gift-in-kind be used?

Gifts-in-kind such as artwork, books, and equipment will be used for the benefit of the unit (campus, division, department, etc.) of the College designated by the donor. If the gift property is sold by the College Foundation, the proceeds are used by the donor-designated unit. If the donor does not designate a unit of the College to benefit from the gift property, the College Foundation will determine which unit(s) could benefit from the actual use of the gift property. Undesignated property not desired by any unit will be sold, and the proceeds will be added to the general, unrestricted funds of the College Foundation.

Will the College Foundation automatically accept a donor's gift-in-kind?

When offered a gift-in-kind, the College Foundation may choose either to accept, and use or sell the gift-in-kind property, or to decline the gift. When evaluating the acceptance of a gift-in-kind, the College Foundation will consider if the gift is needed, wanted, and/or has use within the institution or if it can be sold to benefit the College. Consideration will be given to the cost of accepting the gift (i.e., shipping and handling charges), the long-term viability of the gift (i.e., maintenance costs, storage fees, insurance rates, etc.), and the resale market if the gift is to be sold. Some gifts will require paperwork documenting ownership (i.e., a signed title for a car or boat). Prior to accepting the gift-in-kind, the College Foundation will seek approval from other campus areas if necessary (i.e., Facilities, ITS)

Are there income tax charitable deductions available for a gift-in-kind?

Yes. The donor of a gift-in-kind may claim a charitable deduction for the fair market value of the gift. If a donor wishes to claim a charitable deduction for more than \$5,000 of gift-in-kind property, Federal law requires the donor to substantiate the deduction by using IRS Form 8283. The donor must obtain an independent appraisal for any single gift valued over \$5,000. The IRS Form 8283 is forwarded to the College Foundation for completion of the donee acknowledgement portion of the form. The College Foundation will return the signed form to the donor.

In the event of disposition within two years of receipt by the College Foundation of any item of gift property for which the College Foundation signed the donee acknowledgement portion of IRS Form 8283, the Foundation accountant will prepare and file an IRS Form 8282 as required by law. An accurate inventory of all gifts-in-kind must be kept and maintained at all times for the protection of both the donee and the College Foundation.

For more information on gift-in-kind contributions, please contact the College Foundation office at 518-255-5524 or email collegefoundation@cobleskill.edu.



SUNY Cobleskill

SUNY Cobleskill In-Kind Contribution Record

PART ONE - TO BE COMPLETED BY DONOR:

DATE: _____

COMPANY NAME: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____ EMAIL: _____

VALUE OF IN-KIND CONTRIBUTION: \$ _____

BRIEF DESCRIPTION OF PRODUCT AND/OR SERVICE: _____

DESIGNATED FOR:

- _____ ANNUAL FUND
- _____ CAPITAL CAMPAIGN
- _____ CAPITAL IMPROVEMENTS (OPERATIONS)
- _____ SPECIAL EVENTS
- _____ DEPARTMENT _____
- _____ OTHER (PLEASE SPECIFY) _____

SIGNED (DONOR): _____ DATE: _____

As the recipient, the College cannot assign a value for the donor's use. It is the donor's responsibility to obtain an independent appraisal (appropriate value) for tax deduction purposes. However, for record keeping purposes, if the donor has not provided a value, it would be very helpful if someone familiar with the type of item that has been donated could estimate a value or the value of its use.

PART TWO - TO BE COMPLETED BY SUNY COBLESKILL COLLEGE ADVANCEMENT

DATE RECEIVED: _____ APPROVED _____ NOT APPROVED _____

CHIEF ADVANCEMENT OFFICER

DATE

Keep a copy for your reporting purposes and forward the original with supporting documents to:
 SUNY Cobleskill Office for College Advancement
 106 Suffolk Circle, 211 Knapp Hall
 Cobleskill, NY 12043