



FUNDRAISING POLICY

APPROVED BY BOARD OF TRUSTEES 5/28/09
WITH AMENDMENTS

I. INTRODUCTION

Vermont College of Fine Arts (VCFA) and its Board of Trustees recognize the importance of charitable giving to the well-being and future of the organization, and encourage alumni/ae, students, community members, staff, neighbors and other friends to contribute generously to its annual fund, restricted campaigns, capital campaigns, endowment campaigns, and other purposes. These funds include the Fund for VCFA, the Vermont College Fund, and all restricted, endowment and capital campaigns. VCFA sees every donation as an investment in the future of the college, and all funds received, whether solicited or unsolicited, are for the use and benefit of VCFA. Vermont College of Fine Arts is a non-profit 501(c)(3) organization and contributions are tax deductible to the fullest extent of the law.

The intent of this policy is to maximize the effectiveness and efficiency of fundraising programs and to avoid confusion on the part of donors and prospective donors.

II. FUNDRAISING AND SOLICITATION

The following applies to all Vermont College of Fine Arts fundraising activities:

- A. Fundraising and solicitation activities referred to in this policy statement may include, but are not limited to, requests for pledges, cash, securities or other negotiable instruments, items of property, donated services, gifts-in-kind, matching gifts, and deferred or planned gifts.
- B. Responsibility for the coordination of all fundraising activities and solicitations of private support from individuals, foundations, businesses, corporations, and organizations rests with the Office of Institutional Advancement. Other faculty and staff members are encouraged to assist in fundraising and solicitation activities within this context as appropriate. Prior to solicitation for any individual, those outside of the Office of Institutional Advancement engaged in fundraising or solicitation activities will review the activity with the Office of Institutional Advancement. No individual or unit of VCFA shall solicit funds in the name of or on behalf of the college until they have organized and coordinated such activities with the Office of Institutional Advancement.
- C. College personnel shall not benefit personally through commission or other benefits that may be related to any gifts, sponsorships, or grants received by the College.
- D. All requests for gifts or grants shall be made within ethical business, professional, and philanthropic practices to avoid any real or apparent conflicts of interest in present or future relationships. Vermont College of Fine Arts adheres to the Association of

Fundraising Professionals Code of Ethics found at:
http://www.afpnet.org/content_documents/CodeofEthics.pdf.

III. GIFT INTENT AND RECOGNITION

Vermont College of Fine Arts and its Board of Trustees recognize that donors should be assured their gifts will be used for the purposes for which they were given, and that they should receive appropriate acknowledgment and recognition:

- A. VCFA is ethically obligated to adhere to the terms and conditions of every gift. Therefore, the person(s) soliciting or approached regarding gifts should exercise great care in considering the terms of each gift to be certain that they are feasible, do not hamper the usefulness and desirability of the gift, and are in conformity with VCFA policy, national fundraising codes of ethics, and IRS regulations. (See IV. Gift Acceptance Policy.)
- B. The Vermont College of Fine Arts adheres to the Donor Bill of Rights (see V. Appendix). The use of donated funds for a purpose other than that stipulated by the donor is prohibited. If another use is deemed necessary, consent for using the funds in a different manner may be sought from the donor or may be altered in accordance with the terms of the gift agreement. If the use becomes impossible or unlawful, approval may be sought to alter the use. Similarly, for a donor to change the originally stated use of donated funds, the change must first be agreed to by appropriate VCFA officials.
- C. It is the responsibility of the Office of Institutional Advancement to record and acknowledge receipt of gifts made to VCFA, including cash, pledges, securities, real estate, and other gifts-in-kind. Gifts may additionally be acknowledged by other college offices as appropriate.
- D. For donor's purposes, gifts are dated at the time they leave the donor's possession; for Vermont College of Fine Arts, all gifts are dated when received.
- E. Once each year, Vermont College of Fine Arts will create a list all donors whose gifts have been received in the fiscal year, unless a donor chooses to make their gift anonymous. At the end of each special campaign, a listing of donors may be published unless a donor chooses to make their gift anonymous.
- F. All donors shall be treated fairly and equitably with respect to credit and recognition for gifts or grants accepted by VCFA.
- G. The name and address of any individual, business, or entity that donates gifts will be recorded by the Office of Institutional Advancement. The office will also record all names of prospective donors that individuals and groups are planning to solicit, or have solicited, within the last year. All records associated with fundraising activities relating to personal or financial information about a donor, alumnus/ae, prospective donor, volunteer, or employee, in the possession of any staff member, faculty, student, or volunteer are records of VCFA and are confidential. Personal information is kept confidential and will not be sold, rented, or given to anyone without consent.
- H. Vermont College of Fine Arts will maintain a list that acknowledges the generosity of those who have left a bequest, or communicated their intention to leave a bequest to Vermont College of Fine Arts; this implies no financial accounting or benefit for

revocable gifts. An affinity group will be established for these individuals. All requests for anonymity will always be honored.

- I. The Office of Institutional Advancement is responsible for the preparation and distribution of all public statements, in the form of media releases and other publicity, regarding gifts to the foundation. Donor anonymity will be protected whenever desired by the donor. Approval for the release of information about gifts must be granted by the Office of Institutional Advancement before any publicity action may be taken.

IV. GIFT ACCEPTANCE POLICY

The VCFA Gift Acceptance Policy describes the ways Vermont College of Fine Arts can accept gifts to the institution. In case of any questions not answered by these policies, VCFA will abide by generally accepted charitable giving accounting standards. The Board of Trustees of Vermont College of Fine Arts will also appoint an ad-hoc Gift Acceptance Committee to review any and all gifts that are in question. The Committee will include at least the Executive Director of Institutional Advancement, the Development Committee Chair, and the President of VCFA,

- A. Vermont College of Fine Arts welcomes gifts of cash, publicly traded bonds and stock, insurance policies, real and personal property and pledges, as well as deferred gifts such as trusts, charitable annuities, and bequests. All gifts are accepted according to standards below.
- B. The complexity of laws governing gifts makes it necessary that all solicitation and acceptance of gifts be approved by the Office of Institutional Advancement, and if appropriate, the Gift Acceptance Committee. VCFA shall not accept any gifts that may jeopardize its tax-exempt status with the state of Vermont or the U.S. Internal Revenue Service. In addition, gifts may not be accepted for any purposes contrary to the values or mission of the organization, or for any purposes that would discriminate against any person or groups by reason of race, gender, ethnicity, age, sexual orientation, disability or other basis prohibited by law.
- C. Gifts of real estate and other property are accepted provided they can be used to advance Vermont College of Fine Arts' mission, or sold by Vermont College of Fine Arts; the customary procedure will be to sell these immediately, but Vermont College of Fine Arts retains the right to postpone sale; the donor may not stipulate the timing of a sale. Any appraisal and environmental assessments found necessary will be conducted at the expense of the donor prior to Vermont College of Fine Arts' acceptance; the gift will only be accepted after approval by the Vermont College of Fine Arts' Gift Acceptance Committee.
- D. Gifts to the Fund for VCFA, and gifts with no restricted stated, will be considered unrestricted for use by VCFA. Typically the majority of gifts to VCFA are unrestricted.
- E. Gifts for restricted purposes will be accepted when those restrictions are a component of the budget or of an active campaign. Gifts for other restricted purposes will be accepted only after the approval of the Gift Acceptance Committee. Gifts restricted for endowment or another special purpose fund may only be applied to a newly named fund if the initial gift is \$25,000 or more. Additions to the existing named funds will be accepted in any amount.

- F. Gifts that might require any special action or change in procedures at Vermont College of Fine Arts will be considered by the Gift Acceptance Committee prior to acceptance. In general, Vermont College of Fine Arts will not accept gifts with conditions that require changes in basic elements of the Vermont College of Fine Arts program unless those conditions had already been approved by the Board of Trustees.
- G. Vermont College of Fine Arts has discretion to determine whether or not to accept gifts requiring that an endowment or scholarship fund, building, or other property be named in honor of the donor, a member of the donor's family, an honored friend of the organization, or another individual. Such naming opportunities will be discussed by the Gift Acceptance Committee and approved by the Board prior to gift acceptance. The Board will set and approve the appropriate gift level for these naming opportunities.
- H. Vermont College of Fine Arts will not directly manage charitable gift annuities, and therefore any such gifts must be made with the understanding that a third party will manage the charitable gift annuity and make income payments directly to the donor.
- I. Most gifts offer some tax advantages to donors, and Vermont College of Fine Arts urges each donor to seek the most appropriate ways to maximize these advantages. While Vermont College of Fine Arts is eager to discuss gift planning with each donor in so far as it applies to their gift to Vermont College of Fine Arts, Vermont College of Fine Arts will not offer financial or estate planning advice on these giving methods, on gift or financial management, or on other aspects of the donor's charitable gift planning. Each donor is urged to seek financial counsel, as needed. As necessary in negotiating the terms of a gift, Vermont College of Fine Arts will also retain counsel for gift management advice.

V. APPENDIX

Donor Bill of Rights

The text of this statement was developed by the American Association of Fundraising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP).

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

To have access to the organization's most recent financial statements.

To be assured their gifts will be used for the purposes for which they were given.

To receive appropriate acknowledgment and recognition.

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers.