

CHAPTER SEVEN

UNIVERSITY ADVANCEMENT

710 DEVELOPMENT

710.1 Gifts, Grants and Non-Gifts Defined

A gift is a contribution received by Cal Poly for either unrestricted or restricted use in the furtherance of the University. The contribution must be a nonreciprocal transfer in that there is no implicit or explicit statement of exchange, purchase of services, or provision of exclusive information. If the donor receives benefits in return for the contribution, the amount of the gift recorded and reported must be reduced by the fair market value of all benefits given. The purpose and use of a gift as specified by the donor must be appropriate to the functions and character of Cal Poly, as determined by the University, and not require Cal Poly to act contrary to the law or public policy.

IRS regulations provide that there can be no donor influence on selection of scholarship recipients, appointments to endowed professorships, or other endowments providing individual benefit.

A grant is a contribution received by Cal Poly from a firm, corporation, foundation, or other organization, rather than from an individual personally, to be used for either unrestricted or restricted use in the furtherance of the institution. Cal Poly may determine that what a donor calls a grant may be, for University recordkeeping, a gift. More complex philanthropic gifts may require approval and monitoring by other areas of the University such as the Sponsored Programs Office or the Gift Acceptance Committee. Cal Poly Development may count them in fundraising and campaign totals and record them as gifts.

710.2 Transfers such as contracts, which provide economic benefit for compensation, do not constitute gifts. Cal Poly will not record or credit the value of the following transfers:

710.2.1 Any payment that involves a contractual obligation of the University, to perform services or deliver products to the grantor;

710.2.2 A transfer for the benefit of a specific individual (e.g., money to pay the tuition, salary, expenses, etc. of a specific individual);

710.2.3 Contributions from local, state or federal governments;

- 710.2.4 Income on previous gifts to the University (e.g., dividends, royalties, rents);
- 710.2.5 Interest income earned on gift fund;
- 710.2.6 Appraisal fees paid by donors in relation to their gifts;
- 710.2.7 Contributions from University employees credited to a budget over which the employee has authorization;
- 710.2.8 Payment for goods and services;
- 710.2.9 A contribution to an entity that is not legally part of Cal Poly; and
- 710.2.10 The right to use an individual's property, such as a vacation home, rent-free office space, or equipment.

710.3 Campuswide Private Support Solicitation and Coordination

All fundraising activities must be coordinated through the appropriate department within University Advancement. Gifts may be sought from individuals, corporations, foundations and other organizations, and only for the purposes and programs that have appropriate academic or administrative approval and support the mission of the University.

710.3.1 Standards: Ethical and Philanthropic

The California State University has adopted the CASE guidelines for educational fundraising as the minimum standard for all CSU campuses.

University Advancement follows philanthropic and ethical standards adopted by the following fundraising organizations: *A Donor Bill of Rights* as adopted by the Association of Fundraising Professionals (AFP); *Principles of Practice for Fundraising Professionals at Educational Institutions* as adopted by the Council for Advancement and Support of Education (CASE); *Model Standards of Practice for the Charitable Gift Planner*, adopted by the Partnership for Philanthropic Planning (PPP); and *The Ethics of Prospect Research*, adopted by the Association of Professional Researchers for Advancement (APRA).

710.4 Fundraising Events

CSU ICSUAM 15701 policy requires University Advancement review and approval for all fundraising events with anticipated revenue of \$5,000 or more.

References for CAP 710:

1. Date approved by the President: May 15, 2013
2. Effective Date: May 15, 2013
3. Responsible Department/Office: University Advancement
4. Revision History: Not applicable.
5. Related University Policies, Procedures, Manuals and/or Documents:
 - a. Fundraising Events Procedure <http://www.advancement.calpoly.edu/content/forms/index>.
 - b. Gifts-in-Kind Acceptance Procedure
<http://www.advancement.calpoly.edu/content/forms/index>.
 - c. Real Estate Gift Acceptance Procedure
<http://www.advancement.calpoly.edu/content/forms/index>.
 - d. CSU Executive Order 676 or its successor – Delegation of Gift Evaluation and Acceptance to Campuses, 2/1/98.
 - e. CSU Policy 15701: Fundraising Events
<http://www.calstate.edu/icsuam/sections/15000/15701.00.shtml>.
 - f. AFP Donor Bill of Rights <http://www.afpashington.org/ethics>.
 - g. CASE Principles of Practice for Fundraising Professionals at Educational Institutions
http://www.case.org/samples_research_and_tools/principles_of_practice/principles_of_practice_for_fundraising_professionals_at_educational_institutions.html#.UOtx5Lam7b0.
 - h. PPP Model Standards of Practice for the Charitable Gift Planner
<http://www.pppnet.org/pdf/modelstandards.pdf>.
 - i. APRA Ethics of Prospect Research <http://www.aprahome.org/p/cm/ld/fid=110>.
6. Laws, Regulations and/or Codes of practice referred to herein or related to this policy:
 - a. California Education Code Section 89035 and 89720 <http://www.leginfo.ca.gov>.