

Policy Number/Title:	9.1.2 Gift Solicitation and Fundraising Management
Effective Since:	12/08/2021
Last Revision Approved:	12/08/2021
Responsible Office:	University Advancement

1. Scope:

This campus-wide policy applies to all Winthrop-affiliated employees, whether temporary or permanent, paid or unpaid, as well as students, associates, volunteers, members of governing boards, employees of affiliated entities (Winthrop University Foundation, Winthrop University Real Estate Foundation), employees of embedded associated organizations, vendors, other third parties and/or anyone conducting electronic business, transactions, or other official activities for, or in association with, the University as well as members of the public while on University property.

2. Definitions:

2.1 Solicitation: A request on behalf of Winthrop University or affiliated entities for a gift of cash, securities, personal property, real estate, or anything of material value.

2.2 Gift: Solicited or unsolicited money or property from a non-government source; the donor does not retain any reversionary interest and cannot be expected to receive any material deliverable from the act of donating funds.

2.3 Gifts-in-Kind: A gift of goods or services.

2.4 Sponsored Project: A contribution not meeting the definition of gift.

2.5 Gifts of Real Property: A gift of real property or fixtures.

2.6 Fundraising: The collection of money through donations, sales, and/or event programming for the purposes of charitable donation or organizational budget enhancement.

3. Policy:



3.1. Fundraising and Solicitation Authority

The Division of University Advancement is responsible for establishing all policies and procedures related to fundraising and solicitation at Winthrop University.

3.2 Solicitation of Gifts Responsibilities

3.2.1 Solicitation

The Division of University Advancement is responsible for the management and coordination of the solicitation of all gifts on behalf of the university and affiliated organizations.

3.2.2 Authorization for Solicitation outside of the Division of University Advancement.

Central administrators (President, Vice Presidents and Deans) may solicit or otherwise negotiate gifts for their particular college or unit up to the levels listed in the procedure section for this policy without prior approval of the Division of University Advancement.

Notice of solicitation initiatives or giving campaigns, including fundraising events, should be approved by the Division of University Advancement prior to the start of any such initiative or campaign.

Central administrators must coordinate all other gift solicitations with the Division of University Advancement.

This section does not apply to any prospective donor actively managed as defined under the Division of University Advancement Prospect Management Guidelines. Any prospective donor actively managed by the Division of University Advancement may not be contacted by other parties for the intention of soliciting donations. The Division of University Advancement will update those parties authorized for solicitation outside of the Division related to prospective donors under active management.

3.2.3 Consultation and Coordination

Before soliciting any gift or undertaking any fundraising activities on behalf of Winthrop University or subunit thereof, all employees of Winthrop or their agents must consult with the Vice President of University Advancement or her/his designee.

All divisions will coordinate fundraising from private sources, including philanthropic foundations, with University Advancement and follow the established prospect



management guidelines and approval protocols.

3.3. Fundraising Management

3.3.1 Winthrop University Foundation

The Winthrop University Foundation, a separate but affiliated non-profit organization, is the principal recipient of private gifts from alumni and friends of the University. Gifts made in support of the University shall be in accordance with the Foundation's Gift Acceptance Policy.

3.3.2 University Advancement

The Division of University Advancement is responsible for the management and implementation of fundraising efforts in support of the University's mission and priorities including:

- a. Annual giving, major gift, planned gift, and campaign efforts.
- b. Prospect coordination, research, and analytics.
- c. Donor and alumni communications.
- d. Planning and implementation of strategic donor and alumni-focused events.
- e. Gift and campaign reporting.
- f. Donor database management and maintenance.
- g. Strategic cultivation of alumni and donor relationships for the purposes of engagement with and support of the University.
- h. Donor stewardship and recognition.

3.3.3 Office of Grants and Sponsored Research Development

Contracts, grants, and research agreements are handled through the Office of Grants and Sponsored Research Development (GSRD), an office reporting to Division of Academic Affairs.

3.3.4 All gifts must be reported to the Division or University Advancement to ensure proper compliance with applicable laws and regulations.



3.4. Outright Gifts

All gifts of cash and securities shall be received by the Winthrop University Foundation.

3.5 Planned Gifts

- **By Bequest:** Gifts transferred pursuant to decedents' wills, revocable living trusts, life insurance policies not owned by the University, retirement funds, or other estate planning documents shall be received by the Winthrop University Foundation.
- **In Trust:** Gifts in which the title to a remainder interest in trust of property in return for an obligation to pay income to the Donor and/or other beneficiaries for their lives or a certain term, and the ability to use the gift is deferred until the income beneficiaries die or the trust otherwise terminates shall be received by the Winthrop University Foundation. These gifts may be in the form of (a) charitable remainder uni-trusts, (b) Charitable Remainder Trusts, (c) charitable gift annuities, or (d) contributions to a pooled income fund.

3.6. Gifts-in-Kind

All gifts-in-kind shall be received by the University.

3.7. Gifts of Real property

Gifts of real estate shall be received by the Winthrop University Foundation.

3.8. Miscellaneous Provisions

3.8.1 The University and its staff are not to provide legal, accounting, tax, or other advice to prospective donors. In all cases, donors wishing to make a gift to the University should be advised to consult with their tax advisor to ensure that the terms of the gift conform to Internal Revenue Service regulations regarding tax-deductible charitable donations.

3.8.2 Grants that can be classified as gifts do not have any deliverables attached to the funding and should be directed to the Winthrop University Foundation rather than through the Office of Grants and Sponsored Programs.

These grants could include but are not limited to grants from private foundations or corporations. Many of these grants have restrictions on application cycles and funding opportunities.

4. Procedures:



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5. Resources:

This section was intentionally left blank.

6. History of Revisions:

12/08/2021 Policy first established

7. Approvals:

Responsible Officer Signature/Date:

Vice President/Senior Administrator Signature/Date:

President Signature/Date: