

Fundraising and Non-Fundraising Event Guidelines

Implementation Date: August 1, 2019

Last Update: September 1, 2022

Summary:

In compliance with federal, state, and local regulations, as well as the integrated CSU Administrative Manual (ICSUAM) Section 15000, these guidelines outline the manner and extent to which the University conducts events through the Cal State Fullerton Philanthropic Foundation (CSFPF), specifically related to accepting charitable contributions for a declared purpose from entities solicited on behalf of the university¹.

CSFPF reserves all rights to restrict the use of its name and protect against misleading representation in solicitations by campus-affiliated organizations, groups, or individuals through fundraising and non-fundraising efforts¹.

Usage:

- Authorization to conduct fundraising events
 - Identifying acceptable non-fundraising events and activities
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Requirements:

- Event Authorization, Appeal Code, & Payment Device Request form must be completed and approved before the event planning process.
 - **Fundraising Event** - Supporting documentation should include a goods and services worksheet, budget, auction items list (if applicable), and a draft of solicitation materials.
 - **Non- Fundraising Event and Activities** - Supporting documentation should include a cost recovery worksheet or budget.
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Definitions:

Fundraising Events – conducted for the sole or primary purpose of raising charitable funds where participants make a charitable contribution and a purchase for the fair market value of goods or services with gross receipts greater than \$5,000. Fundraising events may include dinners, dances, door-to-door

merchandise sales, concerts, carnivals, golf tournaments, auctions, casino nights, and similar events. Fundraising events do not include the following:

- Activities substantially related to the accomplishment of the CSUF's educational purpose, including such activities that receive sponsorships
- Unrelated trade or business activities that generate fees for service.
- Fundraising solicitations and related prospecting activities intended to generate only a contribution (no purchase of goods or services).
- Raffles in which the prizes do not require reporting as taxable income¹.

Non-Fundraising Events and Activities – substantially related to supporting the CSUF's educational purpose. Non-fundraising events are subject to the following conditions:

- Furthers the educational mission of CSUF and CSU by aiding instructional and service activities that result in cost recovery revenue or expenditures only².
- Cultivating, stewarding, or prospecting activities intended to secure future gifts and other contributions to CSFPF, which ultimately benefits the University.
- Activities intended to generate a contribution with a purchase of goods or services which benefits the University.
- Unrelated trade or business activities that generate income is strictly prohibited.

Process:

Fundraising Event Approval Steps

An authorized University Advancement designee must approve fundraising events³ with gross receipts greater than \$5,000. The Unit's Development Office must initiate the process by:

- Download and complete the Event Authorization, Appeal Code, & Payment Device Request form from the UA Portal and attach the following:
 - *Goods and Services Worksheet* – outlines the contribution and goods or services portion of an event participant's payment. (**Please note: payments of \$75 or more must include a written disclosure statement. Failure to make the required disclosure may result in a penalty to the Unit hosting the event.**)
 - Calculate a good faith estimate of the fair market value of the goods or services using the worksheet
 - Attach all documents supporting the fair market value of the goods or services
 - *Fundraising Event Budget* - must sufficiently detail anticipated revenues and expenditures to project net revenue and quid pro quo benefits. Fundraising events with

gross receipts greater than \$5,000 are required to report the following revenue and expenditure categories:

- Gift income (including the fair market value of goods and services provided to the purchaser.)
 - Non-gift income (including the sales of goods)
 - Rent or lease of property or facility expenditures
 - Food and beverage expenditures (including service fees and taxes for catering)
 - Entertainment expenditures (including expenses for labor and wages)
 - **NOTE: Cash prizes are NOT allowed per CSUF & CSFPF policies.**
 - Other direct expenditures¹.
- *Auction Items List* - Each person who attends an auction should be provided with a good faith estimate of items that will be available for bidding either through a catalog or bid sheets.
- Complete a list of auction items and attach the completed corresponding Gift in Kind (GIK) forms
 - A list of auction items and GIK forms must be submitted **ten (10) business days** before the fundraising event.
- *Draft of Solicitation Materials* – including, but not limited to, invitations, flyers, sponsorship packets, and website pages are all acceptable¹.

Non-Fundraising Events and Activities Approval Steps

CSFPF approves all non-fundraising events and activities accepting revenue. The following approval steps must be taken:

- The Development Office is to download and complete the Event Authorization, Appeal Code, & Payment Device Request form from the UA Portal and attach the following if applicable:
 - *Cost Recovery Worksheet or Budget* - detail anticipated revenues and expenditures to project net revenue for cost recovery. Supporting documentation is required.

Resources:

¹ICSUAM Section 15000 University Advancement:
<http://www.calstate.edu/icsuam/sections.shtml>

²ICSUAM Section 13000 Auxiliary Organizations Administration:
<http://www.calstate.edu/icsuam/sections.shtml>

³ICSUAM Section 1301 – Guidelines for Implementing CSU Hospitality Policy (D11):
<https://adminfin.fullerton.edu/cp/forms/>