

	Policy: Solicitation, Acceptance, and Distribution of Monetary and Non-Monetary Donations	Effective Date: 09/01/2009
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TOWN OF SUMMERFIELD
Solicitation, Acceptance, and Distribution of Monetary
and Non-Monetary Donations Policy

Adopted

August 11, 2009

Effective

September 1, 2009

Town of Summerfield

Solicitation, Acceptance, and Distribution of Monetary and Non-Monetary Donations Policy

I. Purpose

The Town Council of Summerfield recognizes the value of encouraging donations for use by Town departments and Town sanctioned committees in order to provide resources for Town services, operations, and activities. Private donations allow individuals and organizations to take an active role in improving the quality of life and promoting wider enjoyment of community services, activities, and resources. All funds collected and/or accepted under this policy shall be used for a public purpose such as those defined in North Carolina General Statute 160A-209, 311, and other applicable statutory or common law. The funds accepted under this policy shall be specifically designated as to the public purpose for which they shall be used, and the public shall be notified of such designation.

To promote consistent and best practices by all Town employees, departments, and committees and to ensure compliance with applicable laws and accounting procedures, the Town Council of Summerfield, North Carolina, hereby establishes the following policy and procedures related to the solicitation, acceptance, and distribution of monetary and non-monetary donations for use by the Town, its departments, and committees.

The Town Council charges the Town Manager and Finance Officer with carrying out and enforcing policy guidelines.

II. Definitions

1. Representative or Town Representative: For the purpose of this policy, the term shall refer to employees, Town Council, contract Town Attorney and employees, contract Town Finance Officer, committee members, or other volunteers of the Town of Summerfield.
2. Non-Monetary: For the purpose of this policy, the term refers to materials, goods, services, or equipment. There may be a cash-value assigned to the item(s) donated.
3. Fundraising: The organized activity of raising funds, which may include a social event for the purpose of raising funds.
4. Solicitation: The act of requesting a donation on behalf of the Town.

III. Policy

1. All fundraising and solicitation efforts shall be consistent with the missions, goals, and mandates of the Town. Solicitation of voluntary contributions shall not violate the Code of Ethics for local officials, North Carolina General Statutes, Summerfield Ordinances, or other state and federal laws. No contribution shall influence or affect how the party is treated by Town representatives in matters pertaining to Town business. No Town employee or representative shall use their position to solicit funds or services for reasons not directly related to Town operations or activities.
2. All donated funds shall be used for the specific purpose for which they are solicited or donated and shall be subject to such policies and guidelines as the Town Council may provide. No such funds shall be spent without Council approval through the budget process and the expenditures shall be fully accounted for in the Town's accounting system in accordance with generally accepted accounting principles.
3. All non-monetary donations shall be used for the specific purpose for which they are solicited or donated and shall be subject to such policies and guidelines as the Town Council may provide. Non-monetary donations shall be fully accounted for as appropriate in the Town's accounting system in accordance with generally accepted accounting principles.
4. No department or committee shall be allowed to maintain a checking or savings account that is separate from the Town accounting system.

IV. Process

1. The department and/or committee shall provide a written description of the proposed fundraising or solicitation campaign and obtain written approval from the Town Manager and Finance Officer. Once this approval is granted, the campaign will be formally presented to, and authorized by, the Town Council before efforts begin. Council authorization may include continuing authorization (i.e. memorial brick purchases) or for a one-time only project (i.e. Founders' Day). Any modifications to the proposed campaign must be approved as outlined above.
2. Approval of a fundraising or solicitation campaign shall include proper accounting protocols for revenues and expenditures to be coordinated through the Finance Officer. Town representatives will be provided with an official Town letter explaining the campaign for presentation to potential donors. All materials distributed in advance of or subsequent to the campaign shall be approved by the Town Manager and Finance Officer prior to distribution.
3. All donations not related to a fundraising or solicitation campaign must be approved in advance by the Town Manager. Such donations, either monetary or non-monetary, valued equal to or less than \$10,000 shall be considered to be accepted by the Town Manager, documented to the Finance Officer, and reported to Town Council in the

monthly financials. Such donations, monetary or non-monetary, valued at more than \$10,000 shall not be accepted until approved by the Town Council at the next available meeting.

4. All donated funds collected by any Town representative shall be provided to the Town Clerk daily or the next available business day. The Town Clerk shall deposit said funds and provide appropriate receipts to the department or committee responsible for the donation and the Finance Officer. Said funds shall be recorded in the Town accounting system under accounts established for such donations.

5. The department or committee conducting the fundraising or solicitation campaign shall recommend an appropriate method of acknowledging and thanking donors in a timely manner. This recommendation shall be approved by the Town Manager and Finance Officer to conform to Town practices, Town procedures, and state and federal law and to ensure consistency of acknowledgment methods among departments and committees.

6. Town resources including, but not limited to, staff, office supplies, and property owned or leased by the Town may be used in fundraising and solicitation efforts upon formal request. Such requests shall be included in the written description of the effort to be approved by the Town Manager, Finance Officer, and Town Council. Mailing lists shall be approved by the Town Manager before usage.

7. The written description of the fundraising or solicitation campaign as presented for approval must include a financial goal. When applicable, funds greater than the anticipated expenses associated with the purpose of the campaign shall not be raised. Distributed fundraising and solicitation materials shall clearly state that any funds collected in excess of those required to operate said program or activity shall be used either for future events of the same or similar type, other activities that meet the goals of the department or committee, or general Town operations. It shall be the policy of the Town that if funds are not expended within two years of collection due to the fact that there is no similar project or activity planned by the Town, then the funds shall be allocated to the department or committee for any project or activity that they so designate as approved by the Town Council during the budget process. In the event that the committee no longer exists, the funds will no longer be designated and will be used for general Town operations.

8. Upon completion of a fundraising or solicitation campaign, it shall be the responsibility of the department or committee to perform an "after-action" report that details how the campaign was carried out and provides information as to the success or failure or aspects of the campaign. The report shall also recommend if the campaign should be held in future years (if appropriate). The report shall be filed with the Town Clerk within four weeks of the end of the campaign, and shall be reviewed by the Town Manager.

9. Any fundraising or solicitation efforts related to a community event must be in accordance with POL-2009-002 Community Event Approval Process.