

# **UUCA FUNDRAISING POLICY**

*Revised January 6, 2015*

## **PURPOSE**

The purpose of the UUCA Fundraising Policy is to ensure a coordinated and consistent approach to raising funds within the congregation for internal and external support.

## **SCOPE**

This Policy addresses the following kinds of fundraising activities:

- Any event, activity, or ongoing endeavor conducted in the name of UUCA and/or utilizing UUCA assets to raise funds.
- Events, activities, ongoing endeavors in which goods are collected or services solicited, which
  - are intended to involve the entire congregation and/or
  - have a significant impact on/presence in UUCA's facilities and/or
  - require staff coordination and support.

## **FUNDRAISING APPROVAL PROCESS**

All fundraising activities within the scope of this Policy must be approved by the UUCA Generosity Team. The Generosity Team may be contacted via this email address: [Generosity@uuca.org](mailto:Generosity@uuca.org).

Proposals for fundraisers are to be submitted via the UUCA Fundraising Application Form, available on the [UUCA website](http://www.uuca.org/about-us/governance/policies-and-procedures/) on the page with all UUCA policies and procedures: <http://www.uuca.org/about-us/governance/policies-and-procedures/>. The form should be signed, scanned, and emailed to [Generosity@uuca.org](mailto:Generosity@uuca.org).

Once the form is received, a determination will be provided, with any stipulations or requests, within 30 days.

Under most circumstances, 90 days lead time prior to the fundraising activity is required. This requirement can be waived by the Generosity Team.

Depending on the size and nature of the fundraising activity that is being planned, the Generosity Team may determine that a face-to-face meeting with the proposer is necessary prior to approval being granted, in order to learn more and obtain clarification about the proposed fundraising activity. After receipt of the proposal, the Generosity Team will notify the sponsor whether or not a brief presentation is required; if required, the Generosity Team will provide direction regarding the necessary content for the presentation. The presentations are scheduled during the Generosity Team meetings.

Fundraising activities that were budgeted in previous years are evaluated by the Generosity Team as part of the annual budgeting process and prior to approval of a repeat fundraising activity.

## **SPONSORSHIP OF FUNDRAISING ACTIVITIES**

Proposals for fundraising activities must come from one of the following sources:

- An Official UUCA Group (submitted by its official contact)
- A UUCA staff member
- A UUCA member or pledging friend who is raising money for the UUCA general operating budget

Sources that are not eligible to propose fundraising activities at UUCA include:

- Unofficial UUCA groups
- Groups not connected with UUCA

For information about what constitutes an Official UUCA Group, please see the UUCA policy on this topic, available here: <http://www.uuca.org/about-us/governance/policies-and-procedures/>

## **RECIPIENT REGULATIONS**

In order to maintain compliance with laws governing congregational finances, all recipients of UUCA fundraising proceeds must fall under one of the following categories:

- The UUCA operating budget
- A UUCA budgeted program
- An Official UUCA Group
- A congregation or 501(c)(3) non-profit organization
- A direct program or service covered under an umbrella 501(c)(3) non-profit organization
- A department or operating function of a 501(c)(3) non-profit organization

UUCA fundraising proceeds may not be disbursed to the following:

- Individual congregants (funding requests for individuals will only be considered through the [Minister's Benevolence Fund](#), as governed by UUCA policies)
- Electoral campaigns or candidates
- Lobbyists or political action groups

Note: Fundraising activities and/or recipients which could threaten or in any way impair UUCA's non-profit status are strictly prohibited.

## **COMMUNICATIONS REGARDING FUNDRAISING ACTIVITIES**

Only approved fundraising activities may be communicated through official UUCA communication channels, including, but not limited to:

- Weekly Update
- Newsletter
- UUCA website
- UUCA Facebook page
- UUCA email distribution

Activities in which goods and services are collected which are beyond the scope of this Policy may be publicized (as space allows) through UUCA communication channels at the discretion of UUCA staff. For information on announcing activities outside the scope of this policy, please contact [Communications@uucanet.org](mailto:Communications@uucanet.org).

UUCA groups who use non-UUCA email lists and social networking sites are encouraged to make clear the difference between official UUCA fundraising activities and personal invitations by group members to participate in non-UUCA fundraising activities.

### **SCHEDULING OF FUNDRAISING ACTIVITIES**

UUCA seeks to create optimal conditions for successful, planned and coordinated fundraising throughout the year, with fundraising activities that are perceived positively by congregants, staff and beneficiary causes.

To reach this end it is important to prevent undesirable circumstances such as:

- fundraising activities which conflict and compete for space and time with major UUCA events;
- fundraising activities which are so numerous that congregants feel overwhelmed by too many requests; and
- an excessive number of fundraising activities sponsored by a particular UUCA group or program which potentially limits fundraising opportunities for others.

In order to coordinate and plan successfully for the benefit of UUCA, the following planning and scheduling parameters were developed:

- The Generosity Team will create and maintain an annual fundraising calendar.
- Space requests for all fundraising activities must be submitted to the UUCA office through established facility scheduling procedures and protocol.
- Fundraising activities for a given UUCA group or program area will be limited to a reasonable number as determined by the Generosity Team within a given calendar year.

### **CRITERIA FOR EVALUATION OF PROPOSED FUNDRAISING ACTIVITIES**

The following factors will be reviewed by the Generosity Team during the evaluation of fundraising proposals:

1. Timing of the fundraising activity
2. Size
3. Scope
4. Number of people involved in planning, carrying out and participating in the fundraising activity
5. Use of facilities (total space usage and duration of usage)
6. Relationship of the fundraising activity to the UUCA annual operating budget
7. Scope of the staff involvement that will be required
8. Projected net revenue and anticipated cost/benefit ratio
9. Historic performance if this fundraising activity has occurred in the past
10. Anticipated visibility and public relations benefits and/or costs

## **IMPORTANT STEPS REQUIRED FOR MANAGEMENT OF FUNDRAISING ACTIVITIES**

Groups and individuals approved to conduct fundraisers must agree to the following important steps that are designed to ensure proper management of the fundraising activities:

1. Each fundraising activity which raises monetary funds must have a selected “treasurer” who will be responsible for financial practices. The treasurer must liaise with the UUCA Director of Administration (or his/her designee) to ensure compliance with financial practices and policies. The treasurer must also enlist and oversee one volunteer who will count and sign-off on final income figures.
2. All funds from fundraising activities must be delivered to the UUCA office, with a full accounting sheet (to be provided by UUCA) within 7 days of the completion of the fundraising activity. A final detailed income and expense report must be turned in to the Director of Administration (or designee) no later than 14 days after the fundraising activity concludes, and all receipts must accompany this report.
3. In order to be reimbursed, expenses must have been included in the projected budget at the time the fundraising activity is approved by Generosity Team. Any major variance from the projected budget will require review by the Generosity Team. All pre-approved reimbursements must be submitted on UUCA financial forms within 7 days of the conclusion of the fundraising activity; receipts must accompany these requests.
4. When funds raised are designated for an appropriate approved outside 501c3 recipient, a check will be generated or funds credited to the recipient after all funds have been received by the Director of Administration (or designee) and all financial paperwork has been submitted. Payment will be made within 30 days after all paperwork and funds have been submitted.
5. Any returned checks and subsequent fees will be deducted from the net proceeds until good funds are received.
6. Contracts may be signed only by the Executive (i.e., the Senior Minister) or the Executive’s designee.
7. A minimum of 10% of net profits from all approved fundraising activities that do not exclusively support the UUCA operating budget must be given to UUCA operating fund in order to cover overhead costs.

*Revised January 6, 2015*

**UUCA FUNDRAISING APPLICATION FORM**  
*Revised January 6, 2015*

*All applications must be in compliance with current UUCA Fundraising Policy.  
Please review the policy prior to completing and submitting this application for approval.*

**A. Name of the Fundraising Activity:**

\_\_\_\_\_

**B. Proposed Date and time of Fundraising Activity:**

\_\_\_\_\_

**C. Has this fundraising activity occurred previously?**

No – this is the first time this fundraising activity has been planned.

Yes – it took place previously in \_\_\_\_\_. If yes, please describe the outcome of the previous activity. \_\_\_\_\_

\_\_\_\_\_

**D. Brief Description** of what will occur, how the activity will raise funds, etc.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**E. Who will be involved to make this a successful fundraising activity? Please explain the approximate number of people and describe their roles:**

Volunteers (How many? What skills? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Staff (Please be specific as to staff assistance that will be needed) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Others (Please describe) \_\_\_\_\_

\_\_\_\_\_

**F. Budget information:**

1. Anticipated revenue/income:     \$\_\_\_\_\_ *Specify source(s) of revenue (ticket sales, sale of food, etc.)* \_\_\_\_\_

2. Anticipated expenses/cost:     \$\_\_\_\_\_ *Specify types of expenses (for example, cost of food, printing, etc.)* \_\_\_\_\_

3. Projected net proceeds:             \$\_\_\_\_\_

4. 10% overhead paid to UUCA     \$\_\_\_\_\_

5. Please describe any requested “seed money” or upfront costs:

\_\_\_\_\_

\_\_\_\_\_

**G. Will any special arrangements be required?** For example, liquor license, off duty police officers, compliance with state law regarding raffles, etc.?

No

Yes - Please describe: \_\_\_\_\_

**H. Publicity Needs:** Please describe your plan for communicating with volunteers, participants from UUCA, outside participants (as relevant), etc. \_\_\_\_\_

\_\_\_\_\_

**I. Fundraising Sponsor:**

Official UUCA group (specify) \_\_\_\_\_

UUCA staff member (specify) \_\_\_\_\_

UUCA member or pledging friend \_\_\_\_\_

**J. Contact Person:**

Name (print): \_\_\_\_\_

Cell phone: \_\_\_\_\_

Email: \_\_\_\_\_

**K. Recipient of the Fundraising Proceeds:**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Website: \_\_\_\_\_

In order to maintain compliance with laws governing congregational finances, all recipients of UUCA fundraising proceeds must fall under one of the approved categories. Please indicate which pertains for your proposed fundraising activity:

The UUCA operating budget

A UUCA budgeted program (specify) \_\_\_\_\_

An Official UUCA Group (specify) \_\_\_\_\_

A congregation or 501(c)(3) non-profit organization (specify) \_\_\_\_\_

A direct program or service covered under an umbrella 501(c)(3) non-profit organization (specify) \_\_\_\_\_

A department or operating function of a 501(c)(3) non-profit organization (specify) \_\_\_\_\_

Reminder: UUCA fundraising proceeds may not be disbursed to the following:

- Individual congregants
- Electoral campaign or candidates
- Lobbyists and political action groups

**L. Treasurer for this Fundraising Activity:**

Each fundraising activity must have a selected "treasurer" who will be responsible for financial practices, and the treasurer must liaise with the UUCA Director of Administration or designee to ensure compliance with financial practices and policies. The treasurer will also enlist and oversee one volunteer who will count and sign-off on final income figures.

Name (print): \_\_\_\_\_

Cell phone: \_\_\_\_\_

Email: \_\_\_\_\_

**M. Signatures verifying compliance with UUCA Fundraising Policy:**

Contact Person: \_\_\_\_\_ Date: \_\_\_\_\_

Treasurer: \_\_\_\_\_ Date: \_\_\_\_\_

*Revised January 6, 2015*