

SOUTHWESTERN COMMUNITY COLLEGE	ADMINISTRATIVE FUNDRAISING, GIFTS AND GRANTS	Policy 3.03.04
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## Introduction and Purpose

Southwestern Community College maintains resource development strategies for fundraising, gifts and grants that are directly related to the College's vision, mission, and goals.

The reason for a unified approach to resource development strategies is to: understand the College's resources; detect and anticipate promising growth opportunities for the College; develop and maintain positive relationships important to the College; identify and capture external resources to advance College activities; and manage external resources in an effective and responsible manner. To be most effective, these efforts must be carefully coordinated to serve the College's best interests. The following guidelines govern the various activities involved in securing internal and external resources. They address the planning, promotion, solicitation, acceptance, rejection, receipt, management, reporting, use and disposition of gifts and grants to the College.

### A. Responsibility

The President ultimately controls and coordinates efforts to secure external resources for the College. The President shall work with his or her designees and the Southwestern Community College Foundation to achieve the College's resource development goals.

### B. General Guidelines

1. The College shall seek gifts and grants for the implementation and support of accepted programs which are consistent with the College's mission, purposes and services and are deemed consistent with the laws, regulations, and policies of the State of North Carolina and the federal government.
2. All resource development activities shall be conducted with a view toward maximizing the College's philanthropic potential with each constituency—individual, civic organization, business, industry, foundation, government agency, etc. To achieve this, the President, his or her designees and the Southwestern Community College Foundation will work together to integrate and coordinate activities.
3. The complexity of laws governing gifts makes it necessary that all solicitation and acceptance or rejection of gifts be coordinated with the President and/or the Director of the Foundation.

The President may decline any gift that is determined not to further the mission of the College, is given for an illegal or discriminatory reason, or if the costs associated with the acceptance would outweigh any benefit of the gift.

4. Gifts and grants sought by and received for the College's benefit may be, but are not limited to, one or more of the following forms:
  - a) cash from individuals, corporate entities or organizations providing

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grants and contracts;

- b) stocks, bonds, or other negotiable instruments;
  - c) real property;
  - d) gifts-in-kind, such as equipment, supplies, professional services, furniture, books, art, etc.; and
  - e) annuities and life insurance.
5. No individual or unit of the College shall solicit gifts or grants in the name of or on behalf of the College until and unless authorized to do so by the President or his/her designees.
  6. All requests for gifts or grants shall be sought and accepted or rejected using ethical business, professional, and philanthropic promotional practices to avoid any real or apparent conflicts of interest in present or future relationships, and ensure that all donors and granting entities are treated fairly and equitably.
  7. All gift documents, grant agreements, and contracts related to external resource awards may be reviewed by an attorney for proper legal form and acceptable protection of the College's interests.
  8. No College personnel shall benefit personally through commission or other benefits that may be related to any gifts or grants received by the College.
  9. All financial transactions related to gifts and grants received shall be audited annually by an external auditor. In addition, the College will make financial records available for audit upon request by the sponsoring donor or granting entity.

### **C. Gifts**

The President will use his/her best efforts to ensure that all gifts to, or for the use of, the College are structured to provide the maximum benefit to the College. Because of the complexity of some gifts, this section is to establish standards in order to evaluate potential gifts to the College.

1. The College seeks gifts as appropriate from a wide variety of donors including business, industry, foundations, civic organizations, college employees, alumni and other individuals. Gifts from these entities may take, but are not limited to, one or more of the following forms:
  - a) cash;

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- b) stocks, bonds, or other negotiable instruments;
  - c) real property;
  - d) gifts-in-kind, such as equipment, supplies, professional services, furniture, books, art, etc.; and
  - e) annuities and life insurance.
2. The President and his or her designees shall be responsible for all activities related to gifts, such as: seeking, receiving, acknowledging, managing, accounting for, and using gifts in accordance with the purpose designated by the sponsoring donor.
3. Donors may sometimes designate how a gift is to be used by the College. The generally-accepted categories of gifts are as follows:
- A. Unrestricted. These gifts may be applied by the College in any manner deemed best for the College.
  - B. Restricted. These gifts must be used for the designated purpose, such as to provide student scholarships, establish endowed scholarships, purchase library materials, etc. The College shall not accept gifts with discriminatory or illegal restrictions.
  - C. Deferred/Planned. These gifts provide the College benefits in the future including but not limited to such forms as annuities or life insurance. Proceeds from deferred or planned giving may be unrestricted, or restricted as the donor may stipulate.

The Southwestern Community College Foundation has established other standards regarding gift solicitation, acceptance and donor stewardship not inconsistent with those set forth herein.

#### **D. Grants & Contracts**

- 1. Grants and contracts are available to support the College's work from a number of sources, both public and private, to fund a variety of programs and purposes. **Awards** from these sources may take, but are not limited to, one or more of the following forms: cash; equipment, supplies, software; and other goods and services.
- 2. The Executive Director of Institutional Advancement together with the President and his or her designees, shall be responsible for all pre-award activities related to grants and contracts, such as: idea development;

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prospect research; proposal development and submission; term negotiation; award acknowledgment; and project launch.

3. The College may engage in grant seeking activities on its own behalf, through the Southwestern Community College Foundation, as a partner with one or more external organizations, on the behalf of an external organization, or as a sub-contractor. All such grant seeking activities shall be approved by the President or his or her designee.
4. The College may choose to support the grant seeking activities of an external organization with a letter of support, a letter of commitment, a Memorandum of Understanding, or other document. All such gestures of support shall be approved by the President and/or his or her designee.
5. All direct and indirect costs related to grants and contracts should be recovered to the fullest extent possible. Any request to waive or redirect otherwise available indirect costs on a project will be submitted to the President in writing for consideration.
6. Various grants and contracts may require a cash/in-kind match or sustainability commitment on behalf of the College. All such commitments shall be approved by the President and/or his or her designee.
7. The Board of Trustees delegates to the President the authority to execute all contracts, grant applications and awards presented in the name of the Board of Trustees.
8. The Business Office and the Office of Institutional Advancement, together with the President and his or her designee(s) shall be responsible for all post-award activities related to grants and contracts, such as: fund establishment; fiscal management of resources; programmatic oversight with project directors; monitoring deliverables; personnel and purchasing processes; compliance with grantor and College regulations, policies, and procedures; grantor recognition and communication; records retainage; and other activities. All post-award financial activities will be conducted according to generally accepted accounting practices.
9. The Business Office exercises fiscal control of all externally funded grants, contracts and other sponsored programs. Separate accounts are established for each grant, contract or sponsored program. Financial statements are prepared according to generally accepted accounting practices. Purchasing and contracting subordinate to grants will be conducted to meet the sponsoring agencies guidelines, but always meeting the requirements of North Carolina's purchasing and contract policies.

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