

FUNDRAISING

Policy Number: 115

Categorized: [General Policies](#)

Responsible Office: NOVA Foundation

Subject: Policy and procedures for off-campus fundraising by faculty, staff and student organizations

Related Policies: [Fundraising by Student Organizations](#)

Procedures: 115P

Additional Information: [Classifying External Fundraising](#)

Effective Date: 01/16/2018

Last Reviewed Date: 01/16/2018

1. Scope

This policy applies to all College employees and third parties who are or who may become involved in soliciting or receiving gifts for any purpose. This policy does not apply to grant or contract proposals submitted to any governmental agency or government organizational entity.

2. Policy Statement

The NOVA Foundation, Inc. is the designated fundraising arm for the College. The Foundation has responsibility for the entire development process, including the identification, cultivation, and solicitation of sources of potential financial support for NOVA, as well as the valuation, recording, and acknowledgment of gifts received. All efforts within the College to raise funds from private sources, including corporations, foundations, individuals, or other non-public entities, must be coordinated through the NOVA Foundation.

Any employee who wishes to undertake any type of fundraising or solicitation of contributions in the name of the College shall follow the guidelines set forth in this policy.

Fundraising efforts on behalf of NOVA must:

- a. Ensure maximum effectiveness in the total fundraising program of the College by assuring that college-wide strategic priorities are featured;
- b. Reduce or eliminate multiplicity of contacts with common fundraising prospects, thereby avoiding over-solicitation of individuals, businesses, foundations and organizations by college units (except for the seeking of grants from foundations by the Grants Office);
- c. Utilize the resources of the NOVA Foundation to assist in the successful execution of approved fundraising programs; and

- d. Ensure that VCCS Board and College policies are followed.

3. Definitions

College Fundraising or College Solicitation Activities: Any fundraising or solicitation activity that employs the name, image, or reputation of NOVA in an effort to secure external financial contributions will be considered fundraising or solicitation in the name of the College and is subject to this policy.

Donor: An individual, corporation, business, or non-profit agency.

Gift: A voluntary, non-reciprocal transfer of money or goods, including property, from a donor to the NOVA Foundation. The donor receives nothing in return for their gift, other than recognition. Gifts may be for a specific purpose or for the unrestricted fund.

Grant: A grant, also called a sponsored award, is defined as a transfer of money or goods, including property, from a sponsor to NOVA that requires reporting of budget, progress reports, research activity and the return of unused funds. Funding by any government agencies at the federal, state or local level will be treated as grants, not gifts. Unless otherwise directed, all grants must go through the Grants Office.

Sponsor: A government agency at the federal, state or local level, an individual, corporation, business, or non-profit agency.

4. Procedures

See 115P.

5. Authority

VCCS Policy 4.5 Acceptance of Gifts, Grants, and Contracts