

Millikin University Fundraising Guidelines for Faculty, Staff & Students

This policy is designed to establish processes and provide guidance to the Millikin University campus, schools, colleges, departments, academic and administrative units, student and other University organizations that engage in fundraising activities. External funding resources are a critical part of the support the University relies on for operations and initiatives at Millikin. There are many opportunities through charitable gifts, sponsorship and grants to obtain external funds to support Millikin’s collective work. These guidelines have been revised and updated to support and optimize such opportunities through clear and consistent communication, effective coordination of efforts to maximize relationship building with university contacts, and observance of legal requirements for such activities.

These guidelines are broken into three sections: Grants, Charitable Donations and Sponsorship. Typically a grant is made by a corporation, business or foundation and comes with specific requirements as to the use of funding for a particular purpose and follow-up reporting of outcomes. Donation is the term used with charitable gifts from individuals, corporations or businesses. In the case of charitable donations, there are specific tax benefits to the donor and any reporting as to use of funding is much more general and up to the institution. Sponsorship is a contribution for which the donor receives direct benefit, such as advertising or promotion of a brand, product or service.

Millikin University Grant Guidelines

All Millikin University grant applications must be processed through the Director of Corporate & Foundation Relations in the Office of Alumni & Development. Funds received from grants must be administered through the University Business Office. Grants are most often sought for support of programs, equipment, materials, or facility improvement—these will always need to be processed through Alumni & Development. Some faculty/staff grants may be for individual projects or experiences. If these projects or experiences are related to the staff member’s work at Millikin, the university will serve as the fiscal agent and these grants must still be approved by the Department Chair/School Director, Dean, and Provost, as well as the Office of Alumni & Development to assure accurate institutional knowledge regarding grant-related activity.

Millikin University’s Alumni & Development grant liaison is the Director of Corporate & Foundation Relations, currently Kim Mangan. Her campus phone number is 420-6658; email is kmangan@millikin.edu. She is available for consultation about grant activity and meets quarterly with the Committee on Scholarship and Faculty Development (CSFD) for the sake of answering questions and sharing information pertaining to faculty grant activity. Members of the CSFD may also be consulted about Millikin grant procedures.

For faculty members considering applying for any grant, an initial conversation with the Department Chair or School Director is essential. Before submitting a grant proposal, faculty members must obtain the written approval of their Department Chair or School Director as well as their Dean. Grant proposals that seek funding of \$10,000 or more must be approved by the

Provost. This includes when the total project cost is \$10,000 or more even though it will come from multiple sources, with no one source being asked for more than \$10,000. The Dean and Provost, in consultation with the faculty/staff member, the Chair/Director, and the Director of Corporate and Foundation Relations will determine if seeking the grant is in the best interests of the University. Proposals seeking \$50,000 or more must be further approved by the Cabinet. The Director of Corporate and Foundation Relations can provide important assistance in preparing a viable proposal. This process is initiated by completing Millikin's Grant Tracking Form (online at <https://www.millikin.edu/webform/facultystaff-grant-application>). The form should be completed and submitted as early as possible and a minimum of at least 10 business days prior to the deadline for submitting the grant.

A complete record of grant activity across the university allows the institution to accurately determine what obligations may be required from Millikin or from off-campus entities to properly administer and fulfill the terms of the grant. Some grant making entities only allow one submission per university per year, so central coordination is imperative in insuring that all applications are the best fit for University priorities. Working through Alumni & Development helps assure effective coordination of the efforts of Chairs, Directors, Deans, Provost and Cabinet.

Please follow steps 1 - 4 below in preparing and submitting a grant proposal, and include steps 5 and 6 if the grant is awarded.

1. Obtain written approval of the planned proposal from your Department Chair or School Director as well as your Dean. If the amount of the proposal/project is \$10,000 or more, obtain written approval from the Provost, as well.
2. Submit the [Grant Tracking Form](#) to the Director of Corporate & Foundation Relations in Alumni & Development at least 10 business days in advance of the grant deadline. If the proposal is \$50,000 or greater, the Director of Corporate and Foundation Relations will submit the proposal for Cabinet approval.
3. After the grant is submitted to the funding agency, send a complete copy (electronic or paper) of the grant proposal and all associated documents to the Director of Corporate & Foundation Relations.
4. Send all original communication from the funder, including letters, gift agreements, checks, and transmittal envelopes to the Director of Corporate & Foundation Relations, keeping copies for your own records as needed.
5. If the grant is awarded, the Director of Corporate & Foundation Relations will provide a formal receipt for the grant, work with the Business Office to set up the grant spending account, and coordinate Millikin University's official acknowledgment letter to the funder consistent with Internal Revenue Service regulations.
6. Send copies of revised budgets, contracts, grant reports, and other associated documents to the Director of Corporate & Foundation Relations. They will maintain all documents for official university records of external grant activity and will assist in assuring necessary reporting on grant activities back to the granting entity.

Millikin University Charitable Donation Guidelines

Similarly to grant activity, faculty fundraising for charitable donations must be undertaken with the support and permission of the Department Chair, School Director, Dean and Office of Alumni & Development. Fundraising in excess of \$10,000 must also be approved in writing by the Provost. Student fundraising activities should be conducted in consultation with the Office of Inclusion and Student Engagement. In addition, all charitable fundraising activity intended to support university programs, professional activities, facilities, or travel must be processed through the Office of Alumni & Development. Funds raised for university purposes must be administered through the University Business Office. Such activity includes charitable gifts of cash, in-kind gifts, or any other donations of significant monetary value. The Office of Alumni & Development exists to support and coordinate all university fundraising activities with the aim of maximizing the effectiveness and benefit of such efforts. A key part of this support derives from the expertise of Millikin Development professionals regarding legal and tax issues that follow from donations to non-profit organizations like Millikin. Further, *because of the complex nature of applicable tax laws, policies, and procedures, the Office of Alumni & Development is the only office authorized to issue necessary tax receipts on behalf of Millikin.* This should not inhibit sending thank you letters and related acknowledgements to donors when appropriate, but does help assure that accurate information, consistent with IRS requirements, is given to donors.

Faculty and staff who are seeking funding from corporations or foundations for program and research support should work through the Director of Corporate & Foundation Relations and complete and submit the Millikin University Grant Tracking Form (<https://www.millikin.edu/webform/facultystaff-grant-application>).

Student-led fundraising efforts that are conducted entirely on campus, and are primarily focused on raising small amounts of money from members of the campus community, should seek prior approval through the Office of Inclusion and Student Engagement. Examples include such activities as bake sales or Valentine's Day serenades, which must still meet all applicable campus rules and regulations. The Student Fundraising Application Form found at <https://www.millikin.edu/campus-life> must be filled out and submitted at least two weeks (10 business days) prior to the fundraiser event.

The general guidelines below address common issues and questions pertaining to fundraising, but are not exhaustive. Please contact the Office of Alumni & Development for more information if you have further questions after reviewing these guidelines.

Quid Pro Quo Gifts (Latin for "something for something")

A quid pro quo gift means that the donor receives or expects to receive something of monetary value for their support. Any benefit or valuable premium received by the donor (artwork, meals, university logo apparel, etc.) affects the amount of a possible deduction for a gift unless the donor declines these benefits at the time of the gift. In a case where the donor receives a benefit of any kind, be sure to consult with the Office of Alumni & Development for instruction on how to appropriately recognize this support.

Private and Corporate Foundation Support

Contact the Director of Corporate & Foundation Relations if you are interested in developing proposals to obtain outside funding from such organizations. See the Millikin Grant Guidelines above, or click on the Grant Management button under Tools on MyMillikin for more information on the grant process and a copy of the grant information and tracking form on the Millikin website (<https://www.millikin.edu/webform/facultystaff-grant-application>).

Mailings and Other Fundraising

The Office of Alumni & Development is charged with overseeing all mass appeals on behalf of the University or any of its programs. Each year Millikin sends multiple solicitations and other mailings to alumni, parents, community members, and friends of the University. Please contact the Office of Alumni & Development to learn more about how your unit can be a part of these ongoing efforts in a coordinated manner. Specifically, be sure that you:

1. Contact the Office of Alumni & Development in advance of planning any fundraising efforts to assure coordination of communication with university constituents. A&D staff will advise you on the timing of mailings or fundraising initiatives, assist with data needs, and share samples or design ideas that have worked well in soliciting gifts for such purposes as the annual fund.
2. Use the Fundraising Activity Proposal Form to develop and seek approval for your fundraising plan.
3. The Office of Alumni & Development is the only office authorized to issue necessary tax receipts on behalf of Millikin. Bring all donations on the day they are received to the Office of Alumni & Development to ensure that they are properly receipted in a timely manner.
4. Non-monetary donations from a business or individual may be deductible as a "gift in kind" with proper documentation—these gifts must also be formally acknowledged with a receipt from A&D.

Millikin University Sponsorship Guidelines

Sponsorship of Millikin activities will benefit the University, Decatur, and surrounding communities when conducted in a manner consistent with the University's mission, values, message, and curriculum. As a non-profit private institution, the protection of the reputation, assets, and image of the University is imperative. Additionally, sponsors gain significant value from the exposure and association with the University through a sponsorship relationship, requiring that the University be compensated appropriately.

The Director of Corporate & Foundation Relations is responsible for overseeing the planning and execution of University sponsorships in collaboration with the Business Office, Marketing & Media Relations and other University units. A Sponsorship Advisory Committee shall be appointed by the University President and include representatives nominated by the Alumni & Development VP, Marketing Director, Athletics Director, Dean from each College, and Kirkland Fine Arts Center Director. The Sponsorship Advisory Committee shall advise on issues related to

sponsorship, communicate broadly back to University units, and approve and monitor the sponsorship policy.

University-Wide Sponsorships

The University President and Business Office may designate select sponsorship categories as exclusive University-wide categories, allowing for exclusive relationships across all areas of the University. No school, college, department, academic or administrative unit, or student government or organization may enter into their own sponsorship agreement in a category once it has been declared a University-wide category. A current example includes Millikin's contractual vendor agreement with Refreshment Services Pepsi.

Choice of Sponsors

Potential sponsors may be evaluated on a range of criteria, which may include the company's ethic, environmental, and corporate social responsibility, its local, national, and global position, its brand reputation and values, its public perception of such, its historic performance upholding these standards, and its history with the University. The University reserves the right to select or reject sponsors based on their alignment with the University's mission and core values. The Office of Alumni & Development, in consultation with the Sponsorship Advisory Committee, will review and research potential sponsors for appropriate alignment. Final decisions will be made by the President's Cabinet and Deans.

Prohibited Sponsors

Sponsorships involving controlled substances, tobacco brands, weapons manufacturers, and adult entertainment companies are not permitted.

Sponsorship Limitations

1. The University President or Provost must retain the right to dissolve sponsorship relationships if a sponsor does not meet University standards.
2. Only the Office of the President may grant University-wide sponsorships. The Office may act as a University-wide representative or in conjunction with a University campus, school, college, department, organization, or unit.
3. A sponsorship arrangement with the University does not imply affiliation or endorsement.
4. Sponsorship acknowledgment is not permissible in University recruiting materials, course catalogs, and legal documents.
5. Exclusivity in any category shall not be granted to sponsors by schools, colleges, departments, academic and administrative units, and student government and organizations, except with explicit written approval by the Office of Alumni & Development.
6. Student organizations must abide by this policy and should first consult the Office of Inclusion and Student Engagement for initial guidance.
7. The provisions in this policy relating to prohibited sponsorships and use of University marks or images apply to all University entities and are subject to additional review by the Marketing Director.

Specific Types of Sponsorships

1. Cash and In-kind—Cash or in-kind goods and services are permissible as benefits to be provided to the University by a sponsor.
2. Purchases of Goods and Services—Sponsorships involving the purchase of goods and services generally require a competitive RFP process—the Business Office must be consulted when the purchase of goods and/or services is involved. Furthermore, all goods purchased bearing University marks must be purchased from an approved Millikin licensee. See the University's Branding Guide at www.millikin.edu/branding.
3. Use of Campus Facilities—Campus units or student governments and organizations seeking sponsorships for events held at campus facilities must follow the Campus Scheduling Guidelines and Priorities set forth by the Director of Student Development and University Commons.
4. Sponsor Use of University Trademarks, Names, or Logos—In limited circumstances, a sponsor may be granted permission to use University trademarks ("marks"), names, or logos with the understanding that use must be consistent with University policies for usage of such assets. Sponsorship itself does not automatically grant the sponsor the right to use these University assets.
5. Signage—All signage and signage placement must be approved in advance by the Marketing Department and Facility Services, and must be appropriate to the University environment. Where appropriate, approval by other University campus, school, college, department, organization, or unit may be required. No permanent event sponsor signage may be placed in or on buildings or in residence halls.

Stewardship

The Office of Alumni & Development sends a formal tax receipt for every grant and charitable donation made to the institution. This should not inhibit sending thank you letters or related acknowledgements to donors. A letter from the benefitting department or office or a handwritten note from a faculty member, staff member or student is a great way to thank our donors and helps set the stage for future gifts.

To assist with this process, the Office of Alumni & Development contacts department leadership at the beginning of each month with a list of donors from the previous month to ensure each department is aware of grants and charitable donations received for their particular area of campus.