

ADMINISTRATIVE DIVISION University Advancement	
POLICY TITLE Fundraising and Solicitation	
SCOPE OF POLICY USC Upstate	EFFECTIVE DATE 5/22/2023
RESPONSIBLE OFFICER Vice Chancellor University Advancement	ADMINISTRATIVE OFFICE University Advancement

I. PURPOSE

The University of South Carolina Upstate recognizes the importance of charitable gifts to enhance the University's ability to fulfill its educational mission by actively seeking private support from alumni, corporations, foundations, parents and friends.

This policy applies to all University of South Carolina Upstate students, faculty, staff, and University related organizations making requests for private support.

II. DEFINITIONS AND ACRONYMS

For the purposes of this policy, fundraising and solicitation refers to all requests for cash, pledges, securities, property, in-kind gifts, and planned gifts.

III. POLICY STATEMENT

Critical to the University's success are strong, enduring relationships with friends and benefactors. This policy ensures the University's fund-raising efforts:

- Result in maximum charitable support aligned with University priorities;
- Are perceived as professional and thoughtful by minimizing excessive solicitations;
- Enable University Advancement to provide effective support to campus partners;
- Ensure compliance with ethical fundraising practices as outlined in the Donor Bill of Rights; and
- Ensure coordination and professionalism when representing the University to current and potential private supporters.

Fundraising activities covered by this policy include, but are not limited to:

- a. Major organized drives or campaigns;
- b. Special event fundraisers such as dinners, performances or conferences;
- c. Special limited solicitations by mail or phone;
- d. Establishment of "friends" or associates" group to benefit a department or program, or to target a special group such as alumni;
- e. Proposals to individuals, foundations, corporations, service clubs or other non-governmental organizations;
- f. Promotional efforts that specifically request private support; and
- g. Sponsorships

IV. PROCEDURES

Solicitation of charitable gifts and/or the development of organized fund-raising efforts require prior review and approval by the Division of University Advancement. A University employee, unit, or other related party that desires to initiate a fundraising effort must first consult with and obtain approval from the appropriate dean or vice chancellor in their division. Upon their approval, the initiator then shall submit a brief written proposal to the Vice Chancellor for

University Advancement ("VCUA"). Written approval by the VCUA is required prior to the commencement of any solicitation. It is strongly recommended that the VCUA or appointed designee be consulted early in the process to determine the feasibility of the effort, to consider resources available from each person and office, and coordinate with other fundraising or grant writing activities on campus.

The written proposal must include:

- Activities to be supported with solicited funds;
- The cash goal or in-kind value of gifts to be solicited;
- A tentative calendar with dates of proposed activities;
- A brief description of the type of solicitation(s) to be used;
- A list of all potential donors to be contacted; and
- Confirmation that the appropriate campus leaders have been informed and approve of the concept.

All charitable gifts must be processed through the USC Upstate Foundation, a separate but affiliated non-profit organization of the University of South Carolina Upstate. Gifts made in support of the University shall be in accordance with the Foundation's Gift Acceptance Policy. It is the responsibility of the Foundation to officially record and acknowledge receipt of all gifts for the benefit of the University to assure all necessary IRS reporting requirements have been met. Donors should be directed to designate the USC Upstate Foundation as the receiving party of the charitable gift along with a noted memo of the specific request.

All solicitation efforts shall direct responses to the following:

USC Upstate Foundation
800 University Way
Spartanburg, SC 29303

All university affiliated parties, including volunteers, students, faculty and staff, engaged in development activities on behalf of the University shall comply with the Council for Advancement and Support of Education (CASE) Statement of Ethics and the Association of Fundraising Professionals (AFP) Code of Ethics. Donor anonymity will be protected whenever desired by the donor to the fullest extent permitted by law and Foundation policies.

APPENDICES

[CASE Statement of Ethics](https://www.case.org/districts/district-v-great-lakes/about-district-v/statement-ethics)

<https://www.case.org/districts/district-v-great-lakes/about-district-v/statement-ethics>

[AFP Code of Ethical Standards](https://afpglobal.org/sites/default/files/attachments/2019-03/CodeofEthics.pdf)

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