

San Francisco State University
The Administration, Management and Oversight of Fundraising Events
University Executive Directive #15-43

In accordance with the California State University (CSU) Policy 15701.00 on Fundraising Events, this directive provides policies and guidelines for the administration, management and oversight of fundraising events performed by entities of San Francisco State University (the "University"). These entities include colleges and their departments, auxiliary organizations, non-academic units, and all others who undertake fundraising events on behalf of the University.

This directive applies to fundraising events with gross receipts of greater than \$5,000, which result in a charitable contribution receipt for participants by the university or its auxiliary organizations.

The directive does not apply to faculty associations, student social clubs and student organizations, fraternities or sororities raising funds for their own benefit.

A. What are Fundraising Events?

Fundraising events are defined as events conducted for the sole or primary purpose of soliciting charitable funds, where participants make a charitable contribution and a purchase for the fair market value of goods or services.

Fundraising events may include dinners, dances, door-to-door sales of merchandise, concerts, carnivals, golf tournaments, auctions, casino nights, and similar events. Fundraising events do not include the following:

- Activities that receive sponsorship.
- Unrelated trade or business activities that generate fees for service.
- Fundraising solicitations and related prospecting activities intended to generate only a contribution (no purchase of goods or services).
- Raffles in which the prizes have only a nominal value and do not require reporting as taxable income.

Events that do not provide a charitable tax deduction component for the participant are not fundraising events.

B. Authorization of Fundraising Events

The following individuals are authorized to approve fundraising events for the University:

- VP or Unit Head
- AVP/Dean or appropriate designee

Authorized individuals or their designees shall approve fundraising events and submit the appropriate paperwork, as outlined below, to UCorp. For complete procedures, please reference the Fundraising Event procedures attached.

C. Responsibility for Fundraising Events

Each college, department, or unit is responsible for ensuring that their respective fundraising event adheres to all federal and state laws.

Upon completion of the event, a complete accounting of the following items must be submitted to Gift Processing, University Advancement:

- Revenue received, broken out by ticket sales, auction items, raffles, merchandise, etc.
- Amount of donations received (provide the donor's complete contact information (full name, address, email address, phone, etc.)
- For auctions, provide contact information for both the donor of the item auctioned and the winner of the auction.
- For raffles, IRS Form 5754 must be completed by the winners of prizes with a fair market value of \$600 or more. Form 5754 can be found on the IRS website: <http://www.irs.gov/pub/irs-pdf/f5754.pdf>.

All cash and checks must be deposited using a [Gift Acceptance Form](#). All University Corporation forms can be found at: [UCorp Forms](#).

D. Administration of Fundraising Events

Fundraising events on behalf of the University must be administered through the University Corporation, San Francisco State (UCorp) or Associated Students, Inc. (ASI) of SF State.

All events must be submitted to the delegated authority at least 30 days prior to the events and must include the following:

1. Event Budget (estimated budget submitted as part of form or Excel spreadsheet)
2. Promotional Materials (reviewed and approved prior to distribution/solicitation)
3. Vendor contracts and Agreements (if applicable)
4. Action Plans for Compliance (for federal, state and local regulations)
5. Risk Mitigation (obtaining insurance for events, as needed)