Fundraising for nonprofits affiliated with VCU

Policy Type: Local
Responsible Office: Development and Alumni Relations
Initial Policy Approved: 05/25/2010
Current Revision Approved: 06/30/2021

Policy Statement and Purpose

This policy’s overarching objective is to define university units eligible for fundraising activities. VCU houses numerous nonprofits that hold external 501c3 (or other) tax-exempt status from the Internal Revenue Service. Faculty and staff are encouraged to serve as volunteers or board members of these and other nonprofit organizations that are not part of the university or the health system.

VCU employees may not solicit corporate or foundation donors to support the external fundraising efforts of VCU-affiliated nonprofits. Employees must seek advice from university counsel and DAR before applying for external funding for a nonprofit, especially when confusion could arise as to responsibilities of the institution. External funding that is intended for contracted nonprofits or agencies must be administered through the Office of Sponsored Programs to ensure compliance with university policies.

Noncompliance with this policy could result in disciplinary action up to and including termination. VCU supports an environment free from retaliation. Retaliation is prohibited against any employee who brings forth a good faith concern, asks a clarifying question, or participates in an investigation.

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Who Should Know This Policy

All university employees engaged in development and alumni relations activities and all employees who accept and administer these funds are responsible for knowing this policy and familiarizing themselves with its contents and provisions.

Definitions

Affiliated or institutionally-related foundations
VCU has affiliated philanthropic foundations that are separate 501(c)(3) charitable corporations organized to operate for the support of the university, while operating with self-governed boards and bylaws. They accept and invest gifts made in support of the university.

Contacts

The Office of Development and Alumni Relations officially interprets this policy. The Office of Development and Alumni Relations is responsible for obtaining approval for any revisions as required by the policy Creating and Maintaining Policies and Procedures through the appropriate governance structures. Please direct policy questions to the Office of Development and Alumni Relations' University Development.

Policy Specifics and Procedures

Units can not deposit funds at a university-affiliated foundation to support university-affiliated nonprofits or nonprofit activities without permission from the vice president for Development and Alumni Relations and the director of the respective affiliated foundation.

Forms

There are no forms associated with this policy.

Related Documents

1. Creating and Maintaining Policies and Procedures
2. Relationships with University-Related Foundations
3. Gift Acceptance and Administration
4. Development and Alumni Relations Activities

Revision History

This policy supersedes the following archived policies:

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FAQ

There are no FAQ affiliated with this policy.