



# SUNYADIRONDACK

**Policy Title:** Campus Fundraising  
**Policy #:** 5000  
**Effective Date:** April 26, 2018  
**Category:** Institutional Advancement  
**Responsible Office:** SUNY Adirondack Foundation

**This policy applies to:** Employees, Faculty-Student Association, Adirondack Housing Association, Alumni, Volunteers and Students

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## Summary:

This policy governs fundraising and solicitation for the advancement of SUNY Adirondack [the College]. Fundraising and solicitation activities referred to in this policy statement may include, but are not limited to, requests for cash, pledges, securities, sponsorships, items of property, donated services, in-kind gifts from individuals or businesses, deferred or planned gifts, and foundation grants designed to support programs such as academic initiatives, student activities, scholarships, endowments, faculty development, equipment purchases and capital expansion.

This policy is applicable to solicitations to any community members, alumni, faculty, staff, students, businesses, private foundations, federal and state agencies and any other constituents who may contribute funds. It does not cover specialized grants written and administered under the supervision of the President, or for in-kind gifts of property accepted by the President or Vice Presidents not channeled through the SUNY Adirondack Foundation.

The purpose of this policy is to define guidelines to coordinate the College's case for support in the community, ensure that gifts are consistent with the College's priorities and policies, and reduce duplicative request to potential donors.

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## Policy:

All fundraising efforts must be coordinated through the SUNY Adirondack Foundation, a 501(c)3 organization specifically incorporated to accept gifts from the private sector.

Gifts are accepted only if they are consistent with the mission and goals of the College. The Foundation conducts its fundraising activities in conformance with the Gift Acceptance policies of the Foundation, the Agreement between SUNY Adirondack and the SUNY Adirondack Foundation, and the Board of Trustees Policy Manual Section Nine. For gifts restricted to an

initiative, division or for a specific staff/faculty member's use, funds are accessed by following the College's regular purchasing (or other relevant administrative) process. The SUNY Adirondack Foundation reimburses the College directly.

Members of the College community who wish to implement a fundraising effort in support of an approved College initiative must contact the Foundation for coordination and assistance. In addition to insuring that a proposed fundraiser is properly established and its case for support does not dilute the case for support for other College priorities, the practice avoids competing requests to the Foundation's donor base.

The Office of the Dean of Student Affairs is responsible for directing and approving on-campus fundraising initiatives such as car washes and bake sales that directly benefit student clubs and athletic teams. Student groups are not allowed to solicit any off-campus individuals, businesses, corporations, or other entities without the permission of the Foundation.

All members of the College community, including students, who are approached by donors wishing to make gifts to the College shall refer all potential donors to the SUNY Adirondack Foundation.

College personnel who rent facilities for fundraising activities shall consult with the SUNY Adirondack Foundation before agreeing to rent facilities for fundraising activities to confirm that competition or conflict does not exist with the College's and Foundation's existing efforts.

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**Definitions:**

N/A

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**Other Related Information:**

Board of Trustee Policy Manual Section Nine

N:\Policies, Processes, Procedures and Guidelines\Board of Trustees\Board of Trustees Policy Manual 2015-12-17\

SUNY Adirondack Foundation Donor Bill of Rights [Appendix 1]

Agreement between SUNY Adirondack Foundation Board and SUNY Adirondack

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**Procedures:**

Contact the Foundation Office for coordination and assistance following the Gift Acceptance policies of the Foundation.

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**Forms:**

There are no related forms relevant to this policy.

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**Authority:**

Authority to Approve: President

Responsible for Oversight: Executive Director, SUNY Adirondack Foundation

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**History:**

This is the first campus fundraising policy. This policy was approved by the President on April 17, 2018.

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**Review**

This policy and any related documents will be reviewed annually in August.

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**Appendices:**

Appendix 1 SUNY Adirondack Foundation Donor Bill of Rights

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## Appendix 1: SUNY Adirondack Foundation Donor Bill of Rights



The SUNY Adirondack Foundation is a member of the Council for Advancement and Support of Education (CASE) and follows the Donor Bill of Rights.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), and adopted in November 1993.