




Policy and Procedures

DEPARTMENT NAME Administration		
SUBJECT: Fund Raising	POLICY NUMBER: FM-235	
APPROVAL: 	EFFECTIVE DATE: <i>10-6-2020</i>	REPLACES : FM-235, dated 5/18/2017

- I. **PURPOSE:** The Children’s Network of Southwest Florida is the lead agency for child welfare services in Southwest Florida, and provides services to children who are abused and/or neglected and their families. All donations solicited on behalf of the agency shall be used to further the mission and follow the policies and procedures outlined below.

- II. **REVIEW HISTORY:** Updates previous FM-235 adopted 8/1/2003 and updated 5/18/2017.

- III. **CONTACT:** Chief Executive Officer

- IV. **PERSONS AFFECTED:** Donors who provide cash and in-kind contributions to benefit the children and their families who are receiving child welfare services. Employees of the Children’s Network who are responsible for accepting and processing donations.

- V. **POLICY:** The Children’s Network shall solicit funds and goods in a respectful manner. Any third party not directly affiliated with the Children’s Network who wishes to solicit on behalf of the agency must acquire written permission from the Chief Executive Officer or designee prior to beginning fund-raising activities. Any donor-designated restrictions on donations will be honored. The Children’s Network is a non-profit 501(c)(3) agency and contributions made to the agency are tax deductible. A thank you letter shall be issued for all donations. If the donor receives anything in exchange for their donation, the letter shall clearly state what portion of the donation is tax deductible.

- VI. **RATIONALE:** The policy is designed to acknowledge donors and document their donations to the agency.

- VII. **CROSS REFERENCES:** Donor Bill of Rights, Association of Fund Raising Professionals

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VIII. DEFINITIONS:

A. Donor – an individual or organization who provides cash or in-kind donations to the Children's Network to benefit the children and families receiving child welfare services

B. Thank You Letter – a letter of appreciation from the Children's Network that serves as the official acceptance of the gift. The letter should include the donor's name, date of acceptance of the gift, and cash amount or nature of the gift. In the case of donated goods or services, the letter should not attempt to place a monetary value on the goods or services.

IX. PROCEDURES:

A. All fundraising materials will contain a description of:

1. The Children's Network's purpose
2. The Children's Network's status as a tax-exempt entity
3. The financial needs for which the request for donations is being made

B. All requests for donations will have no material omissions, misstatements of fact, or misrepresentation of the use of requested funds.

C. Upon receipt, all monetary donations shall be forwarded to the fiscal department for coding and recording purposes.

D. Administration staff will track both the monetary and in-kind donations and assure necessary thank you letters and any other acknowledgement is completed.

E. The Children's Network will recognize donors as designated by using the agency website and the annual report. Depending on the amount of the donations, additional recognition may be available.

F. The names of donors requesting anonymity are not and will not be provided to any client or employee and will not appear in any publicly available documents such as newsletters, annual reports, or articles.

G. The Children's Network will follow these best practice essentials:

1. Children's Network of SWFL, LLC fund raising policies and practices have the oversight of the Board of Directors.
2. Practices and procedures are guided by our Executive Management principles, the Federal Accounting Standards Board, and the National Society of Fund Raising Professionals. We do not engage outside fund raising counsel.

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3. We will conduct our solicitations in conformance with the ethical principles of the Association of Fund Raising Professionals. We adhere to a practice of strict fiscal accountability to our donors.
4. We have both an annual operating and grants budget as approved by the Board. Due diligence is exerted to ensuring that no administrative or fund raising costs are allocated to program or educational purposes.
5. We strive to consistently be at or below allowable standard for funding raising costs.
6. Children's Network of SWFL, LLC adheres to donor acknowledgment and accounting practices as established by its independent accountants.
7. Children's Network of SWFL has complied with the registration requirements of Chapter 496.405. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 800-435-7352.

H. 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 nonprofit 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 acknowledgement and recognition.
6. To be assured that information about their donation 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.

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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.

X. Ethical Principles for the Children's Network and its employees

- A. Work to advance the mission of the organization that employs us.
- B. Put our organizations' interests ahead of our own; we do not self-deal.
- C. Behave honestly in all dealings.
- D. Obey the law.
- E. Avoid any conflicts of interest or even the appearance of such.
- F. Are open and transparent in all dealings.
- G. Are truthful about our qualifications, purposes of solicitations, and fundraising results.
- H. We do not accept compensation based on a percentage of funds that are raised.
- I. Protect the confidentiality of donor information.
- J. Put the interests of donors ahead of all others.