

UUMAN FUNDRAISING POLICY

Approved February 21, 2019

PURPOSE

The purpose of the UUMAN Fundraising Policy is to ensure a coordinated and consistent approach to raising funds within the congregation for internal and external support.

SCOPE

This Policy addresses the following kinds of fundraising activities:

- Any event, activity, or ongoing endeavor conducted in the name of UUMAN and/or utilizing UUMAN assets (i.e. UUMAN buildings and grounds) to raise funds.
- Events, activities, ongoing endeavors in which goods are collected or services solicited, which
 - are intended to involve the entire congregation and/or
 - have a significant impact on/presence in UUMAN's facilities and/or
 - require staff coordination and support.

EXCEPTIONS

The following are exceptions to the policy:

- UUMAN Youth engaged in a fundraiser for a 501(c)(3) non-profit organization,
- Non-UUMAN groups and organizations that are renting UUMAN facilities are covered by the UUMAN Rental Policy and are exempt from the UUMAN Fundraising Policy.

FUNDRAISING APPROVAL PROCESS

All fundraising activities within the scope of this Policy must be approved by the UUMAN Finance Committee. The Finance Committee may be contacted via this email address: Finance@uuman.org.

Proposals for fundraisers are to be submitted via the UUMAN Fundraising Application Form, available on the UUMAN website on the page with all UUMAN policies and procedures: TBD. The form should be signed, scanned, and emailed to finance@uuman.org.

Once the form is received, a determination will be provided, with any stipulations or requests, within 30 days.

Under most circumstances, 90 days lead time prior to the fundraising activity is required. This requirement can be waived by the Finance Committee.

Depending on the size and nature of the fundraising activity that is being planned, the Finance Committee may determine that a face-to-face meeting with the proposer is necessary prior to approval being granted, in order to learn more and obtain clarification about the proposed fundraising activity. After receipt of the proposal, the Finance

Committee will notify the sponsor whether or not a brief presentation is required; if required, the Finance Committee will provide direction regarding the necessary content for the presentation. The presentations are scheduled during the Finance Committee meetings.

Fundraising activities that were budgeted in previous years are evaluated by the Finance Committee as part of the annual budgeting process and prior to approval of a repeat fundraising activity.

SPONSORSHIP OF FUNDRAISING ACTIVITIES

Proposals for fundraising activities must come from one of the following sources:

- An Official UUMAN Group (submitted by its official contact)
- A UUMAN staff member
- A UUMAN member or pledging friend who is raising money for the UUMAN general operating budget

Sources that are not eligible to propose fundraising activities at UUMAN include:

- Unofficial UUMAN groups
- Groups not connected with UUMAN

For information about what constitutes an Official UUMAN Group, please see the UUMAN policy on this topic, available here: TBD

RECIPIENT REGULATIONS

In order to maintain compliance with laws governing congregational finances, all recipients of

UUMAN fundraising proceeds must fall under one of the following categories:

- The UUMAN operating budget
- A UUMAN budgeted program
- An Official UUMAN Group
- A congregation or 501(c)(3) non-profit organization
- A direct program or service covered under an umbrella 501(c)(3) non-profit organization
- A department or operating function of a 501(c)(3) non-profit organization

UUMAN fundraising proceeds may not be disbursed to the following:

- Individual congregants (funding requests for individuals will only be considered through the Minister's Discretionary Fund , as governed by UUMAN policies)
- Electoral campaigns or candidates
- Lobbyists or political action groups

Note: Fundraising activities and/or recipients which could threaten or in any way impair UUMAN's non-profit status are strictly prohibited.

COMMUNICATIONS REGARDING FUNDRAISING ACTIVITIES

Only approved fundraising activities may be communicated through official UUMAN communication channels, including, but not limited to:

- UUMAN Announcements
- UUMAN Times newsletter
- UUMAN website
- UUMAN Facebook page

Activities in which goods and services are collected which are beyond the scope of this Policy may be publicized (as space allows) through UUMAN communication channels at the discretion of UUMAN staff. For information on announcing activities outside the scope of this policy, please contact communications@uuman.org.

UUMAN groups who use non-UUMAN email lists and social networking sites are encouraged to make clear the difference between official UUMAN fundraising activities and personal invitations by group members to participate in non-UUMAN fundraising activities.

SCHEDULING OF FUNDRAISING ACTIVITIES

UUMAN seeks to create optimal conditions for successful, planned and coordinated fundraising throughout the year, with fundraising activities that are perceived positively by congregants, staff and beneficiary causes.

To reach this end it is important to prevent undesirable circumstances such as:

- fundraising activities which conflict and compete for space and time with major UUMAN events;
- fundraising activities which are so numerous that congregants feel overwhelmed by too many requests; and
- an excessive number of fundraising activities sponsored by a particular UUMAN group or program which potentially limits fundraising opportunities for others.

In order to coordinate and plan successfully for the benefit of UUMAN, the following planning and scheduling parameters were developed:

- The Finance Committee will create and maintain an annual fundraising calendar.
- Space requests for all fundraising activities must be submitted to the UUMAN office through established facility scheduling procedures and protocol.
- Fundraising activities for a given UUMAN group or program area will be limited to a reasonable number as determined by the Finance Committee within a given calendar year.

CRITERIA FOR EVALUATION OF PROPOSED FUNDRAISING ACTIVITIES

The following factors will be reviewed by the Finance Committee during the evaluation of fundraising proposals:

1. Timing of the fundraising activity
2. Size
3. Scope
4. Number of people involved in planning, carrying out and participating in the fundraising activity

5. Use of facilities (total space usage and duration of usage)
6. Relationship of the fundraising activity to the UUMAN annual operating budget
7. Scope of the staff involvement that will be required
8. Projected net revenue and anticipated cost/benefit ratio
9. Historic performance if this fundraising activity has occurred in the past
10. Anticipated visibility and public relations benefits and/or costs

IMPORTANT STEPS REQUIRED FOR MANAGEMENT OF FUNDRAISING ACTIVITIES

Groups and individuals approved to conduct fundraisers must agree to the following important steps that are designed to ensure proper management of the fundraising activities:

1. Each fundraising activity which raises monetary funds must have a selected “champion” who will be responsible for financial practices. The treasurer must liaise with the UUMAN Treasurer (or his/her designee) to ensure compliance with financial practices and policies. The champion must also enlist and oversee one volunteer who will count and sign-off on final income figures.
2. All funds from fundraising activities must be delivered to the UUMAN office, with a full accounting sheet (to be provided by UUMAN) within 7 days of the completion of the fundraising activity. A final detailed income and expense report must be turned in to the UUMAN Treasurer (or designee) no later than 14 days after the fundraising activity concludes, and all receipts must accompany this report.
3. In order to be reimbursed, expenses must have been included in the projected budget at the time the fundraising activity is approved by Finance Committee. Any major variance from the projected budget will require review by the Finance Committee. All pre-approved reimbursements must be submitted on UUMAN financial forms within 7 days of the conclusion of the fundraising activity; receipts must accompany these requests.
4. When funds raised are designated for an appropriate approved outside 501c3 recipient, a check will be generated or funds credited to the recipient after all funds have been received by the UUMAN Treasurer (or designee) and all financial paperwork has been submitted. Payment will be made within 30 days after all paperwork and funds have been submitted.
5. Any returned checks and subsequent fees will be deducted from the net proceeds until good funds are received.
6. Contracts may be signed only by the Executive (UUMAN Board Member) .
7. A minimum of 10% of net profits from all approved fundraising activities that do not exclusively support the UUMAN operating budget must be given to UUMAN operating fund in order to cover overhead costs.

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UUMAN FUNDRAISING APPLICATION FORM

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All applications must be in compliance with current UUMAN Fundraising Policy. Please review the policy prior to completing and submitting this application for approval.

A. Name of the Fundraising Activity:

B. Proposed Date and time of Fundraising Activity:

C. Has this fundraising activity occurred previously?

- No – this is the first time this fundraising activity has been planned.
- Yes – it took place previously in _____. If yes, please describe the outcome of the previous activity.

D. Brief Description of what will occur, how the activity will raise funds, etc.

E. Who will be involved to make this a successful fundraising activity?

Please explain the approximate number of people and describe their roles:

Volunteers (How many? What skills?)

Staff (Please be specific as to staff assistance that will be needed)

Others (Please describe)

F. Budget information:

1. Anticipated revenue/income: \$_____Specify source(s) of revenue (ticket sales, sale of food, etc.)

2. Anticipated expenses/cost: \$_____Specify types of expenses (for example, cost of food, printing, etc.)

3. Projected net proceeds: \$_____

4. 10% overhead paid to UUMAN \$_____

5. Please describe any requested "seed money" or upfront costs:

G. Will any special arrangements be required?

For example, liquor license, off duty police officers, compliance with state law regarding raffles, etc.?

- No
- Yes - Please describe:

H. Publicity Needs:

Please describe your plan for communicating with volunteers, participants from UUMAN, outside participants (as relevant), etc.

I. Fundraising Sponsor:

- Official UUMAN group (specify)
- UUMAN staff member (specify)
- UUMAN member or pledging friend

J. Contact Person:

Name (print): _____

Cell phone: _____

K. Recipient of the Fundraising Proceeds:

Name: _____

Mailing Address: _____

Website: _____

In order to maintain compliance with laws governing congregational finances, all recipients of UUMAN fundraising proceeds must fall under one of the approved categories. Please indicate which pertains for your proposed fundraising activity:

- The UUMAN operating budget
- A UUMAN budgeted program (specify)
- An Official UUMAN Group (specify)
- A congregation or 501(c)(3) non-profit organization (specify)
- A direct program or service covered under an umbrella 501(c)(3) non-profit organization (specify)
- A department or operating function of a 501(c)(3) non-profit organization (specify)

Reminder: UUMAN fundraising proceeds may not be disbursed to the following:

- Individual congregants
- Electoral campaign or candidates
- Lobbyists and political action groups

L. Champion for this Fundraising Activity:

Each fundraising activity must have a selected “treasurer” who will be responsible for financial practices, and the treasurer must liaise with the UUMAN Director of Administration or designee to ensure compliance with financial practices and policies. The treasurer will also enlist and oversee one volunteer who will count and sign-off on final income figures.

Name (print): _____

Cell phone: _____

Email: _____

M. Signatures verifying compliance with UUMAN Fundraising Policy:

Contact Person: _____ Date: _____

Treasurer: _____ Date: _____