



FUNDRAISING POLICY

*Approved by Board of Directors, 2010-03-16
Revised and approved, 2016-01-19
Revised and approved, 2020-01-21*

TABLE OF CONTENTS

Importance of Fundraising.....	1
Responsibilities of the Board of Directors	2
Responsibilities of the Development Committee	2
Development Plan	2
Donor Records and Acknowledgements	2
Responsibilities of the Finance Committee.....	3
Financial Management	3
Financial Reporting.....	3
Gifts and Grants.....	3
Grant applications.....	3
Grants Within the Development Plan	3
Grants Outside of the Development Plan.....	4
Gifts of Library Materials.....	4
Fundraising for the Library by External Groups	4
Acknowledgement of Gifts	4
IRS and Regulatory Compliance.....	4
Confidentiality and Donor Bill of Rights.....	4

IMPORTANCE OF FUNDRAISING

As a nonprofit organization, Vista Grande Public Library is dependent upon fundraising, donations and gifts to maintain ongoing operations and offers services to the community. The Library funding strategy provides the funding needed by the Library for its work and for an emergency reserve, evening out cash flow and organizational investments. This strategy aligns with the Library’s ethics and values. Funds shall be solicited in a respectful manner and without pressure. Fundraising activities and solicitations shall foster an awareness and appreciation of the current services and strategic direction of the Library.

RESPONSIBILITIES OF THE BOARD OF DIRECTORS

The Board of Directors has two roles: A Governance role, where the Board acts to ensure accountability, and a Support role, where Board members support the organization as individuals, volunteering their time and participating in various fundraising efforts. The Board:

1. Has collective responsibility for approving and monitoring performance of a revenue strategy that will sustain the work of Library.
2. Must contribute financially to the Library as individuals.
3. Must participate in implementation of the Annual Development Plan strategy although no one person has to be involved with every type of fundraising.

These expectations must be clearly communicated to new Board members during the recruitment process.

RESPONSIBILITIES OF THE DEVELOPMENT COMMITTEE

The Development Committee is responsible for administering the Annual Development Plan and for coordinating activities identified in that plan.

Development Plan

The Development Plan identifies activities, goals, targeted grants and charitable foundations, funds for receipt of restricted gifts and budgetary requirements for fundraising activities throughout the year. The Development Committee Chair is responsible for submitting the plan and gaining Board approval of the plan by the June Board meeting. The plan is to incorporate a range of development, as appropriate: major donor solicitation, direct mail outreach, email solicitation, personal networking, special events including silent/live auctions, book sales, government support, grants, etc.

The Development Committee Chair recommends updates to the Development Plan throughout the year as needed.

Donor Records and Acknowledgements

The Library Board President will officially acknowledge receipt of monetary gifts made to the Library. In the absence of the President, their designee will be responsible for acknowledging these gifts.

Recording of gifts may be done by the Development Committee Chair, the Treasurer or bookkeeper, another board member or a designated volunteer. Individuals with access to individual donations or donor records must review and sign the Confidentiality Policy and Acknowledgment.

RESPONSIBILITIES OF THE FINANCE COMMITTEE

Financial Management

The Finance Committee is responsible for the management of monetary gifts, grants and other funds resulting from development activities.

Financial Reporting

The Treasurer will include a report on fundraising activities as part of the monthly financial report. For each development activity, the Treasurer will report total income, expenses and comparison to prior year if applicable.

GIFTS AND GRANTS

A **gift** is defined as any money, service or item from private sources, whether solicited directly or not, that does not have terms that specify how the funding must be spent or administered. As a gift, the funding received may be used at the full discretion of the Library. Unexpended funds are not returned to the donor at the expiration of the gift period. The donor cannot expect to receive any material or preferential benefit from the act of donation.

A **grant** is an award of funds by a sponsor (individual or organization) to achieve some stated purpose. A grant involves an obligation on the part of the Library such as restrictions on use of the funds, matching of funds, reporting of expenditures to the sponsor, etc. For purposes of this policy, *restricted gifts* are to be managed as grants.

As described below, at the discretion of the Library Director and/or the Board of Directors, the Library shall accept gifts and grants for the implementation and support of programs that are consistent with the purpose and goals of the Library and that are deemed consistent with the laws, regulations and policies of state and federal government.

GRANT APPLICATIONS

Grant applications may be developed by Library staff, Board members or volunteers; the Library Director, President and Treasurer will provide input to any application.

Grants within the Development Plan

The Development Plan will identify targeted grants and funds for which restricted gifts are to be accepted. Grant applications may be developed by Library staff, Board members or volunteers. For any grant identified within the approved Development Plan, the President and Treasurer are authorized to approve grant applications and accept awards. The Development Chair or their designee will inform the Board of the status and important points of each grant.

Grants Outside of the Development Plan

Because of the potential of new obligations of Library resources and/or programs, Board approval is required prior to acceptance of any grant that had not been identified in the approved Development Plan. If there is insufficient time to obtain approval of a grant application at a regularly scheduled Board meeting, the Executive Committee may approve the application, subject to full Board approval at the next Board meeting.

Gifts of Library Materials

Gifts of library materials (books, magazines, electronic media, etc.) may be accepted with the understanding that the Library reserves the right to add them to its collection, distribute them to other libraries, donate them, sell them or discard them.

Fundraising for the Library by External Groups

Board approval is required prior to involvement of the Library in fundraising activities by external groups that benefit the Library.

Acknowledgement of Gifts

Gifts (monetary, service or non-monetary items) will be acknowledged. For non-monetary services or items, the Library will not appraise or estimate the value of the gift donation; the responsibility for such assessment lies with the donor.

IRS AND REGULATORY COMPLIANCE

IRS regulations regarding information disclosure on charitable contributions shall be followed.

There shall be compliance with all local, state and federal governmental regulations.

CONFIDENTIALITY AND DONOR BILL OF RIGHTS

Any information supplied to VGPL by donors will be used solely for Library purposes and shall not be shared for any reason unless permission is granted by the donor to share such information.

The Vista Grande Public Library has adopted the Donor Bill of Rights as developed by the Association of Fundraising Professionals.