

**Title:** Fundraising, Donations, Grants and Partnerships  
**Date of Current Version:** March 2019  
**Replaces Version:** August 2017

### **Background**

The Center receives the majority of its operational funding from the City of Iowa City's General Fund. Fundraising, donations, grants, and partnerships contribute to the balance of funds needed to maintain Center operations.

### **Policy**

#### **Financial Management**

1. The Center shall comply with all applicable city and state budgeting and accounting policies and practices regardless of the funding source.

#### **Fundraising**

1. Friends of The Center is an IRC Section 501(c)(3) nonprofit affiliate organization which solicits funds to support the Iowa City/Johnson County Senior Center. Policies are in place to provide continuity in solicitation, acknowledgement, stewardship, and confidentiality of philanthropic gifts within the Friends of The Center Board of Directors Handbook.
2. The Center staff members shall support the fundraising efforts of Friends of The Center.
3. Fundraising activities sponsored by The Center include, but are not limited to, solicitation of support from area businesses and special projects (e.g. quilt raffle).
4. All third parties not directly affiliated with The Center who wish to solicit on its behalf must acquire written permission from The Center coordinator prior to beginning any fundraising activities.

#### **Donations: Cash, credit card, or check**

1. All donations made directly to The Center shall be recorded in the member database and acknowledged with written correspondence within one (1) week of receipt.
2. Non-designated donations made directly to The Center shall be credited to the operational budget.
3. Whenever possible, staff shall encourage donors to make non-designated gifts through Friends of The Center.
4. Gifts and bequests designated for a specific purpose may be accepted at the discretion of the coordinator. If designated gifts are accepted, the wishes of the donor shall be honored. When designated gifts are received for an activity or service that is discontinued, the gift will be used for an activity or service that most closely approximates the donor's original intent.

#### **Donor Recognition and Privacy**

1. Donors will be recognized in print in appropriate publication(s) at least once annually.
2. All requests to remain anonymous shall be honored.
3. The Center does not sell donor lists.

4. Donors who supply contact information (email or mail) may be periodically contacted for solicitation purposes and/or with information regarding upcoming events and programs. They may opt out of these communications by contacting staff via email, phone or in person. All requests to be removed from The Center's mailing list shall be honored.

### **Types of Gifts**

1. Gifts of tangible property must be approved and accepted by The Center coordinator or designee. All tangible gifts accepted shall contribute to the mission and goals of The Center and be in such condition that it would be able to withstand public use.
2. Upon acceptance and receipt of any donated items, the Senior Center coordinator or designee reserves the right to use or dispose of the property in any way that is in the best interest of The Center. No item may be placed in The Center where the owner retains rights to the item or dictates its use except by written agreement with a partnering organization.
3. All donations of personal property shall be acknowledged with written correspondence from the coordinator or designee. Thank you acknowledgments for tangible items shall describe the donation, but not indicate the actual or estimated value of any item donated.
4. Donations to The Center in the form of marketable securities; life insurance when The Center is the beneficiary; charitable remainder trusts and charitable lead trusts; IRA distributions; bequests; real estate; stocks; or similar items shall be handled in cooperation with the City of Iowa City Finance and Legal Departments in a manner that will honor donor wishes and foster attainment of The Center's mission and goals.

### **Grants and Partnerships**

1. The staff shall secure financial or in-kind program support through grants, partnerships, and corporate sponsors whenever possible.
2. Grant applications shall comply with the Finance Department's grant management policy.
3. The use of The Center facilities or equipment for purposes of fundraising is reserved for The Center unless approved by the coordinator or designee.
4. Partner organizations, independent contractors, and in-house agencies utilizing The Center are encouraged to make charitable contributions to The Center operations.

### **Administration**

The Center coordinator is responsible for administering the operational budget. The development specialist works closely with The Center coordinator to increase revenue related to fundraising through donations, grants, special events, and community partnerships.

Approved by the Senior Center Commission on: 7/18/2020