

Advancement | UCF Foundation, Inc.

Fundraising Events Publicity & Printed Materials

Policy# 7.27

Effective Date: 12/15/2020

Responsible Department: Accounting

1. **PURPOSE**

The purpose of this policy is to outline the University of Central Florida Foundation, Inc.'s (Foundation) guidelines for publicity and printed materials related to fundraising events.

2. **APPLICABILITY**

This policy applies to all donors and University of Central Florida (University) employees soliciting or processing gift revenue.

3. **POLICY**

Publicity and printed materials for all fundraising events must adhere to University policies, Foundation policies, and comply with Internal Revenue Service (IRS) regulations:

- Departments should contact University of Central Florida Communications and Marketing for publicity and use of the University's name and logo.
- If the department uses a paid solicitor, request for approval must be submitted well in advance since there are special regulations in the state of Florida for using fundraising consultants including disclosure statements on the solicitation materials.
- Admission payments: all solicitation and printed materials for event admissions must include a statement "sales tax included". If the statement is not included, then sales tax must be charged on the entire admission payment.
- On the solicitation brochures:
 - The words "eligible donation", "eligible contribution", and "eligible charitable gift" may only be used to the extent that such items are eligible for a tax deduction, such as if no benefits are to be received by the donor in exchange for their payment.
 - When benefits associated with a sponsorship, admission, etc. shall be provided to the donor, the materials should:
 - 1) List description of each of the benefits.
 - 2) Disclose: Contributions are eligible for a charitable deduction to the extent the contribution exceeds the fair market value of the goods or services received in return for the contribution. The Foundation will provide this information in the official acknowledgement for the payment. Donors declining all benefits in writing at the time of or in advance of their payment, may be eligible for a full deduction.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Associate Vice President and Chief Financial Officer.

Certified as approved by the Executive Committee of the Foundation Board of Directors on December 15, 2020.

Name: Rachel Schaefer

Title: Associate Vice President for Advancement Strategy and Chief Operating Officer

Revision history: 2/24/2014

Adoption Date: 12/13/2007

History: 310