



Heidelberg University Fundraising Policy

This policy is for Student Groups, Academic Departments, Administrative Units, Programs, Student Organizations, or other University-Affiliated Groups.

What qualifies as “fundraising”?

Fundraising is defined as the collection of money through donations, sales, and/or event programming for the purposes of charitable donation or organizational budget enhancement.

Why do I need approval for my fundraiser?

- Heidelberg University depends upon the ongoing, increasing and generous financial support it receives each year from alumni, friends, parents, local businesses, corporations, foundations, and other donors. The Office of Advancement, Alumni and Community Relations (AACR) coordinates all of the fundraising appeals to any University constituents: alumni, board of Trustees, students, parents, faculty, staff, friends, local businesses, corporations, and foundations.
- The Office of Advancement, Alumni and Community Relations (AACR) is also responsible for fundraising for The Heidelberg Fund, which is the revenue needed to meet the University's educational and general expenses every year. The Heidelberg Fund supports every aspect of academic and student life at Heidelberg.
- All fundraising efforts need to complement and not compete with the University's efforts to secure financial support. Students, faculty, staff, or University-affiliated organizations all play an important role in these relationships with our donors. We need you to work with us to maximize the results for all of us at Heidelberg.

Black Out Dates:

These dates are when the University is fundraising among constituents in support of The Heidelberg Fund and other University priorities. No campus fundraisers will be allowed during this time to ensure we are complementing our fundraising efforts rather than competing.

- December (end of the tax/calendar year)
- Day of Giving
- Homecoming Weekend
- Alumni Weekend
- May and June (end of university's fiscal year)
- TAG Day
- Reading day

Internal Fundraisers vs. External Fundraisers:

- Internal (On-Campus) Fundraisers- fundraising activities that are intended for the benefit of organizations within the University community or the University community itself.



- If your fundraising project involves something very simple, like tabling outside of Hoernemann for a bake sale, selling bracelets, trinkets, t-shirts, ticketed performances, or personal chore services, (e.g. leaf raking, car washes), this is known as "inside" fundraising, i.e. to only the Heidelberg community of students, faculty and staff.
- External (Off-Campus) Fundraisers
 - External (Off-Campus) Fundraisers- fundraising activities that are intended for the benefit of other groups and organizations from outside of the University community, and must be tax-exempt charitable organizations under section 501(c)(3) of the Internal Revenue Code.
 - Fundraisers that solicit local businesses for in-kind donations for a project or experience are considered "outside" fundraising.

Fundraising Approval Process:

1. The student/organization must complete the [Fundraising Activity form](#) located on [inside.heidelberg.edu](#) 21 days prior to the proposed fundraising activity.
 - a. This form will automatically get emailed to the faculty/staff advisor listed on the form. Advisors, please be aware that this form may land in your spam folder!
 - b. All forms of communications MUST be submitted with through the Fundraising Activity form to be reviewed by AACR before it is sent out to the public.
 - c. For Faculty & Staff, please list yourself as the advisor and then forward the form to Sydney Hieronymus at shierony@heidelberg.edu.
2. Advisors must forward the form to Sydney Hieronymus, Director of Annual Giving & Alumni Engagement at shierony@heidelberg.edu and provide written approval of the event.
3. from their advisor and submit the form at least 14 days prior to the proposed Fundraising Activity date for review. The fundraising activity is required to offer a benefit to the University community that is consistent with the University's educational mission. *Completing the Form does not guarantee approval.
4. Students must schedule a meeting with the Director of Annual Giving & Alumni Engagement to review the application.
 - a. **IF APPROVED** by the Director of Annual Giving & Alumni Engagement- the student/organization may reserve a campus venue with Conferences and Events utilizing Ad Astra, our online booking system via [inside.heidelberg.edu](#)
 - i. Spaces in which the fundraising activity is occurring must be identified by a sign indicating the conducting entity's name, goods, and/or services being sold, and prices.
 - b. **IF DENIED** by the Director of Annual Giving & Alumni Engagement- a written explanation will be provided for why the request was not approved and every effort will be made to respond promptly to inquiries, recognizing that there are times when AACR may need to obtain approval from other campus representatives.

Please note:



- No more than two fundraisers will be approved for a specific day
- Due to Internal Revenue Service (IRS) regulations, the University cannot issue gift receipts for these transactions
- The student/organization is responsible for ensuring that proposed activities comply with all applicable federal, state and local laws, rules and regulations
- Handling of cash and checks generated from a fundraiser must be kept in a secure place and deposited within TWO business days after completion of the fundraisers. It is the responsibility of the student/organization to contact the Business Office to make arrangements for the storage of collected funds.

Other things you need to know:

- Heidelberg University prohibits the use of University trademarks and University provided or University-originated contact lists (mailing lists, phone lists, email lists, directories, and the like) for the solicitation of funds to benefit specific individuals as individuals do not have designated 501(c) 3 non-profit status. Fundraising efforts, however, to recognize an individual associated with the University where the resulting funds are used to benefit the University (e.g. classroom to honor a retiring faculty member or a book fund to memorialize a deceased staff member or student) are permitted. All such fundraising efforts fall under this policy and should be coordinated through the Office of AACR.
- “Sales” activities may only be conducted from behind a table, and only in those locations specifically approved on the Event Request Form.
- Crowdsourcing: In spite of the popularity of “crowdsourcing” websites such as gofundme.com, and indiegogo.com, the Office of AACR does not permit students, faculty, or staff to fundraise on these third-party donation-based sites for any Heidelberg projects, events or programs. This does not mean we condone or encourage students to conduct these for individual efforts.
- Student Organizations are prohibited from using any third-party payment platforms e.g. PayPal, Venmo, Eventbrite, Kickstarter, and the Square etc.) as a means of collecting donated funds.

Definitions:

- In-Kind Donation- Include any type of non-cash contribution or donation of goods, services, or any other commitment which can be assigned a cash value.
- “Door-to-door” sales- Approaching individuals and groups on University premises, calling on individuals and groups in their offices and residences and email solicitation are prohibited.
- Raffles- A raffle or prize drawing is a type of lottery in which chances are sold and the prizes awarded are goods or services rather than money.
 - a. Specific guidelines will be applied to all organized raffles to maintain the organization’s and University’s ongoing compliance with all applicable laws and regulations. Student organizations may conduct a raffle if:
 - Approved 30 days in advance of the date of the raffle and working with an faculty member, staff member or administrator.



- A minimum of 90% of gross receipts go directly to the charity beneficiary.
- The organization is registered in Ohio.
- The funds raised will be used to support HU's mission.

If a raffle is held, the faculty/staff member or administrator must keep accurate records that contain the following:

When did the raffle occur?
Who organized the raffle?
What was the purpose of the raffle?
How many tickets were sold?
How much money was grossed?
Please list the recipients of the proceeds/prizes, etc.?
The dollar amounts of the aforementioned prizes/payouts, etc.
How much money net of all expenses/payouts was received by Heidelberg?

- Fundraising for a 3rd Party- Fundraising for non-profit, charitable organizations (e.g. The Red Cross, Salvation Army, etc.) having no direct affiliation with Heidelberg University is permissible provided that the below guidelines are followed:
 - Activity must be approved 14 days in advance by the AACR office who will determine that the cause is in line with the mission of the university.
 - The organization submits a statement of support on the organization's letterhead to the AACR Office acknowledging that the fundraising will occur on its behalf and indicating the expected date of the receipt of the donation.
 - The organization provides proof of their 501c3 status.
 - The recognized student organization and advisor are responsible for all logistics, administration and costs incurred in connection with the event, other than those accrued by the charitable organization.
 - Educational information about the agency/services is made available at the event.
 - The charitable organization can demonstrate proper use of funds and contributions through its audits and/or annual reports.

Additional Restrictions and Requirements:

Heidelberg University acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to fundraising activities. As a result, the University reserves the right to impose reasonable restrictions and/or requirements with respect to the time, place, and manner of fundraising activities. These restrictions may be in addition to, or in lieu of, those set forth in the policy.

If you are considering a fundraiser or have questions related to this policy, please contact the Director Annual Giving & Alumni Engagement, located in the Advancement Office, University Hall Office C215 or email shierony@heidelberg.edu or call 419.448.2059 for further information or clarification.