Family Partnerships of Central Florida
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PROCEDURE

Series:	**Public Relations**	**COA :** RPM 2.01; ETH 3, 3.01, 3.02, 3.03, 3.04, 3.05; GOV 6 ; FIN 2, 3, 4, 7 **CFOP:** N/A

Procedure Name:	Initiating Fundraising Events
Procedure Number:	PBR-3001
Review Date:	02/19/13, 08/05/14,10/13/16, 10/4/19, 11/16/22, 3/13/23 4/16/24
Revision Date:	3/13/23, 7/21/25
Effective Date:	01/01/09
Applicable To:	Family Partnerships of Central Florida (FPOCF), The National Center for Innovation and Excellence, and Family Partnerships of Central Florida Foundation Advisory boards of directors and those listed as Authorized Solicitors in PBR-3001

SUBJECT: Initiating fund-raising activities.

PURPOSE: To establish a procedure to manage and record funds and donations solicited for support of Family Partnerships of Central Florida, The National Center for Innovation and Excellence, and Family Partnerships of Central Florida Foundation activities which will provide reasonable assurance regarding the achievement of donor objectives and conforming to all federal, state, county, and local statutes governing the solicitation of funds.

References

Family Partnerships of Central Florida Policies/Procedures: GOV-202, GOV-203, GOV-204, GOV-205, GOV-208, PR-901, RQ-505

Definitions

In-Kind Contributions – Non-monetary gifts that are (goods/services) donations which support children and families.

Scope

This procedure applies to all fund-raising ventures of Family Partnerships of Central Florida, The National Center for Innovation and Excellence and Family Partnerships of Central Florida Foundation. Responsibility for the daily management of FPOCF's fund raising is delegated to the Communications Department under the direction of the CEO.

Communications staff establish and maintain written procedures for the promotion of fundraising activities consistent with governance policy GOV-205, Fundraising Management. Such procedures include explicit delegation of authority to persons responsible for these functions.

Procedure

Fundraising events shall not be initiated prior to the following events occurring:

- The Chief Financial Officer or designee must conduct a financial assessment. This assessment analyzes/compares projected revenue with their corresponding expenses. The risk threshold of the FPOCF Governance Board of Directors and the “Standard of Prudence” should be considered if any analysis results in negative revenue earnings or the projected revenue generated is not more than 10% in excess of projected expenses. Reference governance policies GOV-203, Risk Management, and GOV-204, Investment Management.

- When planning a fundraising event, Communications Staff will determine if the function is a joint activity or not. This determination and the identification of the cost methodology must be completed as outlined in procedure PBR-3003, Determining If a Fundraising Event is A Joint Activity.

- Proposed fundraising events will have established targets or a baseline for future performance tracking purposes.

- Proposed fundraising events will project return on investment pertaining to revenue projections and increased exposure and community awareness.

- A risk assessment will be conducted on each potential fundraising event as outlined in procedure RQ-505, Risk Assessment Process, regardless of the financial threshold set in this procedure.

- All fundraising activities are approved by the President and Chief Executive Officer prior to implementation.

- No excess benefit transactions should occur during any fundraising activity or other business ventures of FPOCF. Reference procedure PBR-3004, Excess Benefit Transactions.

- If a fundraising event requires services or supplies to be purchased, the procurement must comply with procedure PR-901, Procurement of Commodities and Services.

- Internal controls concerning the collection and accounting of funds generated by a fundraising activity must be planned prior to the execution of the event. The Chief Financial Officer or designee must design these controls to prevent loss of funds due to fraud, error, misrepresentation, or imprudent actions. It is advisable that the Chief Financial Officer or designee be contacted to assist in the formulation of these controls. Reference governance policy GOV-202, Internal Controls, for more details.

Fundraising activities must adhere to all state and federal regulations.

Fundraising activities and proceeds must be reported using accepted accounting and reporting standards. Reference governance policy GOV-208, Accounting Practices.

Quid Pro Quo Contributions must be processed and recorded as outlined in procedure PBR-3005, Quid Pro Quo Contributions.

Communications staff monitor and verify all information presented to the public, donors, sponsors, or grantors to include but not limited to the following items: solicitation requests, brochures, and/or other such contribution request information or materials.

Communications staff maintain an accurate list of all donors, contributors, and sponsors.

FPOCF may solicit sponsorships from or develop strategic alliances with both for-profit and non-profit organizations. These relationships may be charitable in nature or may involve a more direct business relationship. In all cases, and for the protection of the good name of the agency and its partners, providers, and clients, FPOCF may only enter into agreements with reputable organizations whose image, products and/or services do not conflict with the agency's mission or values.

All sponsorships and strategic alliances are negotiated agreements and must be approved as outlined in governance policy GOV-201, Signatory Authority. In turn, as mandated by the FPOCF Governance Board of Directors' governance policy GOV-205, Fundraising Management, legal counsel will review such documents before execution as outlined in policy GOV-201.

FPOCF annually provides audited statements that are available to donors, sponsors, partners and/or providers upon request.

The Communications staff track and recognize all contributions made to FPOCF in writing within 48 hours of receipt and, under no circumstances more than five working days of receipt of the contribution.

All contributions, solicitations and in-kind donations will be accounted for and recorded using Donation Director Software or any software package the agency deems appropriate for this purpose.

<u>Authorized Solicitors</u>

The following are authorized to solicit funds on behalf of FPOCF as coordinated by the Communications Department:

1. President and Chief Executive Officer or Designee
2. Executive Team
3. Communications Department
4. FPOCF Board Members
5. Board Designees
6. FPOCF Staff as Designated

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Donor Rights

FPOCF abides by the practice of donor rights as outlined by The Association of Fundraising Professionals:

A. Cash and in-kind donors are acknowledged with thank you letters and receipts.
B. FPOCF discloses financial information to potential and current donors upon request.
C. Donor personal information is not shared with outside agencies or persons.
D. Donations are confidential and kept in secured locations.
E. Donor names may be included in collateral materials unless the donor requests anonymity.
F. Donors have the right to request their name be removed from mailing lists and can be kept anonymous.
G. Relationships with individuals representing organizations of interest to the donor will be professional in nature.

BY DIRECTION OF THE PRESIDENT AND CHIEF EXECUTIVE OFFICER:

Philip J. Scarpelli

PHILIP J. SCARPELLI
President and Chief Executive Officer
Family Partnerships of Central Florida

DATE: 10/22/2025