

**COPPIN STATE UNIVERSITY
DIVISION OF INSTITUTIONAL ADVANCEMENT
POLICY & PROCEDURE HANDBOOK**

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INTRODUCTION

This manual was developed to provide guidance for the activities and operations of the Division of Institutional Advancement (IA) as it relates to acquiring and managing gift income. It also covers how the Division serves the broader campus, and how it engages with the Coppin State University Development Foundation (CSUDF), its Board, the University System of Maryland Foundation (USMF).

DIVISION OF INSTITUTIONAL ADVANCEMENT MISSION STATEMENT

The Division of Institutional Advancement is responsible for directing and facilitating key development and fundraising activities in support of the broader Coppin State University (CSU) mission. The Division of Institutional Advancement strives to cultivate and maintain a variety of collaborative partnerships and alliances to advance the larger educational, economic, and business interests of Coppin State University. The Division of Institutional Advancement builds strong and lasting relationships with students, alumni, philanthropist, government, corporate and community constituencies, in support of strategic fundraising and development goals and priorities.

The Division has the responsibility of appropriately stewarding the gifts received by its donors and adequately addressing the needs of the university and its students.

In conjunction with the fundraising responsibilities, Institutional Advancement is also responsible for strengthening and maintaining the university's image; articulating its core operating values, beliefs, philosophy; marketing the University to all constituencies which fosters viable enhancement opportunities for faculty and students, and strengthens the bond with alumni and friends of Coppin.

Core Areas of Engagement:

- Alumni Relations
- Corporate and Foundation Relations
- Annual Giving
- Major Fundraising
- Private Donor Award Program
- Special Events & Special Projects
- Advancement Services
- Administration of Title III Programs

AN OVERVIEW OF GIFT TYPES

A contribution received by the Foundation for either unrestricted or restricted use in the furtherance of the institution for which the institution has made no commitment of resources or services. The contribution is a nonreciprocal transfer in that there is no implicit or explicit statement of exchange, purchase of services, or provision of exclusive information. The institutional my provide periodic reports on how the funds are used as a part of donor stewardship.

Unrestricted Gifts

Unrestricted gifts are given for the purpose of discretionary use by the institution to address the most immediate needs. Unrestricted gifts are most often designated for the Annual Fund and are solicited by phonathons, federated campaigns, direct mail appeals, etc.

Restricted Gifts

Restricted gifts are designated by the donor for a specific purpose or endeavor, i.e. scholarship, program or operations.

Endowment Gifts

Endowment gifts are gifts that a donor restricts for investment. The “spendable income” earnings from the investment fund designated purpose. An endowment is governed by a Memorandum of Understanding (MOU), which reflect the donor’s wishes for the use of the spendable income.

Planned Gifts

Planned gifts that are bequeathed by a donor to be given after his or her death. Planned gifts come by way of a donor’s residual assets, and can be provided for by various planned giving instruments such as wills, insurance policies, trust, annuities, etc.

Solicited vs. Unsolicited Gifts

The types of gifts listed above are either solicited or unsolicited. A solicited gift is garnered by a specific request made by the development office or by a development officer. An unsolicited gift comes by way of the donor’s own instinct to make the gift without provocation.

*All checks should be made payable to the *Coppin State University Development Foundation, Inc.*

GIFT ACCEPTANCE

For the purpose of this policy statement, the term “gift” refers exclusively to private gifts (even though such gifts are often termed “grants” by corporations and private foundations). These gifts are donations that are outright contributions received from a source whereby no goods or services are rendered, expected, implied, or forthcoming for the donor and in which no proprietary interests are to be retained or recovered by the donor.

The Executive Director of the CSUDF or an appointed designee will oversee the acquisition of gift income via the Division of Institutional Advancement, which will serve as the general clearinghouse for all fundraising activities for the Foundation.

A donor may direct that a contribution be added to an endowed fund, be used to establish an endowment, provide for capital projects, provide for operating expenses, provide for program expenses, provide for scholarship, or any program, project, or goal set forth in the University’s or Foundation’s strategic plan and/or case statement.

Restricted gifts always come with a designation/stated purpose and should be used accordingly i.e.;

- Endowment
- Capital Projects
- Operating Expenses
- Programs
- Scholarships

And, for any other designation that is congruent with the goals set forth in the University’s mission and strategic plan, as well as having congruency with the CSUDF’s strategic plan and case statement.

Below are gifts that will not be accepted:

1. Scholarship donations that designate a specific recipient;
2. Donor funds, scholarship or program, which benefit relatives or descendants of the donor;
3. Any guarantee of future University, CSUDF, or USM employment of the donor or donor’s relatives.

IN-KIND GIFTS

In-Kind gifts are non-cash donations of tangible items such as artwork, equipment, furniture, software, etc. Gifts-in-kind are valuable to the University and can provide donors tax credits. Here are some things to consider before accepting an in-kind gift.

1. Establishing Value -- It is the donor's responsibility to provide the value of the gift. Gift
2. If the individual donor declares the gift to be valued at less than \$500, the IRs does not require any special form filing. Unless the University personnel has reason to believe the gift is worth significantly more than \$500, the donor's declared value may be used to value the gift.
3. If an individual donor declares the gift to be valued from \$500-\$4,999, the donor is required to file the IRS form 8283, which will then require the signature of the Treasurer of the Foundation. It is the donor's responsibility to obtain, complete, and file the form 8283.
4. If an individual donor declares the gift to be valued at \$5,000 or more, the donor must obtain and an independent qualified appraisal to value the gift. The appropriate IA staff person shall complete the appropriate section of the IRS form.
5. In most cases, in-kind giving by non-individuals -- corporations, businesses, etc., shall be of materials that are given to serve the mission of the institution to be acceptable. IRS policy indicates that for items such as equipment, software, etc., the educational discount value, which is the cost that the institution would have paid if purchased from the respective vendor, shall be the recorded value.
6. All donors of gifts-in-kind will receive an acknowledgement letter thanking the donor accompanied by the formal gift receipt that states the dollar value of the gift.

In-Kind-Gift Restrictions

- Acceptance of such gifts shall not involve significant additional Foundation expense for the present or future use, display, maintenance, or administration.
- IA staff may not furnish the value or appraisals to donors of gifts-in-kind to the Foundation.
- Gifts of artwork, books, etc. will not be accepted if the condition or expectation exists that the item will be loaned back to the donor or persons designated by the donor for any period of time while the Foundation has ownership of the gift.

PLANNED GIFTS

A planned or deferred gift is a contribution that is committed, but does not become available to the Foundation until some future date. Planned gifts often provide many benefits to donors including alleviating tax burdens; especially capital gains taxes and allowing the donor to make a cash significant cash gift without having to tap into current cash assets, and provide structured life income.

Types of Planned Gifts

The most popular planned giving instruments come in the form of a bequest or an insurance policy naming the CSUDF as the beneficiary. There are other instruments, however, that tend to be more complex in nature such as a Charitable Gift Annuity and Charitable Remainder Trust. A full definition of these can be found in the glossary section.

NON-QUALIFIED GIFTS

Non-Qualified Gifts:

- Advertising income
- Appraisal costs
- Contract revenues
- Contributed services
- Discounts on purchases
- Earned income
- Expenses associated with transferring a gift to an institution
- Gifts or pledges, outright and deferred, which already have been counted in previous campaigns even if realized during the current campaign reporting period
- Government support funds from local, State, or Federal entitlement programs
- Monies received as a result of exclusive vendor relationships, such as “pouring rights agreements
- Non-gift portions of quid pro quo transactions
- Proceeds from sale of merchandise, unless the merchandise is sold as part of a fundraising program and the charitable portion of the transaction is clearly identified
- Royalties from affinity agreements
- Sales tax on the purchase of goods
- Surplus income transferred from ticket-based operations, except for any amount equal to that permitted as a charitable deduction by the IRS when identified to donors as a gift in advance of their ticket purchase
- Tickets purchased at fair market value
- Tuition payments

This position on giving is based on the interpretation of IRS on such giving practices and is mandated for all USM institutions to govern their gift counting.

QUID PRO QUO

The IRS defines a quid pro quo gift as “a payment made partly as a contribution and partly in consideration for goods or services provided to the payer by the organization.” The value of the benefits, or premiums the donor receives is a key factor in determining the amount of the actual gift.

For quid pro quo contributions, report only the amount of the contribution that exceeds the value of benefits the donor receive from the institution in return for the gift. For such contributions, these standards follow the IRS tax rules regarding tax-deductibility and receipting of quid pro quo contributions.

- Items must have “substantial” value to be considered as benefits under this regulation and, therefore, to be subtracted from the donor’s contribution.
- Items that have insubstantial value need not be subtracted from the donor’s contribution.
- The value of the benefits must be based on the fair market value of the item, rather than the cost to the institution -- with the exception of token items (refer to CASE standards for the ruling on token items)

DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organization and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization’s most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking/soliciting donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

NOTE: The text of this statement in its entirety was developed by the American Association of Fundraising Counsel (AAFRC), Association of Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP).

ENDOWMENT TRANSFER PROCESS

Gift Income designated for an endowment must be transferred from the CSUDF to the USM Foundation or in some cases to the USM Common Trust.

It is preferable that such transfers occur regularly during the fiscal year for newly established endowments, given such gifts yield spendable income based on one year of investment in the endowment portfolio. Endowment gifts to existing accounts should, be transferred by April 30.

There are several steps that must take place to affect the transfer:

1. Request a report from The CSUDF comptroller of the gifts to endowments. That report will provide the date of the gift, amount of the gift, and endowed account to receive the donation. Most of the time there will be a number of endowment gifts identified per report.
2. A disbursement is prepared stating the amount of the endowment deposit, indicating the name of the endowed account for which the disbursed funds will be credited, or the name of the new endowment to be established by the disbursed funds. The disbursement is processed as per the usual procedure with the ED's signature as authorization. The Assistant VP's signature can also serve as authorization for the transfer/disbursement of funds to the endowment.
3. After the disbursement process is complete, the Controller's Office will execute an electronic transfer of the funds to either; 1) create a new endowed account or 2) deposit the funds into an existing endowed account.
4. In order to verify that the transferred funds were credited appropriately, the next month's statements for endowments from the USM or the Common Trust Fund must be reconciled to validate that the gift funds transmitted were deposited accordingly.

SPENDABLE INCOME DRAW DOWN

1. Request for a report reflecting the spendable income on the accounts of the Coppin State University Development Foundation (CSUDF) endowment portfolio are made in writing (email is sufficient) to the Chief Financial Officer of the University System of Maryland Foundation (USMF).
2. Request for a report reflecting the spendable income on the CSU endowed accounts held by the USM Common Trust Fund are directed to the Assistant Comptroller of the Common Trust Fund.
3. The Board of Directors of the CSUDF must reach consensus via a majority vote to draw down the spendable income. This vote must be recorded in the CSUDF Board meeting minutes. A copy of the resolution and the vote to approve it must be submitted to the USMF COO.
4. The spendable income disbursement request is facilitated by the CSUDF Comptroller's Office. The disbursement form, which is housed in the Foundation internal files, requires the signature of the Executive Director of the CSUDF. The standard explanation on the form shall read -- "the funds will be used to award scholarships and support programs and initiatives as directed in the donors' MOUs".
5. Requests can be made to draw down spendable income on an account-by-account basis or one request can be submitted for the spendable income from all eligible accounts all at once.

UNIVERSITY OF MARYLAND COMMON TRUST

These are endowments managed and administered by the USM. There are certain conditions that mandate that endowment accounts must be established in the Common Trust Fund (CTF). Common Trust endowed accounts are administered in such a manner that the USM not only provides the spendable income dollars for disbursement, but also returns a portion of the administrative costs that is assessed annually. The endowments are established in one of the following ways:

- As a result of a contract with the University, i.e. vendor pouring rights.
- As a result of a federal gift matching dollars when matching a donor gift. (Policy prohibits federal dollars being administered by affiliated foundations.)
- As a result of a will whereby the bequest is to Coppin State University instead of to the Coppin State University Development Foundation (CSUDF). It is preferred that bequest are name the CSUDF which is the gift repository for the University.

COMMON TRUST SPENDABLE INCOME DRAW DOWN

1. The USM Business Office provides a report of available funds the "spendable income" and administrative fee return dollars to the CSU VP for Advancement and to the Office of Administration & Finance (OAF) in April.
2. The VP for Advancement approves the draw down, and the OAF responds to the USM Business Office with a completed request to access the funds, which are then transferred to the University via R-Stars transaction.
3. Once the funds are transferred, a budget update request must be sent to the Budget Office.

NAMING FACILITIES AND ACADEMIC PROGRAMS

Coppin State University offers several naming opportunities for donors wanting naming rights in exchange for their gifts. Donors can name walkways, benches, classrooms, laboratories, etc. The appropriate gift amounts for these items are developed by the Division of Institutional Advancement in tandem with other relevant departments such as Facilities Management and Athletics.

The naming of larger, big ticket items such as buildings or academic programs must be approved by the University of Maryland Board of Regents. The steps for that process are below.

- The donor pledges the amount required to name the facility.
- A gift agreement is drawn up which outlines how the funds will be utilized (programs, scholarship endowments, etc.)
- The president presents a proposal to the USM Chancellor who then presents it to the Board of Regents (BOR) 6 weeks prior to their next meeting.
- The deliberates and will either approve or ask for additional details.

The BOR policy that describes this process can be found at the link below.

<https://www.usmd.edu/regents/bylaws/sectionvi/vi400.pdf>

ESTABLISHING A FUND

Donors wishing to support students at Coppin State University have the option of making a one-time gift or creating a recurring scholarship or an endowment. Below is information regarding the minimum amount, the pledge timeframe and the documentation needed for each type of fund.

Fund Type	Minimum Amount	Pledge Timeframe	Documentation	Held by
One-Time Scholarship	Less than \$1,000	N/A	Gift can be given in honor of someone indicated in memo section on check.	CSU Foundation comingled within the General Scholarship Fund and disbursed per general program criteria.
One-Time Scholarship	More than \$1,000	N/A	Letter from donor indicating minimal criteria, i.e., gpa and major.	CSU Foundation comingled within the General Scholarship Fund and disbursed per the donor's wishes.
Named Recurring Scholarship	\$1,000 +	Funded Annually	Gift Agreement w/criteria & a pledge form	CSU Foundation in named account. Fund will be collapsed into General Scholarship fund after two years of inactivity.
Endowment	\$10,000	3 Years Max.	Pledge form and a Memorandum of Understanding	CSU Foundation until fully funded, then transferred to USM Foundation
Foundation Merit Scholarship End.	\$25,000	5 Years Max.	Pledge form and a Memorandum of Understanding	CSU Foundation until a minimum of \$10,000 is reached, then transferred to USM Foundation

Scholarship Criteria

The donor should be advised to set minimum criteria for scholarship awards. Criteria should be limited to the student's area of study, grade point average, level, community service involvement. The Private Donor Award Program cannot administer a scholarship using criteria that excludes students based on race, gender, ethnicity, geographic origin or religious belief.

Incomplete or Cancelled Pledge Payments

Donors who elect the pledge option to fulfill endowment commitments must do so within the specified timeframe. Endowment pledges that are not fulfilled within the specified timeframe will be cancelled and the funds will be comingled within the General Scholarship Fund. Development staff should exhaust all efforts to contact the donor regarding stalled pledge payments before fund is collapsed.

CAMPUS ENTITY ACCOUNTS

The Division of IA will via the Comptroller's Office, will decide on a case-by-case basis whether to serve as custodian for non-state funds of campus entities.

The criteria for this decision making includes, but is not limited to the following;

- the possible liability for the Foundation or the University,
- whether the initiative has a charitable gift component,
- whether the purpose for the fund is aligned with the Coppin mission,
- the amount of anticipated account activity (both income and expenditures),
- the positive visibility for the University and/or the Foundation and
- the anticipated length of time the account is expected to operate.

A minimum initial deposit of \$500 is required to establish the account. All such accounts will be charged an annual management fee of at least 3% of the highest monthly balance on the account or either the interest generated on the funds, whichever is the least imposing/unbeneficial to the standing of the account.

INTERNAL CONTROLS

Coppin State University Institutional Advancement Internal Controls

DAS-Director, Advancement Services

GP-Gift Processor

FC-Foundation Controller

FA-Foundation Accountant

ED-Executive Director

Gift Processing	DAS	GP	FC	FA	ED	AVP	Alternate
<p>Gift income received by mail or in person should be immediately restrictively endorsed. Two copies of the check and any documentation should be made. Cash should be receipted immediately. A donors contact information should be acquired for cash. All gifts should be booked in the Advance.</p>		<input checked="" type="checkbox"/>					DAS
<p>Non-gift income should be accompanied by a Deposit Verification Form (DAF) prepared by the depositor accounting for all checks and cash. The form should include payer contact information including name, address as well as the amount of the payment and purpose. The DAF is reviewed for accuracy and is signed by the depositor and the IA staff person. Checks are immediately restrictively endorsed and two copies of the checks and any documentation are made. Non-gift income should be recorded on the Revenue Log.</p>		<input checked="" type="checkbox"/>					Any

Advance batch reports and Non-gift revenue logs are reviewed and signed off.						<input checked="" type="checkbox"/>	
Checks and cash are prepared for deposit.			<input checked="" type="checkbox"/>				
The Revenue Log will be reconciled with the bank statements.				<input checked="" type="checkbox"/>			
Disbursements	DAS	GP	FC	FA	ED		
Requests for checks should be made using disbursement forms. The form must have the appropriate signature in order for funds to be released.							
After checking on availability of funds and verifying that the use of the funds complies with the purpose of the account, a check will be prepared for signatures.			<input checked="" type="checkbox"/>				
After all appropriate signatures are acquired, the check will be disbursed to the requestor or the vendor to be paid.			<input checked="" type="checkbox"/>				
A disbursement form must be initiated for all electronic fund transfers to and from the System and internally. The executive director must sign off on the disbursement granting authorization prior to the funds being transferred. A copy of the electronic funds transfer should be attached to the disbursement.				<input checked="" type="checkbox"/>			

Payroll			FC	FA	ED	AVP	Alternate
Timesheets should originate from the respective programs and are submitted to the Foundation.							Requestor
Payroll information is either called or faxed into Paychex including client account number, payee(s) names, payment amounts, payment date			<input checked="" type="checkbox"/>				
Checks are reviewed, verified and signed.			<input checked="" type="checkbox"/>				
Checks should be picked up and signed for by authorized program representative							

CASH ACCEPTANCE

The Coppin State University Development Foundation seeks to reduce the amount of cash transactions received for the purposes of avoiding mishandling of funds and to maintain the origin of the funds rendered. The CSU Development Foundation will accept cash for the following transactions:

The selling of:

- Raffle Tickets
- T-shirts or other low-cost paraphernalia
- Beverage Tickets
- Tickets for admission to events
- Outright Gifts (typically gifts transacted with checks or money orders, however, the Foundation will accept gifts in cash on the rare occasions they are given.)

Cash will only be accepted from campus entities that have accounts within the Foundation when accompanied with a Deposit Verification Form.

General Guidelines

- The cash collection point must maintain a clear separation of duties. An individual should not have responsibility for more than one of the cash handling components: collecting, depositing and reconciling.
- Cash should not be accepted unless a receipt can be issued except when collecting for admission to an event or for small transactions (less than \$10).
- Pre-numbered, carbon copy receipts must be issued to the customer. The receipt should note the purpose. A copy or a registration form (for an event such as a golf tournament) will be accepted in place of a receipt.
- Receipts are not required offsite for admission for an events, paraphernalia sales, beverages or raffles. However, an accurate accounting of sales is required.
- While cash is accepted, credit card transactions will be encouraged off-site at all times.
- An excessive amount of coins will not be accepted, rolled or not.

Cash Acceptance Process

Off site

When cash is accepted offsite, it must be tallied by two individuals at the end of the event. A Deposit Verification Form must be signed by both individuals. The IA staff person in charge of the event is responsible for bringing the cash and the Deposit Verification Form back to the office. The cash should be maintained in a lock box or bag during the event and placed in the drop box or the safe along with a copy of the cash form after the event.

On site

When cash is received from an individual, it must be receipted using a carbon receipt book. The IA staff person must then complete a Deposit Verification Form and have it verified by another IA staff person. The cash should be placed in the drop box or the safe along with a copy of the cash form.

CHECK DISBURSEMENT PROCEDURE

1. All funds disbursed from any accounts housed in the CSUDF must be documented with the use of a “disbursement form” and validated and authorized by the signatures required in accordance with the CSUDF By-Laws.
2. The disbursement process is a function of the CSUDF Comptroller’s office. Therefore, the request of funds via this process begins with this office.
3. All disbursement forms, except for those facilitating internal transfers, must be accompanied by the appropriate support information to serve as justification for the disbursement of the requested funds.
4. Accompanying support information should be provided by the disbursement requestor.
5. Internal transfers from one Foundation account to another Foundation account or the electronic transfer of funds drawn from the endowment spendable income are required to be facilitated by a disbursement form with the authorization signature of the Executive Director/IA Vice President (VPIA/ED) or his designee. In cases such as these, the CSUDF Comptroller must be the disbursement requestor. Therefore, the comptroller cannot serve as the VPIA/ED’s designee for the authorization signature for the internal transfer.
6. Disbursement transactions will be fulfilled via a check from the CSUDF other than when disbursement transactions are in the form of a transfer.
7. The CSUDF Comptroller’s Office will determine the turnaround time for disbursement requests to generate a check from the CSUDF.

ABANDONED PLEDGES

This policy was developed to guide the use and/or spending of funds donated by donors who have not adhered to their pledge commitment. In the case where a pledge continues to be unfulfilled for more than three (3) years without any activity or direction from the donor, and therefore, the original purpose of their gift has not been honored, the abandoned funds shall be transferred to the general scholarship for use under the policies and guidelines of the Private Donor Program.

LOST CASH & CHECKS

In instances where cash or checks that have been receipted or processed but are missing from a batch, the following should occur.

- Disclose-Advise the Vice President and pertinent staff person about the error immediately.
- Document-write memo to the VP that discloses the amount and the circumstances under which it was lost.
- Review Policy and Make Improvements-Discuss the series of events that led up to the error and implement new steps in the process to guard against future errors.
- Ongoing Test of Controls-Continue to routinely review the process.

If the problem persists, the vice president will look to recommend disciplinary action and personnel changes.

REALLOCATION OF GIFT INCOME

Gifts received for restricted purposes cannot be reallocated beyond thirty days from the date it was processed. In order to properly book and steward the donation, the request for reallocation must be in writing from the donor. A reallocation cannot be granted if the funds have been already disbursed/spent.

Unrestricted gifts cannot be reallocated.

OUTDATED CHECKS

The Division of Institutional Advancement will not accept checks that are more than thirty (30) days beyond the date the check was written. The depositor/account representative will be advised to return the check to the remitter and request a new one. The depositor should make every effort to submit checks within 5 days of receipt.

CHARITABLE REGISTRATION

This annual renewal is required by the Secretary of the State of Maryland and must be filed by December 31st. Upon renewal of the charitable status, a number is assigned (from year to year, the same number is reassigned usually) with which an organization, the Coppin State University Development Foundation, is identified as a charitable organization entitled to solicit charitable donations in the State of Maryland. The filing date is not a deadline, as filing late is allowed but fees are assessed in the case of late renewal applications.

The CSUDF's charitable status should be enforced while soliciting contributions in the State of Maryland. And, given that solicitation of gifts is an ongoing activity conducted by Institutional Advancement staff and the CSUDF Board, it is therefore, unacceptable that this charitable standing lapse for any period of time, no matter how brief the period.

The audit report and form 990 are required with this registration renewal application. In addition, the Foundation must disclose any contracts with professional solicitors or fund-raising counsel.

A registration fee is charged to renew the charitable registration based on the level of contributions received by the organization.

FEDERATED CAMPAIGNS

The CSUDF is a registered charity for several federated campaigns including Combined (for Baltimore City Employees), Maryland Charities (for State employees), the Combined Federal Campaigns (for Federal employees) and United Way (for Private Industry). Employees of the various jurisdictions can elect to support the CSUDF with charitable gifts via payroll deduction or other methods. The donors' gifts are recorded in the database.

Each campaign has its own registration process and deadlines. For additional details, consult the websites of the various entities.

REQUIRED REPORTING

Voluntary Support in Education Survey

The Council for the Advancement of Education VSE/CAE Report

Although this report is developed and requested by the Council, the USM requires that the CSUDF complete this report. A PDF of this report should be emailed to the Chief Financial Officer, who compiles the data of all the System institutions and submits the report to the Council on behalf of the USM.

This submission reports on the activity of an institution's fundraising programs, requiring data for the types of donors, numbers of donors, types of gifts, and income realized.

A publication is developed that presents fundraising outcomes compiling all of the reports for all public universities in the country.

COST OF FUNDRAISING REPORT

Cost of Fundraising Section of the CAE Report

This annual survey has a completion date of immediately following the close of the fiscal year.

The survey is a tool that allows Institutional Advancement (IA) to calculate how much it costs to raise \$1. This survey allows only for gift dollars from fundraising from the public and private sectors, excluding any income from local, state or government awards.

All dollars spent to support the fundraising and alumni programs from State allocations and all sources to include the affiliated foundations and the Title III budget must be reported in this survey.

Glossary of FUND RAISING TERMS

Account Administrator- a University employee established as the person having the authority to authorize disbursements and request information/reports on the status of an “account held for others” in the Foundation

Bequest: a gift via a Will, Trust, or other estate planning vehicle, which can be restricted or unrestricted by the donor to the Foundation.

Charitable Gift Annuity a contract between a donor and the Foundation through which the donor irrevocably transfers an asset, either money or securities, in exchange for the Foundation’s agreement to pay the donor, or other beneficiaries, a fixed dollar amount annually, or more frequently, for life.

Charitable Remainder Trust an irrevocable trust arrangement established by a donor for the life of one or more people or for a term not to exceed twenty years, with the irrevocable remainder being distributed to the Foundation and possibly another charitable organization.

Endowment Gifts- gifts are gifts that a donor restricts for investment. The “spendable income” earnings from the investment fund designated purpose. An endowment is governed by a Memorandum of Understanding (MOU), which reflect the donor’s wishes for the use of the spendable income.

Gift-In-Kind- gifts of this nature are tangible, non-cash donations that include, but are not limited to items such as equipment, supplies, furniture, software, artwork, books, etc. In-kind gifts must be reported in accordance with IRS policy that requires that the donor establish the gift’s value and in accordance with the dollar value certain official documentation should be provided to support the gift value.

Gift Receipts- according to IRS requirements, charitable donations of \$250 or more must be responded to with an official gift receipt. The receipt must disclose whether or not the donor received any goods or services in exchange for the gift. Thus, the receipt must state the gift amount minus any value for goods or services received by the donor.

Grants- a grant is awarded to fund a specific activity or program over a period of time. Usually, there is a proposal put forth to request this type of funding. The grantor sets the parameters for how the funds will be utilized and will typically require periodic reports on the activity.

Insurance Planned Gift- a donor names the CSUDF as the beneficiary of an insurance policy. In most cases, the donor pays the premiums, however, the Foundation may also maintain the policy and pay the premiums. Donors can also donate fully paid policies to the Foundation.

Memorandum of Understanding- a Memorandum of Understanding (MOU) is a legally binding agreement between the institution and the donor that defines how an endowed fund should be administered. The MOU is authorized by the signatures of the donor, the University

President, the Foundation Chairperson, and the Foundation Executive Director. A fully executed MOU will be on file in the Foundation office for all endowed accounts.

Outright Gift- a charitable contribution made for the purpose of furthering the institution's mission. The contribution is a nonreciprocal transfer in that there is no implicit or explicit statement of exchange, purchase of services, or provision of exclusive information. The institution may provide periodic reports on how the funds are used as a part of donor stewardship.

Planned Gifts- gifts that are bequeathed by a donor to be given after his or her death. Planned gifts come by way of a donor's residual assets, and can be provided for by various planned giving instruments such as wills, insurance policies, trust, annuities, etc.

Pledge- a written agreement by a donor to make a charitable contribution over a specified period of time. Pledges can be booked for the full amount at the time the donor makes the commitment. Pledges are not legally binding.

Restricted Gift- gifts designated by the donor for a specific purpose or endeavor, i.e. scholarship, program, sponsorship.

Spendable Income- funds made available from the earnings to be used for the specific purpose designated by the donor.

Sponsorship- financial support of a project, event, or activity by a person or an organization is considered sponsorship. When no goods or services are exchanged in relationship to the sponsorship then the sponsor receives 100% gift credit for the sponsorship. However, often sponsorships are subject to quid pro quo calculations according to what tangibles are accepted by the donor.

Stewardship- the practice of adhering to the implicit or explicit terms for which a gift was given. Providing a donor with reasonable insight into the use of their gift and reassurance that the organization is earnestly using it to uplift its mission.

Unrestricted Gift- gifts given for the purpose of discretionary use by the institution to address the most immediate needs. Unrestricted gifts are most often designated for the Annual Fund and are solicited by phonathons, federated campaigns, direct mail appeals, etc.