



Procedure Number: CS 507

Procedure Title: Solicitation of Donations and Sponsorship

Relevant Board Policy: C.1.3 Appropriations and Revenue Sources Relevant

Relevant SACSCOC Principle: 5.2.c Control of fund-raising activities

Originating Unit: Office of Resource Development

Maintenance Unit: Office of Resource Development

Contact for Interpretation: Director of College Grant Development

- I. Purpose: Northeast Lakeview College is committed to strengthening programming and services through outreach and partnership with local businesses and community organizations.

Definition(s):

Donation: A voluntary transfer of money or assets to the organization by an individual or entity without the expectation of receiving any significant benefit or service in return.

Alamo Colleges Foundation: The Alamo Colleges Foundation is the philanthropic arm of the Alamo Colleges District. The mission of the Alamo Colleges Foundation is to strengthen the Alamo Colleges' capacity to empower for success the diverse communities served by each of the Alamo Colleges.

Fundraising nights: A community engagement event held during a designated date and time window where the restaurant/business agrees to donate a pre-negotiated percentage of qualifying net sales to the college. The donation is contingent upon the organization driving traffic to the restaurant/business through their own promotional efforts.

In-kind donations: A non-cash contribution of goods or services provided to the organization.

- II. Procedure statement: This procedure provides a guide for faculty and staff in the solicitation of donations, from initial contact with a potential donor to final acknowledgment. This supports effective communication and consistency across all departments while also ensuring the request is in line with the College's mission and commitments.

- A. Request Intake and Initial Review

1. All external donation requests must be submitted first to the NLC Community Impact Committee using the Donation Request Form. Upon receipt, a preliminary review will be conducted by the Committee to ensure the request aligns with the college's mission, strategic goals, and current needs. Incomplete or non-compliant requests will be returned to the faculty/staff with a clear explanation of what information is missing.

- a. Donations Request Form must be submitted at least two weeks prior to the donation solicitation.
- b. Please note that all funds raised through ‘fundraising nights’ will be placed in the NLC President’s unrestricted fund.

B. Evaluation and Due Diligence

1. Members of the NLC Community Impact Committee, comprised of representatives from Academic Success, Student Success, College Services and the Office of the President will determine if the donation request conflicts with any other existing requests from other campus departments. For financial donations, the Alamo Colleges Foundation will be contacted. A due diligence check is performed on the donor to assess their reputation and ensure the donation is free from any conditions that could compromise the college's integrity. All donations must be reviewed for potential conflicts of interest.

C. Approval and Documentation

1. The NLC Community Impact Committee maintains a record of donors including date of donation, donated item, business/community organization contact and NLC point of contact. This record will be used to ensure that the college is in clear communication on all outreach efforts.
2. Once the request is approved, the NLC employee will be notified by email that they are cleared to solicit donations outlined within the Donation Request Form. If a formal Donation or Sponsorship Agreement is provided by the business/community organization, the agreement must be reviewed by the Alamo Colleges Foundation and Alamo Colleges legal counsel before official signature by Dr. Gacia can be provided.
3. The Donation or Sponsorship Agreement details the specifics of the donation, including its purpose, any restrictions on its use, and the responsibilities of both the donor and the College. Please reach out to the Director of College Grant Development, for assistance with obtaining approvals and signatures on the Donation or Sponsorship Agreement.

D. Processing and Acknowledgement

1. Financial donations will be deposited into the appropriate Alamo Colleges Foundation account. A formal letter of acknowledgment will be sent to the donor by the Alamo Colleges Foundation. This letter thanks the donor and serves as the official receipt for tax purposes.

For smaller donations of in-kind food and merchandise, a thank you letter should be sent within 10 days of receiving the donation. Please reach out to the Director of College Grant Development, for thank you letter templates.

Approved: _____

Title:

NLC Procedure Template 7/26/18