FUNDRAISING EVENTS INVOLVING REVENUE AND/OR GIFTS

Fundraising events that are intended to generate revenue (by virtue of ticket sales, for example) and/or have a gift component are subject to this policy. Such events require prior approval from the Senior Vice President for External Affairs. Written approval is needed before proceeding with the event.

If it is the intent for the event to include a gift as a requirement of attendance, then it is a requirement to inform each individual invited to an event of the fair market value of attending the event. The donation credit is the difference between the value of attendance and the ticket price.

If a charitable auction is part of the fundraising event, then additional guidelines apply. Please see Charity Auction Policy 2.4.

PROCEDURE:

I. At least 60 days prior to a fundraising event, an Event Approval Form should be completed and forwarded to the External Affairs Gift Accounting Office. Event forms require the signature of the UGA unit’s Dean, Director or Vice President. The Event Approval Form can be found at http://www.externalaffairs.uga.edu/forms/pdf/ea_event_approval_form.pdf.

   A. The Gift Accounting Office will forward to the Senior Vice President for External Affairs for approval.

   B. Upon SRVP approval, Gift Accounting will forward the documentation to the Foundation Accounting Office (EA Financial Services) for further processing and will notify the UGA unit of SRVP approval.

II. A sample of the invitation, if not previously provided, should be forwarded to the Gift Accounting Office for review. The review is required to ensure that the invitation includes the necessary disclosures required by the IRS: The disclosures requirements are:

   A. value of attendance, and

   B. the gift amount disclosed.
The Foundation Accounting Office will send a memo to the coordinator of the fundraising event outlining the reporting and accounting requirements. These requirements include:

A. The execution of an "Indemnification and Hold Harmless" agreement for any fundraising event held off campus.

B. The submission of a budget for the event.

C. The establishment of a separate account in the foundation for capturing the revenues and expenses associated with each fundraising event. The IRS requires a separate accounting for each fundraising event which has gross revenues over a certain threshold.

D. Funding to pay costs "up front", which may be transferred from a discretionary fund within the same foundation to the fundraising account.

1. The UGA unit will indicate the amount of seed money to be transferred to the new account.

2. All expenses and revenues associated with the fundraising event will be processed through the fundraising account.

E. Transmission of deposits to the Foundation Accounting Office.

1. Each deposit should indicate how much is attributable to "other income" (actual cost of event) and "contribution" (the amount in excess of cost).

2. For each contribution, the attendee's name and complete address must be included.

F. A final fundraising event report to include:

1. A brief narrative on the results of the event, and

2. A final accounting of the revenues and expenses as compared to the original budget submission.

G. Notification from the Foundation Accounting Office that net proceeds from the fundraising event are ready for transfer to a fund within the foundation as designated by the UGA unit.
**Must be completed if event revenue and/or expenses are to be processed through Arch Foundation or UGA Foundation accounts**

Complete and mail to: Gift Accounting, Attn: Brandon Scott, Milledge Center, 394 South Milledge Ave.

**EVENT DETAILS**

Event Name: __________________________ Date & Location: __________________________

Dept. Name & Number: __________________________ Contact Person Name: __________________________

Contact Person Phone: __________________________ Contact Person Email: __________________________

What is the purpose of this event?

________________________________________________________________________________________

Please describe all activities that will take place:

________________________________________________________________________________________

________________________________________________________________________________________

**The Arch Foundation and UGA Foundation require that, for any event not held on University property, an "Indemnification and Hold Harmless" agreement must be completed.**

**REVENUE AND EXPENSES**

Total Projected Revenue: __________________________ Total Projected Expenses: __________________________

List of accounts to be used: Foundation: __________________________ UGA: __________________________

If the projected expenses exceed projected revenue, indicate the sources of additional funding:

☐ Arch  ☐ UGAF  ☐ UGA  ☐ Other: __________________________

Indicate all sources of revenue:

☐ Registration/Ticket Sales  ☐ Sponsorship  ☐ Auction  ☐ Sale of Merchandise  ☐ Outright Gifts

Is any portion of this revenue intended to be charitable contributions (other than outright gifts)?  ☐ Yes  ☐ No

**Charitable Contributions – If any portion of registration fees, ticket sales, sponsorships, or auction payments are intended to be charitable contributions and receipted as gifts, then the value of the benefits provided to the donor must be stated up front on the invitation, sponsorship form, or announced at auction. Examples are the fair market values of event attendance, auction items, or golf course green fees. The charitable contribution is the total payment less the value of benefits extended to the donor.**

**Sale of Merchandise – Only sale of merchandise directly related to the Arch Foundation or UGA Foundation event will be allowed. Please complete and attach a Merchandise Approval Form.**

Signature of Dean, Director, or VP of School, College, Unit, or Dept. __________________________ Name (please print) __________________________ Date __________________________

External Affairs Financial Services use only: Is this a fundraiser?  ☐ Yes  ☐ No

Gift Accounting Approval __________________________ Financial Services Approval __________________________ SRVPEA Approval __________________________ Date __________________________