

Fundraising Policy

OVERVIEW

Fundraising is essential to the achievement of MVJ's strategic goals, and is strongly encouraged. MVJ will undertake fundraising through major gifts, planned giving, Trusts, Foundations and other opportunities. This Policy provides guidelines for submitting fundraising ideas for consideration, as well as guidelines for accepting charitable gifts, grants and other forms of gifted funds.

FUNDRAISING APPROVALS

Fundraising activities are monitored by the Board of Directors, and executive approval for any fundraising is the prerogative of the Executive Director.

All proposed fundraising for, and on behalf of, MVJ requires prior approval by or via the Executive Director. This includes activities planned by employees or contractors and volunteers. Referral to the Executive Director is necessary to avoid overlap of fundraising approaches, and to ensure that the fundraising that does take place is properly coordinated. No employees, contractors, or volunteers of MVJ may make approaches for fundraising purposes unless coordinated with, and approved through, the Executive Director.

Taxation, legal aspects, and matters of MVJ policy must be considered when any appeal, donation, gift, or bequest is proposed. Advice is to be sought as early as possible to ensure the process is properly coordinated.

DONOR RIGHTS

MVJ's solicitation of funds from the public or from donor institutions uses material that is truthful. MVJ respects the privacy concerns of individual donors and expends funds consistent with donor intent. MVJ discloses important and relevant information to potential donors.

In raising funds from the public, MVJ will respect the rights of donors, as follows:

- To be informed of the mission of MVJ, the way the resources will be used, and capacity to use donations effectively for their intended purpose
- To be informed of the identity of those serving on MVJ's governing Board and to expect the Board to exercise prudent judgment in its stewardship responsibilities
- To have access to MVJ's most recent financial reports as approved by the Executive Director
- To be assured their gifts will be used for the purposes for which they are given
- To receive appropriate acknowledgment and recognition, consistent with our Donor Recognition Plan
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law
- To be approached in a professional manner

- To be informed whether those seeking donations are volunteers, employees or contractors of MVJ, or hired solicitors
- To have the opportunity for their names to be deleted from mailing lists that MVJ may intend to share
- To be encouraged to ask questions when making a donation and to receive prompt, truthful, and forthright answers

GIFT ACCEPTANCE POLICIES

MVJ reserves the right to decline any financial commitment, gift, or bequest, as well as the right to determine how a gift not from an individual donor will be credited and/or recognized.

Unrestricted gifts shall be encouraged unless 1) the donor indicates that he or she is only willing to make a restricted gift or 2) the option of a restricted gift will otherwise significantly increase the chances of obtaining a gift from the donor. Unrestricted, outright gifts of cash, check and credit card do not require approval. In drafting instruments for the gift of restricted funds to MVJ, donors and their advisors shall be encouraged to use language that would permit application of the gift to a more general purpose if, in the opinion of the Board, the designated purpose is no longer feasible.

Gifts will only be accepted where there is charitable intent on the part of the donor. Unless the Board grants a specific exception, MVJ will not accept any gifts that:

- Contain a condition that requires any action on the part of MVJ that is unacceptable to administration
- Contain a condition that the proceeds will be spent by MVJ for the personal benefit of a named individual or individuals
- Require MVJ and its administration to employ a specified person now or at a future date
- Inhibit MVJ from seeking gifts from other donors
- Expose MVJ to adverse publicity, litigation, or other liabilities
- Require undue expenditures, or involve MVJ in unexpected responsibilities because of their source, conditions, or purpose
- Involve unlawful discrimination based upon race, religion, gender, sexual orientation, age, national origin, color, disability, or any other basis prohibited by federal, state, and local laws

All receipts from unrestricted bequests, charitable remainder trusts, or charitable lead trusts shall become a part of the general endowment, unless the Board of Directors determines a particular unrestricted gift of the type enumerated in this paragraph should be deposited in a different account.

Non-cash gifts, such as real estate gifts and publicly traded securities, will not be accepted. MVJ does not accept any gifts requiring annuity payments that will be guaranteed by MVJ. All gifts and gift considerations must meet all applicable local, state, and federal laws and regulations.

SPONSORSHIP POLICIES

MVJ actively solicits and encourages the business community, service clubs, and other MVJs to become sponsors of MVJ's events, programs, and services. MVJ enters into sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor.

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby:

- MVJ obtains support for a specified activity.
- The sponsor receives value in return for cash and/or products and services-in-kind to MVJ

MVJ's Board has the right to refuse an offer of sponsorship that is deemed inappropriate or incompatible with the mission, goals, or best interests of MVJ. MVJ undertakes to ensure that all partners understand that the sponsorship agreement will have no impact on the policies or practices, such as materials selection or purchases, of MVJ. Use of MVJ's name or logo is strictly controlled. Any use of MVJ's name or logo by community or business partners requires prior approval in writing.

A partnership agreement will define the terms of the sponsorship (e.g., project details, timing, limitations, invoicing, and formal recognition of the sponsorship) and any recognition to be provided to the sponsor. The sponsorship agreement will have a set time period and all obligations on the part of MVJ and the sponsor will end upon the termination of the agreement, unless otherwise specified in the agreement.

A sponsor may not limit MVJ's ability to enter into other sponsorships. Sponsors will be provided with a level of recognition commensurate with their contribution. Recognition shall be in conjunction with, but not limited to, the programs or services that are supported by the sponsor.

Charitable receipts may not be issued for sponsorships where the sponsor receives a benefit such as advertising or promotion in return for the donation. However, MVJ will issue an appropriate numbered receipt to its business partners for tax purposes.