**Student Activities Policy**

**Fundraising for a cause**

**Introduction:**

The University is aware that many students and student organization members look for ways to raise money for their organization as well as various causes, community partners, and philanthropies.

In order to help these student organizations carry out fundraising activities in ways that uphold the policies of the University as well as the laws of Connecticut, the following guidelines have been developed. In addition, legal requirements for fundraising have been included.

Please direct any questions regarding these guidelines and form to Christine Wilson (Christine.wilson@uconn.edu).

There are two major sponsor-types of fundraising activities:

1. **FUNDRAISERS THAT ARE SPONSORED ONLY BY STUDENT ORGANIZATIONS**

* Use the form on page 4 of this document to create your fundraising plan / program.
* The Department of Student Activities can assist you in planning, or review your plan to ensure that it is programmatically and financially sound, and complies with applicable laws and University policies. Please contact Christine Wilson ([Christine.wilson@uconn.edu](mailto:Christine.wilson@uconn.edu)) or visit the Department of Student Activities office in Student Union 307/308.

1. **fundraisers that ARE co-sponsored by student organizations *and* outside entities (such as businesses or off campus organizations)**

Here are some examples of programs in which student groups work with outside organizations/businesses, but are LEGALLY COMPLIANT (i.e. ***NOT*** required to file with the Department of Consumer Protection):

1. A pizza place donates pizza for a student organization to give away as refreshments at a fundraising dance, sponsored by the student organization. The pizza place is not a co-sponsor—the owners are just donating pizza.
2. A candy company donates candy for a student organization to sell. The candy company is not co-sponsor--the owners are just donating the candy. The money that the student organization raises will be donated to Oxfam.
3. A restaurant lets a student group use their space, for a flat amount, to hold a fundraising event. The restaurant is not a co-sponsor, it is just the venue.
4. A student organization buys t-shirts from a company. The company is not a co-sponsor—it just sold the student group the t-shirts. The student organization decorates the t-shirts and sells them. The proceeds are donated to Partners in Health.
5. A vacation company pays a student organization to hang up posters advertising the company’s spring break packages. The group receives a flat amount to do this work. The student organization gives the money they make to the Red Cross.

**If you want to conduct a fundraising that is not covered under B 1-5, things get far more complicated. The business or off campus group must**

* register with or
* claim exemption with the Connecticut Department of Consumer Protection (DCP)
  1. Outside entities that are eligible to request (claim) an exemption from DCP registration are:
     1. Any duly organized religious corporation, religious institution or religious society;
     2. Any parent-teacher association or educational institution, the curricula of which in whole or in part are registered or approved by any state or the United States either directly or by acceptance of accreditation by an accrediting body;
     3. Any non-profit hospital licensed under the laws of Connecticut or another state;
     4. Any governmental unit or instrumentality of any state or the United States;
     5. Any person who solicits solely for the benefit of an organization described in (a) through (d) above; and
     6. Any organization which normally receives less than fifty thousand dollars ($50,000) in contributions annually provided such organization does not compensate any person primarily to conduct solicitations.

**Examples of a program that could claim exemption:**

* **Norwich Ministries, a non-profit, is holding a Five K walk. Student organizations are co-sponsoring. Norwich Ministries would need to claim exemption.**
  1. An organization falling within one of the categories (i.) through (vi.) from B. 1. a. (above) is not automatically exempt. Exemption must be claimed by filing form CPC-54 – Claim of Exemption Form Registration at <http://www.ct.gov/dcp/lib/dcp/pdf/forms/charities/cpc63.pdf>

**If you think your fundraiser will raise *more than $50,000* or the outside entity receives more than $50,000 in charitable contributions per year**, **or compensates any person primarily to conduct solicitations…**

…the outside entity must register with DCP. Registration is made by filing form PCUREG-01 – Charitable Organization Registration Application available at: <http://tonymartignetti.com/wp-content/uploads/2011/01/CT-Registration.pdf> along with an annual $50.00 registration fee and requires a financial report of the organization’s most recent fiscal year as well as information about the organization.

For additional information regarding compensating a person primarily to conduct solicitations or hiring a professional fundraiser, refer to the Connecticut Solicitation of Charitable Funds Act at <http://www.ct.gov/dcp/cwp/view.asp?a=1654&q=441268>

**Commercial Sales Promotions**

A possible source of funds for student organizations is the offer by a commercial enterprise to donate to the organization a portion of the revenue derived from the advertised sale of a product or service. The objective for the commercial enterprise is to increase product sales by being identified as supporting a charitable cause. For the department/organization or student organization, it is a source of revenue to donate to the Haitian Relief efforts.

**Example of a program that would need to file with DCP:**

* **A local pizza restaurant will give a portion of their sales or profits to the charitable organization, and a partnering student organization will promote the restaurant’s efforts.**

The Connecticut Solicitation of Charitable Funds Act refers to these joint ventures as charitable sales promotions.  A business, which the Act refers to as a Commercial co-venturer, that engages in a charitable sales promotion must have a contract with the student organization and file a copy of it with the Department of Consumer Protection prior to the start of the sale.  The Act specifies certain provisions that must be in the contract.  They are:

1. a description of the goods or services to be offered;
2. the geographic area in which the sale will occur and the time frame in which it will occur;
3. a provision for a final accounting by the co-venturer to the department/organization or student organization;
4. the date and the manner in which the benefit is to be conferred on the department/organization or student organization; and
5. the manner in which the name of the department/organization or student organization is to be used in the promotion, including any representation to be made to the public as to the amount or per cent per unit of goods or services purchased or used that is to benefit the student organization.  In this regard, it is important to note that the Act requires this kind of benefit disclosure in all advertising relating to the sale.

For additional information on the Connecticut Solicitation of Charitable Funds Act go to: <http://www.ct.gov/dcp/cwp/view.asp?a=1654&q=441268>

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**FUNDRAISING FORM**

In order to best support your organization in raising funds we have created this form to assist you in upholding the policies of the University and the laws of Connecticut.

Please submit this form to Christine Wilson via email ([Christine.wilson@uconn.edu](mailto:Christine.wilson@uconn.edu)) or in the Department of Student Activities office (Student Union 307/308).

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| **Contact Information** |
| Your Name: |
| Student Organization(s) |
| Cell Phone: |
| Email Address: |
|  |
| **General and Fundraising Accountability Information** |
| 1. Is this fundraiser sponsored by a student organization?  Yes  No   Are there multiple sponsors from the University?  Yes  No  If yes, please list all sponsors:         1. This fundraiser is co-sponsored with a for profit business or nonprofit organization outside of the University  Yes  No  If yes please list outside business and or organizations: 2. Detailed description of fundraising project: 3. How will this fundraiser be advertised?        *\*Please be sure to provide and keep any flyers or text of advertising (i.e. from Facebook or e-mails that you use)* 4. How will the money be collected and counted? 5. Who is responsible for counting the money?       *\*More than 1 person should count the money to assure checks and balances* 6. When will the money be counted?   *\*Money should be counted as soon as possible after (preferable immediately following) an event*   1. What kind of documentation will you provide to prove that the donated money was given to the target organization? \**For example a copy of a canceled check or a thank you note from the target organization.* 2. How will the results of the fundraiser be documented and shared? |