

# UCSB CROWDFUNDING TIP SHEET

Individuals may not fundraise on behalf of the University of California regardless of their affiliation with the University, if any. Under UC Policy, charitable gifts for the benefit of UC Santa Barbara must be given directly to the campus (*via* The Regents) or the UC Santa Barbara Foundation. Any funds raised on crowdfunding sites are donations to the private individual or to the third-party crowdfunding vendor. Funds raised in this manner may only be gifted to UCSB pursuant to established UCSB Policy.

Individuals choosing to raise funds in this manner should be aware of the following:

## Tax Liability

- When setting up a crowdfunding campaign, **you must use your personal Tax ID**, not the UC Santa Barbara or UC Santa Barbara Foundation Tax ID.
- Any funds raised on a third-party crowdfunding site will be disbursed to you **creating personal, earned-income & related tax liabilities**.
- A donation to your crowdfunding project is **not a donation to UC Santa Barbara**, but a donation to you as a private individual.
- Any crowdfunding donation (minus transaction fees) will be paid to the third-party crowdfunding site, and then disbursed to you as the project creator.
- For most crowdfunding sites, donations to your project will not be tax-deductible, although this varies by vendor.

## Transfer of Funds to UCSB and Associated Fees

- Funds raised on a third-party crowdfunding site can be donated as a philanthropic gift by you as an individual to UC Santa Barbara, or by the third-party crowdfunding site to UC Santa Barbara.
- **Gifts made to the university will be subject to a 6.0% gift administration fee.**
- A 2% credit card fee will also apply if you pay the campus using a credit card.

## Stewardship

- **Individual donors to your campaign will not receive tax-deductible donor credit or recognition credit from UC Santa Barbara for their gifts.**
- Donors to projects on third-party crowdfunding sites will not be acknowledged nor will their gifts be stewarded by UC Santa Barbara; their donor records at UCSB will not reflect these donations.
- On many crowdfunding sites, when an individual does not raise enough money to cover the target, the individual may forfeit all or a part of the funds raised; you should disclose the specific terms on your crowdfunding page.

## Use of UC Name

- **The UC Santa Barbara name** and other trademarks, which also include logos, indicia, landmarks, slogans, colors, and department/school names, **may not be used on third-party crowdfunding sites.**
- The UC Santa Barbara name may be used solely as an identifier and as a true and accurate statement of where a student or employee attends or works. If UCSB's name is used in this manner, an appropriate disclaimer should also be included noting that the University does not formally endorse the crowdfunding campaign and is not a recipient of any funds raised.
- UC Santa Barbara faculty, students and researchers that wish to use crowdfunding as a means of soliciting private support for their projects that further the mission of UC Santa Barbara are encouraged to use the UC Santa Barbara Foundation's on-line giving platform. This will ensure that the donors' gifts are tax deductible under the UC Santa Barbara Foundation tax exempt status. This will also assure that no tax liability accrues to the initiator as a result of receiving the funds. All contributions must provide general or program support and cannot directly benefit a specific individual student, faculty member, or researcher.

