

UC Santa Barbara Policies

Policy 3005

Issuing Unit: Institutional Advancement Date: September 1, 1992

## FUND RAISING

## I. REFERENCES

- A. UCSB Policy 3010, Solicitation and Acceptance of Gifts.
- B. UCSB Policies and Campus Regulations Applying to Campus Activities, Organizations and Students.
- C. University of California Development Policy and Administration Manual.

## II. POLICY

## A. General

- 1. All fund raising in support of the University or in the name of the University must be approved by the Chancellor or his/her designee. The University reserves the right to specify accounting procedures, audit financial records, and approve literature for such fund raising.
- 2. The University is not responsible for financial and legal commitments/obligations of the organization sponsoring a fund raising event. The officer/representative of the organization who authorizes orders for University services or who sponsors an external agency/individual to use University properties in accordance with the University's policies is responsible for expenses or losses incurred by the University.
- 3. "University of California" and all abbreviations thereof, e.g., UCSB, is a corporate name and the use of this name on stationery, in public literature, or in logos or other graphic presentations in connection with financial and legal commitments, is reserved for official University business through delegated authority.
- 4. Use of University facilities by either internal units or outside organizations does not imply sponsorship or endorsement by the University of either the specific event or the organization.
- 5. As a state instrumentality, the University must remain neutral on religious and political matters. For regulations regarding the use of facilities for political or religious purposes, refer to the UCSB Policies and Campus Relations Applying to Campus Activities, Organizations and Students, Section 32.111.
- 6. University facilities are not to be used for income-generating activities which are basically commercial in intent or for the purpose of realizing personal gain

without the express approval of the Chancellor or his/her designee.

7. To assure coordination and maintenance of mutually beneficial working arrangements (i.e., to assure there is no excessive or uncoordinated overlapping of individuals or organizations solicited), it is important that fund raising activities be appropriately administered and that they are in keeping with the mission and overall priorities of the University of California in general and the Santa Barbara campus in particular.

For the purposes of this policy, "fund raising" is defined as the collection of money or gifts by means of sales, contributions, initiation or membership fees, donations and/or admission charges to events or meetings on a regular or occasional basis.

Excluded from this policy are (a) income generated by service and auxiliary enterprises such as Printing and Reprographics, the UCen Bookstore, etc.; (b) solicitation of extramural research contracts and grants through the Office of Research; (c) community charitable drives (e.g., Red Cross, United Way); (d) conferences scheduled through the Office of Housing and Residential Services; (e) income generated by ticket sales for Intercollegiate Athletics events, and (f) income generated by ticket sales for events sponsored by Arts & Lectures.

B. On-campus Units Soliciting Off-campus Sources

Under the oversight of the Vice Chancellor--Institutional Advancement, the Development Office oversees fund raising activities and public relations/prospective donor activities designed to attract support from off-campus sources by on-campus entities, including student organizations through the Campus Activities Center. Off-campus solicitation of funds or gifts by UCSB units or organizations, including those of Community Support Groups, Athletics, Alumni Association, and The UCSB Foundation, must be channeled through the Development Office. The Development Office interprets campus and Office of the President gift policies and procedures, and is accountable for reporting gifts to The Regents. The Vice Chancellor--Institutional Advancement will advise the Chancellor on proposed activity involving solicitation of funds or gifts from off-campus sources. The Vice Chancellor--Institutional Advancement and the Assistant Vice Chancellor--Development will consult with the UCSB Academic Senate Committee on Development, relaying information on fund raising activities.

C. On-campus Units Soliciting On-Campus Sources

The Campus Activities Center is responsible for coordinating all on-campus fund raising activities by on-campus units or organizations other than those conducting general fund raising for institutional support. Exempt from the Center's clearance are units/organizations under the Development Office, Auxiliary Enterprises, Arts & Lectures, athletic events in athletic facilities sponsored by Intercollegiate Athletics, and other sales/fees collection activities by University departments

within their normal administrative responsibilities, e.g., University Extension, Child Care Center, Parking Services. With approval of the appropriate Vice Chancellor and coordinated through the Assistant Vice Chancellor--Development, fund raising by administrative/academic units outside their normal responsibilities can be scheduled through the Campus Activities Center. "On-campus" facilities are defined as any University-owned, -operated, or -maintained property, including University grounds and structures. The Campus Activities Center is responsible for the scheduling of facilities for fund raising events; see Policy 0812 on Scheduling. See also UCSB Policies and Campus Regulations Applying to Campus Activities, Organizations and Students, Section 32.12.

D. Use of Facilities by Non-University Agencies

The Business Services Office is responsible for coordinating the use of any University facility by non-University agencies where the event is directed primarily to off-campus audiences, or in which no other campus department assumes responsibility for coordination.

E. Procedure for Seeking Approval of Fund Raising Activities

1. Solicitation on Behalf of Campus Programs

The sponsoring group and/or individual shall submit a formal proposal to the appropriate vice chancellor. The proposal shall outline who will conduct the solicitation activity, who or what will benefit from the gifts received, who will be solicited, and the manner of solicitation. The appropriate vice chancellor will then consult with the Senior Officers of the campus.

The Senior Officers (see definition below) shall delegate consultation responsibility to the Vice Chancellor--Administrative Services and the Vice Chancellor--Institutional Advancement. These vice chancellors will consult with the Academic Senate, Staff Assembly, Development Office staff, the campus department involved in the solicitation, and when payroll deduction is requested, Payroll/Accounting, to determine the (a) appropriateness of the request; (b) consistency with campus priorities; (c) method of collection, and (d) method of solicitation. The vice chancellors will report back to the Senior Officers on their consultation findings. The Senior Officers will authorize or deny the request based on that consultation. If granted, this authorization will be one-time only. The solicitation activity will be reviewed at its completion for consistency with campus priorities before approval is granted for subsequent solicitation should it be sought.

2. Solicitation on Behalf of Selected Community Charities

The sponsoring group and/or individual shall submit a formal proposal to the Senior Officers of the Campus in care of the Assistant to the Chancellor. The proposal shall outline who will conduct the solicitation activity, who or what will benefit from the gifts received, who will

be solicited, and the manner of solicitation.

The Vice Chancellor--Administrative Services and Vice Chancellor--Institutional Advancement, in consultation with appropriate campus representative bodies, will determine if the request is in keeping with relevant University of California policies and campus policies. Following that consultation, the vice chancellors will make a recommendation to the Senior Officers of the campus as to whether or not the request should be approved. The Senior Officers will authorize or deny the request based on that consultation. If granted, this authorization will be one-time only. The solicitation activity will be reviewed at its completion for consistency with campus priorities before approval is granted for subsequent solicitation, should it be sought.

### 3. Definition

The Senior Officers of the UCSB campus are:  
Chancellor

Executive Vice Chancellor--Academic Affairs

Vice Chancellor--Administrative Services

Vice Chancellor--Institutional Advancement

Vice Chancellor--Student Affairs

Assistant Chancellor--Budget and Planning

Associate Vice Chancellor--Housing and Auxiliary Services

NOTE: Any fund raising activity that involves both on- and off-campus solicitation should be coordinated by both the Campus Activities Center and the Development Office.

Please direct questions about these policies to [Meta.Clow@vadmin.ucsb.edu](mailto:Meta.Clow@vadmin.ucsb.edu). For questions or comments regarding the format of the above information, please contact [webcontact@ucsbuxa.ucsb.edu](mailto:webcontact@ucsbuxa.ucsb.edu).

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