

Policy on Soliciting and Receiving Donations

TO: RCONA Neighborhood Association Representatives

FROM: RCONA Executive Board

DRAFT

SUBJECT: Policy for Soliciting Community Sponsorships

DATE: January 12, 2024

BACKGROUND

Executive Board members have expressed an interest in increasing the visibility of RCONA throughout the community for two main reasons:

- ☐ Soliciting donations to support RCONA programs and activities
- ☐ Better promote Neighborhood Associations (NAs) to Roseville residents

To better solicit local donations and maximize community giving, we should avoid duplicating donation requests from NAs. As an example, if many of our NAs all contact business XYZ for donations, it is very likely that the first or second may receive something, but the others will be told the business has already donated. And, if the first request(s) is of a smaller nature, it will preclude us from receiving a more significant donation.

RECOMMENDATION

RCONA adopt the attached policies to coordinate the soliciting of donations, increase RCONA's sponsorships, give all individuals or groups an equal opportunity to support RCONA and the NAs, and provide direction to the NAs for accepting donations. This policy was reviewed by the Executive Board in November and approved for consideration by the full RCONA membership.

NEW POLICIES

- ☐ The Executive Board will compile a list of major retailers and corporations to solicit donations. We will then ask NAs to not contact these businesses directly for donations. (NAs that have been working with these larger businesses for many years will be allowed to continue doing so.)
- ☐ NAs will be allowed to directly contact local businesses that are not on the RCONA Sponsorship list.
- ☐ The RCONA President has the authority to allow NAs to contact businesses on the list on a case-by-case basis.
- ☐ Donations made directly to RCONA will be distributed to the NAs by an as yet-to-be determined formula.
- ☐ RCONA will, at least annually, request donations from those on the donation list.

DISCUSSION

We believe these policies will enhance the relationship between the NAs and RCONA for the community's benefit. More information will be available during an upcoming RCONA meeting.

ATTACHMENT

- ☐ Policy on Soliciting and Receiving Donations – November 5, 2023 Draft

Policy on Soliciting and Receiving Donations

November 5, 2023 Draft - RS

Purpose

It is RCONA's intention to create and foster a relationship with businesses and individuals in the community for the purpose of receiving donations that will enhance RCONA-sponsored programs, projects, or equipment.

The donation of money, land, facilities, equipment, and supplies may provide for enhancements that might otherwise not be possible.

RCONA endeavors to provide the opportunity for donors to offer their support in a thoughtful and efficient manner by advertising in advance, what donation opportunities are available in the foreseeable future. It is the intent of the policy that all individuals or groups are given equal opportunity to participate in the donation program.

Unrestricted monetary contributions are, of course gratefully accepted, but RCONA also wishes to provide the opportunity for donors to support specific programs, projects, or equipment.

Non-monetary donations will be restricted in some manner, either by the nature of the item being donated, or in response to the specific wishes of the donor. While non-monetary donations are encouraged and acceptable, the benefits of the donation must outweigh the costs associated with accepting it, and must be consistent with the goals, policies and needs of RCONA.

Donation Solicitation Process

RCONA will on a regularly scheduled basis create and update an RCONA Donation List and inform those members of donation opportunities. These donation opportunities shall be approved in advance by the Executive Board. Distribution lists for donations will include major businesses, as well as individuals, groups or organizations who have previously made donation to RCONA. This may include businesses, organizations or individuals residing outside of Roseville which have shown interest in supporting RCONA programs or projects or support similar programs or projects on a regional, national, or international level. If, after receiving correspondence regarding donation opportunities, an interested party requests additional or specific information, the RCONA President or Sponsorship Chairperson will directly contact the potential donor.

Examples of businesses likely to be placed on the Donation List are:

Best Buy
Lowe's

Costco
McDonald's

Home Depot
Target

Kaiser Permanente
Walmart

No RCONA neighborhood association representatives shall make direct contact with any business or individual on the RCONA Donation List without following the approved solicitation process. Exceptions to this will be allowed by the Executive Board on a case-by-case basis, usually based on historical donations.

Donation Advertisement

On an annual basis, RCONA will compose and distribute information to identified individuals and businesses about specific donation or sponsorship opportunities. The correspondence would be individually tailored to describe current needs, levels of financial support, and any recognition the donor might expect to receive.

General Provisions

1. Any donation accepted by RCONA must provide a net increase in value. Any installation, ongoing or future maintenance, city fees or charges, or other costs shall be weighed as costs versus the benefits of the donated item.
2. Donated items must be safe and durable, and meet any applicable city, State or Federal design or quality specifications and standards.
3. Once a donation is accepted, it becomes RCONA's property, and RCONA may maintain, replace, or dispose of the item, as it deems appropriate.

Monetary Donations

1. Unrestricted cash donations will be used by RCONA as deemed appropriate by the Executive Board.
2. Restricted cash donations (those made for a specific use) will need to be approved by the Executive Board prior to accepting the donation.

Equipment or Supplies Donations

1. Donated equipment and supplies must be acceptable in appearance and in working condition.
2. Donated equipment or supplies must be safe for prospective users.
3. Donated equipment or supplies must be useful for a specific identified purpose.

Acknowledgement & Requirements By Donor

1. All donations to RCONA must be approved by, and will be acknowledged by, the Executive Board.
2. Request by donors that an acknowledgement of an individual or organization be permanently displayed in some fashion (example: on a donated item) will be considered by the Executive Board using the following guidelines:
 - a. The wording of the acknowledgement.
 - b. The size and placement of a plaque or of a written acknowledgement.
 - c. The acknowledgement does not detract from the donated item itself.

- d. The acknowledgement only includes the name of the acknowledged, date and a short phrase of acknowledgement. (examples: Donated in Appreciation of, Donated Courtesy of, Donated by the Friends of)
- e. The acknowledgement meets all City of Roseville standards, if the item is to be placed in public or in public view.
- f. In all forms of recognition, the donor's request of anonymity shall be respected.

Acceptance or Rejection of Donation

RCONA reserves the right to reject any non-monetary donation, including items that:

- 1. Are broken or obsolete.
- 2. Would require installation, maintenance and/or ongoing costs in excess of the amount of their perceived value of the donated item.
- 3. The durability and anticipated use life of the donated item makes the item financially unwise, as assessed by RCONA.
- 4. Are considered inappropriate as related to the community's values.
- 5. Where the donation is dependent upon being placed in a location deemed unacceptable to RCONA or the City of Roseville.
- 6. Are not currently needed.
- 7. Have unacceptable restrictions tied to them by the donor.
- 8. Would create a safety hazard, potential for vandalism or significant liability.
- 9. Are identical or similar to items previously donated or purchased items that have proven to be unacceptable.

Neighborhood Association Donations

Neighborhood Associations are permitted to individually seek donations under the following conditions:

- 1. Donations from individuals, businesses, or corporations on the RCONA Donations List must be approved by either the RCONA President or Sponsorship Chairperson.
- 2. Donations follow the same standards as listed above for RCONA donations.
- 3. Neighborhood Associations must inform the RCONA Executive Board of donations over \$1,000 in value.