

## Summary

This document defines the American School's (AST) policy regarding philanthropic fundraising. We suggest it forms part of the staff and parent handbooks for the school year 2009-2010, as it is relevant to every member of our school community and provides information for staff relating to fundraising, and contact information.

It is important that it is understood that the Development, Alumni, and Communications Office has been appointed with the coordination of all philanthropic fundraising across the school. This coordination function is important and central to the school's plan to build broad-based income generation and to create a sustainable and growing fundraising culture within AST.

The following general policies and procedures set forth the guidelines for AST's fundraising program. Exceptions to these policies may be granted, where appropriate, jointly by the Superintendent and Board of Directors

### **Fundraising Policies and Procedures**

- I. Purpose
  - a. To establish procedures for all fundraising activities conducted on behalf of the American School of Tegucigalpa (S.E.I.T.)
  - b. To establish guidelines and procedures for the acceptance of gifts in accordance with the school's MISSION and VISION
  
- II. Code of Ethics
  - a. AST is dedicated to the highest standards of ethical conduct in fundraising. Staff members advocate these standards by incorporating them into all fundraising activities. AST will support and encourage its staff members in these efforts by providing appropriate opportunities for training, education, and leadership
  - b. Gift solicitations will be channeled through the school's Development Office.
    - i. The Development Office will not raise funds for any and every need at AST. Rather its main focus is to help secure significant sums of money for the key institutional priorities identified in AST's Master and Academic Plan.

- ii. It is vital that fundraising is professionally coordinated across the school, thereby; the Development Office must be contacted before any individual member of the staff intends to approach an external donor for gifts and philanthropic grants.
- c. The fundraising program generally supports and encourages both unrestricted gifts to the school and designated gifts to the areas of the donor's choice; capital campaigns, etc.
- d. All gifts of US\$100,000, or more received for the benefit of AST are presumed to be invested in Capital Projects, unless specific documentation to the contrary is available. Other proposed uses for such funds, must be specifically approved jointly by the school's Superintendent and Board of Directors.
- e. All major fundraising projects or campaigns must be approved by the Superintendent and submitted to the Board of Directors for its discussion and approval, and must follow the policies and procedures contained herein.
- f. All construction and renovation projects require the approval of the Superintendent and Board of Directors before solicitation begins.
- g. Formal Solicitation and even preliminary discussions with a prospect concerning gifts in the excess of US\$100,000.00 must comply with the following procedure. They must be approved in written draft form by the Development Director and the Superintendent prior to the solicitation; and must subsequently be presented to the donor in writing.
- h. The Development Office must maintain a Prospect Tracking System which records and manages the solicitation prospects in order to avoid multiple solicitations that could confuse the prospect or diminish the effectiveness of the solicitation. All contacts and solicitations of prospective donors of US\$ 100.00 and above must be reported and coordinated through this office. All contacts and solicitations of minor donations must be coordinated and approved by the area principal.
- i. Monetary pledges and/or donations from businesses related to the tobacco and alcohol industry must be approved by both the school's Superintendent, and the Board. Marketing of any of these products in school grounds, school letters, newspapers, magazines or school events as a form of sponsorship is strictly prohibited.

- j. Publicity posted on school grounds by approved donors and/or sponsors of a specific project must be approved by the Superintendent.
- k. Gifts, sponsorships, and donations should come from sources pre approved by our national finance system. Funds which at the time might be questionable for any reason should be discussed and properly declined in a private meeting between the donor and the School's Superintendent and Board's President.
- l. Only benefits and privileges established in this policy, and those approved by the Superintendent and the Board, prior to a capital campaign, will be granted to the donor.
- m. All solicitations to businesses and corporations must be approved by the Development Director, prior to the solicitation, to avoid multiple solicitations.

### III. Fundraising Campaigns

- a. Internal Fundraising
  - i. School wide fundraising campaigns
  - ii. Fundraising Activities and Events
- b. Solicitations to Parents, Staff Members, Students
- c. Alumni
  - i. Alumni, families, students, and friends of the American School of Tegucigalpa will be solicited in a manner coordinated for optimal effectiveness by the Development Office and in accordance with the Fundraising Policy. The activities for fundraising purposes will include, but not limited to sports, events, carnivals, family days, raffles, letters soliciting the donation for specific projects, etc. It is very important to foster school spirit and love during these activities.
- d. Corporate Solicitations
  - i. The Development Office is responsible for enhancing the school's relationships with corporations and foundations, and for coordinating fundraising strategies, proposals, and solicitations to the corporate and foundation sectors. Effective, coordinated management of corporate and foundation fundraising is increasingly requested by many donors. In order to maximize the school's chances for

receiving such support, and recognizing that the optimum results will often come from joint efforts involving the Board of Directors, Superintendent and Staff, the DEVO office will assist and advise in effective cultivation and solicitation strategies.

#### IV. Gifts

- a. Gifts are outright or deferred contributions received from private contributors, referred as “donors” and are received from individuals, partnerships, corporations, foundations, and other organizations. All gifts solicited in the name of the school must be received and expended through the administration of AST / SEIT.
- b. Types of Gifts
  - i. Monetary Gifts
    1. Cash, checks
    2. Bonds, Stock
    3. Property
    4. Bequests
    5. Sponsorships
  - ii. Gifts in kind
    1. Library Donations
    2. Technology Donations
    3. Gifts of Work of Art
    4. Food
    5. Volunteer
    6. Other
- c. Allocation of Certain Gifts
  - i. The allocation of unrestricted gifts to the school will be decided jointly by the school’s Development Director, the Superintendent, and the school’s Board.
  - ii. The allocation of gifts either monetary or in kind will be informed to the donor upon receipt in a letter, signed by the Superintendent.
- d. Administration of Gifts
  - i. Administration of all gifts is the responsibility of the Business Manager.
  - ii. The school’s Business Office will record all gifts, deposit gifts into the proper funds and issue gift receipts to donors.

- iii. The Business Office together with the Development Office will publish and send an Annual Report to all donors.
- iv. Confidentiality will be respected at all times. The successful partnership between the American School and its donors is based on effective service, trust, and accountability.
- v. The Business Office will assure donors and prospective donors that their personal and financial information will be held in confidence.
- vi. The Business and Development Office will not release any record or information that includes personal or financial information about a donor, alumnus, prospective donor, volunteer, or employee.

e. Restriction on Gifts

- i. All gifts solicited and accepted on behalf of the school must further the mission and strategic goals of AST.
- ii. Provisions that restrict gifts on the basis of race, national origin, color, religion, or nationality are prohibited.
- iii. Preferences for relatives or descendants of the donor in the awarding of recognitions, scholarships, or in the use of the donated funds are not permitted.
- iv. Gifts from any donor made on the condition or with the understanding that a particularly faculty member will be hired or retained will not be accepted.
- v. Gifts from any donor made on the condition or with the understanding that a particularly student will be exempt from school disciplinary or academic sanctions will not be accepted.
- vi. The terms of any gift should be as general and flexible as possible to allow for the most productive use of the funds.
- vii. Gifts from the Tobacco and Alcohol Industry will not be accepted.
- viii. Gifts from businesses or corporations requiring exclusivity or binding contracts will not be accepted.

- ix. Gifts that compromise the school's ethical standards or tarnish the school's name will not be accepted.

V. Stewardship

a. Donor Recognition Levels

- i. AST wishes to recognize the generosity and commitment of any donor that supports the mission of AST with a gift. In addition to appropriate to letters and gift acknowledgements, there are six broad levels of donor recognition: Unless donors request anonymity, they will automatically be recognized at the appropriate level in one of these groups.

1. Eagle's Distinction US\$ 0 – US\$500.00
2. Bronze Eagle US\$ 500.00 – US\$1,000.00
3. Silver Eagle US\$1,000.00 – US\$ 5,000.00
4. Golden Eagle US\$5,000.00 – US\$25,000.00
5. Superintendent's Circle US\$25,000.00 – US\$ 50,000.00
6. Mary Sager's Circle US\$50,000.00 – US\$ 100,00.00
7. Naming Opportunities US\$100,000.00

- ii. Naming opportunities: The school has set a minimum gift level amount of US\$ 100,000.00 for the naming of a building on campus.

- a. Buildings, Courts, Gymnasium: Furthermore, because of the public visibility, permanence and significance of the naming of buildings within the campus it is important that naming will be done in recognition of both a) minimum gift amount set by the Board, as well as b) a lifetime of commitment and devotion to AST, as established in the naming guidelines on Appendix A