



APPROVED

Board Policy: Fundraising Policies

Fundraising Sponsorship Policy

The purpose of a sponsorship agreement is to support the mutual objectives of two organizations helping people enjoy the outdoors, publish information about the outdoors and support the conservation and recreation access goals of these organizations.

It is the intention of The Mountaineers to develop sponsorships with other organizations including:

1. Any non-profit, for-profit or governmental organization that provides information, goods, services or programming in support of outdoor recreation, conservation or other outdoor activities;
2. Any for non-profit, for-profit or governmental organization that seeks affinity with outdoor organizations for the purposes of enhancing the outdoor recreation, health, information or conservation experience.

A Sponsorship Agreement shall be defined as having the following characteristics:

1. A set of mutually beneficial goals between The Mountaineers and the sponsoring organization that include responsible social goals related to the outdoors or conservation
2. A willingness to exchange financial support both funded and in-kind
3. A willingness to provide cooperative brand identity

Only the CEO or Publisher may enter into a Sponsorship Agreement and may work with the Development Committee in establishing relationships.

Sponsorships shall be reported to the board and Development Committee. It is preferable that sponsorships are noted as part of the annual budgeting process, but should be reported at the board meeting after execution of any sponsorship agreement.

When entering into a Sponsorship Agreement, The Mountaineers must abide by established privacy policy and established board policy on member privacy.

Policy for Establishing Restricted Funds

This process shall be followed when establishing a restricted fund for tracking and disbursing



money. A proposed fund shall be discussed with The Mountaineers Development Director and Operations Director to coordinate applications to various sources.

A Fund Establishment Application must be completed and signed by the fund sponsor and relevant sponsoring committee or staff member (i.e. branch council, CEO, Publisher, activity committee chair in cases of organization-wide responsibilities such as Safety or Branch Leadership Committee).

Applications shall then be forwarded to the CEO or Publisher and Operations Director for final approval using the following guidelines:

1. The programs supported by the fund fulfill The Mountaineers Strategic Plan and budget priorities
2. The fund fulfills the branch or sponsoring entity Strategic Plan
3. There is clear, long-term volunteer support or planned staff support for the program supported by the fund
4. There is a plan for a minimum of \$5,000 to be raised within six months of application approval

The fund shall not be established unless it has been approved by the CEO or Publisher. The CEO or Publisher may reject the submission of the application if it does not meet the requirements above or may refer the project to the Development Committee for further consideration.

Any rejected application may subsequently be submitted to the Development Committee for review, revision and recommendation for resubmission to the relevant sponsoring committee or staff member and CEO or Publisher as appropriate.

Approved funds shall be reported to the Development Committee and to the overall board of directors at the next board meeting.

The Mountaineers shall honor requests from donors regarding how funds are to be used and how the donor is recognized.

Specific funds not used within 3 years may revert to the general fund or another fund at the CEO's or Publisher's discretion and as long as donor intent is respected. The CEO will report such transfers to the Treasurer and donor.

Donations and corporate matching dollars may be directed to an established fund.



The Mountaineers staff will charge an administrative fee for administering, assisting and tracking funds to assist in recouping the overhead costs incurred by supporting volunteer fundraising efforts. The fee will be set by the CEO with Finance Committee approval.

Fundraising Policy for Restricted Fund Initiatives

This process shall be followed when developing any fundraising initiative which identifies The Mountaineers as the recipient.

A proposed fundraising initiative shall be discussed with The Mountaineers Development Director to coordinate applications to various sources. Only fundraising initiatives over \$5,000 can be restricted; initiatives under \$5,000 must be directed to an established fund.

A Fundraising Initiative Application must be completed and signed by the fund sponsor and relevant sponsoring committee or staff member (i.e. branch council, CEO, Publisher, activity committee chair in cases of organization-wide responsibilities such as Safety or Branch Leadership Committee). A draft fundraising plan and financial plan for sustainability must be attached. A fundraising plan shall include: a written work plan, including scope, budget, and schedule; proposed funding sources; and a description of proposed fundraising methods.

The signed application shall then be forwarded to the CEO or Publisher, Operations Director and Development Director for final approval using the following guidelines in priority order:

1. The initiative fulfills The Mountaineers Strategic Plan and budget priorities
2. The initiative fulfills the branch or sponsoring entity Strategic Plan
3. The initiative includes a clear financial plan for sustainability of the program, if necessary
4. The initiative includes a clear fundraising plan with timeline and sources identified
5. There is clear, long-term volunteer support or planned staff support for the project
6. The initiative meets the project requirements of any sponsoring or funding entity

The fundraising initiative shall not be undertaken unless it has been approved by the CEO or Publisher. The CEO or Publisher may reject the submission of the initiative if it does not meet the requirements above or refer the application to the Development Committee for further consideration.

Members are encouraged to submit fundraising initiatives during the annual budget process to allow for adequate planning and budgeting. Any fundraising initiative that is approved as part of the regular annual Mountaineers budget process is in compliance with this policy. Any



unbudgeted initiatives must adhere to current board policy for unbudgeted expenditure approvals.

Fundraising Policy for Restricted Fund Initiatives

Any rejected application may subsequently be submitted to the Development Committee for review, revision and recommendation for resubmission to the relevant sponsoring committee or staff member and CEO or Publisher as appropriate.

Approved fundraising initiatives shall be reported to the Development Committee and to the overall board of directors at the next board meeting. If project request is greater than \$40k the board must approve the final request.

The Mountaineers shall honor requests from donors regarding how funds are to be used and how the donor is recognized.

The Mountaineers staff will charge an administrative fee for assisting with fundraising work plan development, and administering, assisting and tracking grants or fundraising initiatives in order to partially recoup the overhead costs incurred by supporting volunteer fundraising efforts. The fee will be set by the CEO with Finance Committee approval.

Policy Owner: Development Director