

FUNDRAISING POLICY AND PROCEDURES
FOR
WEST CHESTER UNIVERSITY OF PENNSYLVANIA

August 31, 2011

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Fundraising Policies and Procedures for West Chester University of Pennsylvania

I. Background and Philosophy

West Chester University (WCU) recognizes that its future success will depend upon its ability to develop a variety of funding sources including gifts and grants from private donors such as alumni, parents, other individuals, corporations, and foundations. The purpose of this policy is to outline the way in which WCU will pursue private gift income and how University employees may participate in that process.

WCU adheres to the standards of the Council for the Advancement and Support of Education (CASE) in conducting fundraising programs and reporting fundraising results. However, this policy does not govern reporting for the University's financial statements.

II. Assignment of Fundraising Responsibilities and Functions

On September 1, 2010, the University entered into a formal agreement with the West Chester University Foundation (the Foundation) to oversee all fundraising efforts to benefit the University. As an independent non-profit organization, the Foundation is able to accept and manage gifts with greater flexibility than can the University. As outlined in its Bylaws, the WCU Foundation performs the following services in support of to WCU:

1. solicits funds and other property to advance the charitable, scientific, and educational interests of the University in accordance with priorities set by the University;
2. receives, manages, and liquidates material assets, including unique gifts such as jewelry, artworks, and real property, to the benefit of the University;
3. contributes capital, makes loans and grants, and provides other financial assistance to the University, any of its affiliated entities, and any institutions or organizations that become affiliated with the University;
4. manages the relationship, including the selection and negotiation of services, with a financial institution or institutions for the purposes of holding endowment funds, life income gifts, and similar funds;
5. manages contracts for the advancement of the University; including the construction, operation, management, and maintenance of student housing facilities, or any other facilities or projects for the benefit of the University and its educational, scientific, and charitable purposes whether directly or through a single member limited liability company created and owned by the corporation;
6. manages the Foundation's endowment fund, and upon request and with proper approvals, the endowment fund of the University; and

7. engages in any and all acts and engages in all lawful business which a nonprofit corporation may do consistent with or in furtherance of the Foundation's mission.

Raising funds to benefit WCU is the primary function for which the Foundation is organized and operates. As a result of its agreement with the Foundation, the University desires that all private gifts of any type in support of WCU be given through the Foundation.

III. The University's Role in Fundraising

It is the University's responsibility to establish all fundraising priorities and to share those priorities with the Foundation. Fundraising priorities and goals are established by WCU's administrative leaders, namely the President, President's Cabinet, and the Council of Trustees. Divisional and College fundraising priorities are established by the Vice President or Dean of the unit and form the basis for special fundraising initiatives. While the University is in an active capital fundraising campaign, only a limited number of non-campaign fundraising projects can be undertaken. Depending upon the desires and interests of some donors, opportunities may arise to secure support for and fund additional projects. In most circumstances the donors' contributions will equal the costs of the special project.

As directed by Pennsylvania State System of Higher Education legal counsel, and with the exception of the President and other senior executives, no WCU employees may solicit gifts on behalf of the Foundation. Similarly, University employees are not authorized to solicit gifts on behalf of the University without the written permission of the Vice President for Advancement. However, University employees are permitted and encouraged to support Foundation fundraising efforts by preparing and presenting information to prospective donors, attending events to encourage prospective donors' interest in the University, and providing reports and other information outlining the results of gifts contributed by donors.

IV. Role of the Vice President for Advancement

West Chester University's Vice President for Advancement (VPA) serves as the University's Chief Advancement officer and as the liaison between the University and the Foundation. All fundraising projects must be submitted through the VPA for review and approval by the President prior to execution or inclusion in the fundraising priorities to be pursued by the Foundation.

Also, the VPA is responsible for developing and monitoring the contractual relationship between the University and the Foundation and ensuring that the Foundation fulfills the goals contained in that agreement. In addition, the VPA provides the Foundation with information about University fundraising needs and priorities which shall serve as the focus of the Foundation's work. Finally, the VPA evaluates the Foundation's effectiveness in meeting the contract requirements, reports those results to the WCU President, and recommends to the President whether the contract shall be renewed and/or amended.

V. Fundraising Efforts and Award Definitions

Responsibility for management of all extramural support is assigned to either the Foundation (via the existing service contract) or the WCU Office of Sponsored Research based on the type, terms and conditions of award. For gifts, and as outlined in the service agreement, the WCU Foundation is responsible for all aspects of donor identification and assignment, recordkeeping, cultivation, solicitation and stewardship. With regard to grants, the Office of Sponsored Research is responsible for pre-award grant management, the Grant Accounting Office is responsible for post-award accounting, funding and financial reporting, and the Principal Investigator is responsible for ensuring that the grant terms and all internal and grant management requirements are fulfilled. Four different types of awards – Gifts, Grants, Contracts and Cooperative Agreements – can be distinguished that relate to extramural funds. Neither the process by which funds are acquired, nor the source of the funds or the use by the sponsor or donor of the term *grant* or *gift*, determines how the funds will be administered at WCU. In cases where a donor or a sponsor uses the term grant and gift interchangeably, the definitions in this policy will apply.

A. Gifts (or donations) Defined

A gift is a voluntary transfer of money, property (e.g., equipment), or other assets (e.g., personnel time and skill) made with donative intent and without any expectation of or receipt of direct economic benefit or any other tangible compensation (i.e., goods and services). There is no *quid pro quo* that is commensurate with the worth of the gift, and the donor does not participate in determining how the gift is used. The gift may, however, be restricted to broadly defined activities or a specific program area or purpose (e.g., fund a scholarship, endow a professorship, establish a research center, or construct a building). The recipient of the gift is responsible for using the funds received through the gift for the general purposes specified by the donor.

It is the University's desire that all gifts are to be solicited and administered by the Foundation. As directed by Pennsylvania State System of Higher Education legal counsel, and with the exception of the President and other senior executives, no WCU employees may solicit gifts on behalf of the Foundation. Similarly, University employees are not authorized to solicit gifts on behalf of the University without the written permission of the Vice President for Advancement.

1. Annual Gifts Defined

Annual gifts include any cash contribution (or means resulting in cash) that is placed in an unrestricted or restricted operating account (operating and scholarship funds generally expended in the year they are received). It does not include additions to endowment accounts or capital contributions. Annual gifts include both unrestricted and restricted gifts and are so noted by the designation of the gift and the intention of the donor.

2. Capital Gifts Defined

Capital gifts are contributions given for a purpose defined as a priority in a Capital Campaign (usually for construction, renovations, or equipment) or relates to a specific renovation/construction project occurring between formal capital campaigns. Capital gifts are sought largely from major gift prospects, corporations, and foundations and may be both current and planned. Generally, in order for a planned gift to be applied to the fund raising goal for a construction or renovation project, it must be anticipated that the disbursement from that planned gift will occur within five years. A current capital campaign takes precedence over all other fund-raising activities, even though annual giving programs are conducted concurrently.

3. Endowment Gifts Defined

Endowment gifts are contributions of current assets which are held in perpetuity to support a project or program designated by the donor. Only a percentage of the endowment's market value is spent annually as recommended by the Foundation Board of Trustees and approved by the WCU Council of Trustees for endowments owned by the University and managed on its behalf by the Foundation. Endowment gifts may be used to establish a new endowed account (\$15,000 minimum) or make additional payments to an already established account/fund. Endowment funds are invested as directed by the WCU and Foundation Investment Policies. Endowments created prior to July 1, 2003 are assets of WCU while endowments established after July 1, 2003 are assets of the Foundation. Contributions to existing WCU endowments are transferred to WCU and remain assets of the University.

B. Grants Defined

A grant is a written agreement that creates a voluntary relationship between a sponsor and a recipient in which: 1) the principal purpose of the relationship is the transfer of money, property, services or anything of value from the sponsor to the recipient; 2) a public purpose is specified with a defined scope of work enumerating certain performance objectives to be achieved during a specific period of performance; and 3) no substantial involvement is anticipated between the sponsor and the recipient during the accomplishment of the public purpose. The award agreement includes provisions for the assignment of proprietary rights to and provisions of work products derived from the performance of the scope of work, as well as requirements for formal financial or technical reporting by the recipient as to the actual use of the money or assets provided by the sponsor. In competitive situations, the sponsor states its willingness to provide support for work of a general type in a request for applications or proposals (RFP) and solicits proposals from potential recipients. Respondents compete for the grant award, with the sponsor using evaluation criteria to review submitted applications. The final award may involve negotiations between the sponsor and the recipient. Multi-year grant awards are possible, disbursed on an annual basis by the sponsor with the requirement for

the recipient to submit a continuation application as each subsequent grant period approaches. Although the recipient makes no guarantees other than the work will be done as described and that generally accepted management practices will be followed, the award agreement is enforceable by law with the transfer of support revocable for cause.

Generally, grants are to be administered by the Office of Sponsored Research. However, gifts are often identified by donors (particularly corporations and foundations) as grants. Based on Council for the Advancement and Support of Education definitions, two categories of grants are considered philanthropic in nature and thus countable in annual giving or campaign reports:

1. Nonspecific grant: a grant received that did not result from a specific grant proposal and does not commit specific resources or services or require reports to the donor on the use of the funds. An unsolicited grant from a corporation or foundation for unrestricted purposes is an example of a nonspecific grant.
2. Specific grant: a grant received resulting from a grant proposal that is not in response to a specific request for proposals (RFP) issued by the grantor. WCU may commit resources or services as a condition of the grant, and the grantor may request an accounting of the use of funds and of results of the programs or projects undertaken. The grantor's requirement of regular status reports or other reports does not negate the philanthropic (and countable) nature of a specific grant. Examples of such gifts include challenge grants and grants for scholarships, construction or operating purposes from non-governmental sources.

C. Contracts/Cooperative Agreements

Funds based on an agreement between the University and another entity to provide an economic benefit or services to that entity in return for compensation, services or other benefits are not gifts but contracts. Such agreements are binding and create a *quid pro quo* relationship between the University and the entity. Contracts are excluded from fund raising totals. Contracts/cooperative agreements involving extramural support may be administered by the Office of Sponsored Research or the Foundation at the discretion of the University.

D. Determining the Administrative Status of Awards: Grants versus Gifts

If one or more of the following indicators exist, then the award to WCU will be considered a grant or contract/cooperative agreement and not a gift. Unless otherwise directed by the University, the Office of Sponsored Research has the responsibility for negotiation and setup of the award (pre-award functions), the Grants Accounting Office provides proper accounting for expenditures, maintains auditable records, and, in collaboration with the Office of Sponsored Research, affords accountability to the sponsor (post-award functions).

1. The award is from a federal, state, or municipal governmental agency or from an entity that provides a subcontract containing the so-called “flow down” of federal, state, or municipal governmental agency provisions.
2. The sponsor allows the university to recover facilities and administrative costs related to the work to be supported by the award.
3. The sponsor specifies a desire to gain direct economic benefit or other tangible benefits as a result of the University’s activities to be conducted by the award.
4. The award is from a corporation’s Research and Development budget and is considered by the corporation as a cost of doing business rather than as a charitable gift.
5. The award document stipulates a cost sharing commitment of University resources (i.e., personnel, facilities, equipment).
6. The award document specifies adherence to a line item budget with specific limitations, cost accounting and effort reporting standards, financial controls, specific billing requirements, payment contingent upon satisfactory programmatic progress, and prior sponsor approval for such things as pre-award costs incurred by the University or the transfer of funds from one budget category to another and from one budget period to another.
7. The award document stipulates the ownership or disposition of tangible or intangible property resulting as a consequence of the University’s activities, including records, data rights, licensing arrangements for patents or copyrights, research-related materials, inventions, and other intellectual property.
8. The award document places restrictions on the publication of data from activities supported by the agreement, including outright restriction of publication or the requirement for prior review or approval by the sponsor.
9. The award document stipulates that the University will focus activities or conduct studies on proprietary substances, products, or processes or on intellectual property owned by the sponsor.
10. The award document requires an authorized institutional signature stipulating research compliance certification (e.g., human subjects, drug-free workplace, laboratory safety).

If one or more of the following indicators exists, then the award to WCU will be considered a gift and not a grant or contract/cooperative agreement. In these cases, and based on its service contract with the Foundation, the University desires that the Foundation be responsible for solicitation, negotiation, receipt, and administration of the award, ensure proper accounting for the use of the funds, and provide proper stewardship with the donor.

1. The donor is a corporation, foundation, or other private sector entity that voluntarily transfers funds or other assets to the university with the intent to treat the transfer as a charitable contribution for income tax purposes as reflected by the absence of deliverables (i.e., a *quid pro quo*).
2. The donor is an individual who transfers funds or other assets to the University to support a defined set of activities (e.g., fund the scholarship or creative activities

- of a particular faculty member), a specific program area (e.g., endow a professorship), or purpose (e.g., construct a building).
3. The donor makes the award without expectation of direct economic benefit or other tangible benefits, although business or personal good will and miscellaneous benefits may be derived from the donor's close association with the University.
 4. The donor does not participate in determining the precise use of the award.
 5. Any condition or stipulations placed on the intended use of the award by the donor are reasonable and serve to direct the award to a broadly defined activity or a specific program area or purpose of interest to the donor (e.g., scholarships, professorships, research center infrastructure, capital campaign, building construction, instructional program support, special projects, professional development).
 6. The donor makes no claim on patents, copyrights, or other intellectual property rights that may result from the activities supported by the award, and the award does not restrict or stipulate delays or advance notice or prior donor approval of the publication or dissemination of information derived from activities supported by the award.

If the intent of the sponsor or donor does not correspond with the indicators for classification as a grant or gift as presented above, then an attempt will be made to amend the terms of the award in order to avoid unintended misclassification. Situations may arise where, despite attempts to modify the terms of an award, the indicators cannot readily determine the proper classification as a grant or gift. These situations will be referred to the Vice President for Advancement to provide a final determination of the designation.

VI. Individual Lists and Requests for Information

Separate from fundraising initiatives, the University conducts evaluations and projects that require access to alumni and donor lists that are the property of the WCU Foundation. The Foundation has agreed to provide WCU with access to its mailing lists for purposes approved by the University through the Vice President for Advancement (VPA). The Foundation will not provide any information, lists, or mailing labels for any reason to off-campus organizations, such as churches, political groups, businesses, or individuals. After using a mailing list for its approved purpose, WCU employees who obtained the list may not use it for any other purpose and must demonstrate that the list has been deleted (if electronic) or shredded (if hard copy).

Requests for lists and labels must be made in writing, via e-mail, to the VPA at vdunn@wcupa.edu. Included in the request should be the detailed demographic information needed for generating the list (i.e., class year, geographic location, area of interest, major, gender, etc.). All requests must include an original copy of what is to be mailed to the list. If the request is for the distribution of a document that is not yet completed, a draft copy of the document should be submitted with the request and a final copy should be submitted when completed. List requests will only be turned over to the Foundation once the VPA has received a draft of what is to be mailed. At least five business days should be allowed for completion of any requests for mailing lists and/or labels. List requests from on-campus student organizations and alumni groups will be approved on a case-by-case basis by the VPA.

VII. Gift Processing

It is the desire of the University that all gifts in support of the University be given through and processed by the Foundation. If the University receives a gift made payable to the University, that gift must be forwarded to the Vice President for Advancement (VPA) for processing. Based on University interests, the VPA will request that the donor reissue the gift making it payable to the Foundation. However, if the donor prefers to give only to the University, the VPA will arrange to process the gift through the WCU Office of Finance and Business Services. Apart from the Foundation, gifts in support of WCU may not be processed through any other office or affiliated organization including Student Services, Incorporated.

The VPA will receive monthly reports from the Foundation regarding gifts raised by donor category, purpose and amount. Gifts designated by donors for specific colleges, units, or departments will be reported to the heads of those colleges, units, or departments at the end of each quarter of the fiscal year.

Faculty and staff may restrict gifts for specific purposes. The liability for gifts that University employees restrict to their departments is the donor's. Please note that such gifts may not qualify for a federal tax deduction based on Internal Revenue Service regulations.

VIII. Endowments & Special Funds

The University and Foundation hold numerous endowed funds which are designed to support institutional operations and/or provide scholarships in perpetuity. Only a portion of the market value of the endowment is expended each year as recommended by the Foundation Board of Trustees and approved by the WCU Council of Trustees. Endowments may be named in honor of the donor or in a manner of the donor's choosing.

The current minimum gift amount required for new endowments is \$15,000. However, the amount required to endow and name specific WCU facilities, programs, positions, functions or activities varies. The Vice President for Advancement maintains a list of the gift amounts required to endow various University programs and facilities and should be contacted prior to providing donors with information about the gift required to establish a named endowment.

- A. When a new endowed fund is established, a set of criteria outlining the purpose of the endowment will be prepared in writing. Scholarship endowments will be summarized on a "Guidelines for a Scholarship" form. At the discretion of the VPA, a gift of less than \$15,000 may be used to start an endowment if the VPA determines with a reasonable degree of certainty that the donor will contribute a total of \$15,000 to support the endowment within five years of the initial gift. Donors will not be permitted to have control over the investment of endowment funds or the use of the income beyond the initial restriction.
- B. An endowed chair is a special type of endowment which is governed by a separate policy approved by the University. Endowed chairs may be established for both academic and administrative positions with a percentage of the endowment's

market value used each year to fund the salary and/or academic activities of the occupant of the chair. Generally, a minimum gift of \$1 million is required to name a chair. Please consult the Endowed Chair Policy for more information.

- C. Endowed research programs are designed to provide permanent funding to support faculty and student scholarship. The Vice President for Academic Affairs and Provost, in collaboration with the Dean of the College which will host the research fund, will determine if the donor's intended purpose for the fund is acceptable. Based on the recommendation of these individuals, the Vice President for Advancement will negotiate an agreement with the donor that will govern the mission and uses of the research endowment income. Donors will not be permitted to have control over the use of the income beyond the initial restriction.
- D. Twice annually the University endowment manager will receive a summary of the market value, additions, and interest earnings for the various endowments as compiled by the Foundation from information supplied by both the University and Foundation. Earnings to be distributed to WCU will be computed applying the total return calculation to the spending rate recommended by the Foundation Board of Trustees and approved by the WCU Council of Trustees.

IX. Athletic Fundraising

The Rams Athletic Association (RAA), a volunteer organization, takes a leadership role in helping to plan and implement the raising of athletic scholarship dollars. The RAA does not approve expenditures involving public dollars, nor does it decide how gifts are to be used.

In matters related to Athletic fundraising, the Coordinator of Athletic Development serves as the liaison between the Foundation and the WCU Athletic Director. The Coordinator serves as the Executive Director of the Rams Athletic Association (RAA) and is responsible for the volunteer management of that group. The projects undertaken by the Coordinator will be determined by priorities set by the University.

Generally, the annual athletic fundraising program will focus on raising athletic scholarship dollars, athletic facilities support, and unrestricted athletic discretionary dollars. The following are general guidelines for athletic fund raising:

- A. Alumni who are interested in athletics, as evidenced by previous giving to athletics, and alumni who participated in a major sport or activity as a student, can be solicited for athletic scholarships. Other friends and athletic contacts, as they are identified, will be so assigned.
- B. All individuals, whether former athletes or otherwise, will be solicited as part of regular annual giving appeal programs.

- C. When pledges and gifts are sought for athletics, they will not be sought for restriction to one sport or another. Gifts are to be sought for the unrestricted use of the Athletic Department to be spent at the Athletic Director's discretion.
- D. Gifts to support specific athletic programs, facilities, and projects may be solicited with the approval of the Athletic Director, but must not conflict with the University's fundraising priorities.
- E. Clearance through the Foundation is required for all other contacts and solicitations, especially with corporations.
- F. As outlined in the fundraising service agreement between the University and the Foundation, all contributions in support of Athletics including those generated by fundraising events, tournaments, sponsorships, and other activities defined by the Council for the Advancement and Support of Education (CASE) as qualified gift income will be deposited and receipted through the Foundation. Excluded from this requirement will be certain student or team-based activities such as the sale of items (e.g., baked goods, candy, flowers, clothing) and volunteer services which generate funds (e.g., car washes, swimming laps, walkathons, raffles). University employees planning to conduct such fundraising activities should contact the Coordinator of Athletic Development and VPA to confirm that the planned activity is exempt.

X. Gift Fees

In 2006, the University and Foundation adopted a gift fee as a means of providing resources to support fundraising operations. The fee amount is a percentage of the gift value based on the type or purpose of the gift. The fee applies to all contributions received with the exception of gifts of real property or services that are to be retained or used by the University or Foundation (e.g., real estate, artwork, equipment, contributed services). A gift may be exempted from the fee with the approval of the Vice President for Advancement. The current fees percentages by gift type are as follows:

| GIFT TYPE | FEE PERCENTAGE |
|-------------------------------|----------------|
| Estate Gifts | 5.0 percent |
| Endowment Gifts | 2.5 percent |
| Capital Gifts | 2.5 percent |
| Operating Gifts (Annual Fund) | 2.5 percent |

XI. Recognition

- A. The fall (November) issue of the WCU Magazine will be the place in which donors of the previous fiscal year are listed. Leadership donors, those contributing \$10,000 or more, will also be listed in the Signs of Excellence newsletter. With rare exceptions, no other University publications will carry donor names.

- B. The most visible listing will be donors of greater amounts, working backwards. Donors contributing less than \$100 in total gifts for a given year will not be listed. In the case of married or partnered alumni couples, each spouse or partner will be recognized for the total of the gift, in terms of placement within a gift range. All honor and memorial donors, regardless of size, will be listed. Donors will be honored for gifts to the annual fund, capital campaign, endowment and restricted funds, and for planned gifts.
- C. Individuals, corporations, and foundations will be listed according to the total amount of their gifts given in the fiscal year. This includes gifts for both restricted and unrestricted purpose.
- A. Donors to the annual Presidential Scholarship Gala or other special events will be included in the gift totals based on their net gifts, i.e., the amount given minus the benefit received.
- B. Depending upon the size and purpose of a donor's gift, the donor may be recognized by the naming of a campus facility or program. The WCU Naming Policy provides specific direction regarding the University's requirements for naming opportunities and should be consulted prior to making any naming commitments to a prospective donor. The Vice President for Advancement is responsible for overseeing the approval process for all naming gifts.
- C. Donors contributing scholarship endowment gifts have the right to name the endowment and scholarship in the manner of their choosing unless the name selected is not in keeping with the University's mission and values. The Vice President for Advancement is responsible for overseeing the approval process for all naming gifts.

XII. Corporations & Foundations

Clearance to solicit any corporation or foundation for any University purpose must be approved by the Vice President for Advancement (VPA). In consultation with the Foundation, the VPA maintains a clearance procedure to confirm that a corporation or foundation is available for solicitation. University employees seeking support from corporations and foundations must complete the Private Gift Support form, which must accompany any proposal submitted through the University approval process.

All proposals to foundations and corporations requesting \$10,000 or more should include a cover letter from the President, and in the President's absence, the Provost. For proposals requesting less than \$10,000, a cover letter approved by the VPA must accompany the proposal. All gifts received by the University from corporations and foundations for any purpose defined as a gift (including private sector grants that meet the award criteria outlined in Section III of this policy) must be forwarded to the VPA for processing.

XIII. Other Fundraising

This section deals with fundraising events or meetings that are outside of the working list of funding priorities.

- A. Internal clubs, departments, offices, and external groups raising funds for the good of the University.
 1. Each group organizing to raise awareness and/or directly solicit gifts for a University purpose must have a University employee as sponsor. This sponsor will be responsible for the activity and its cost to the University. The sponsor should be someone in authority over the department who will approve and guide activities, and who will be the liaison with the VPA and the WCU Restricted Funds and Facilities Management offices.
 2. Generally, the cost of the event is borne by the sponsoring department or will be paid out of proceeds from the event (see University Space Use Policy).
 3. The department should budget costs to reimburse the University for any wear and tear on facilities, costs of security, clean-up, etc.
 4. Tickets for fundraising events must be priced so that event revenues are likely to cover event expenses and generate net income to support the purpose of the event. Ticket prices and event budgets should be established in consultation with the Foundation. Prior to the sale of any tickets, a determination must be made by the VPA with the assistance of the Foundation regarding the portion of the ticket price that is a charitable donation.
 5. Contributions received will be deposited at and receipted by the Foundation.
 6. No WCU employees may use University funds to purchase a ticket to attend any fundraising event sponsored by the Foundation, University, or any University department, program, or club regardless of the sponsor or purpose. However, employees who are required to attend a fundraising event to assist with its operation are not required to purchase a ticket to attend the event. The cost of their attendance will be considered an event expense and included in the event budget.

- B. External clubs, groups, agencies raising funds not benefiting the University.
 1. Approval for such activities must be given by the VPA and the WCU Vice President for Administration and Finance and coordinated through the Conference Services Office.
 2. Generally, the University must charge an outside group who is using WCU facilities for their own financial benefit. The charge should be one or the other: a fee to offset costs incurred plus an additional charge to account for wear and tear on the facility; OR a percentage of the fees charged to attendees as agreed by the campus sponsor, and the two administrators above. External groups wishing to use University facilities should consult the Office of Conference Services for more information (see University Space Use Policy).
 3. Each group must have a campus sponsor who is responsible for the University's facilities, organization of the event, and cost management.

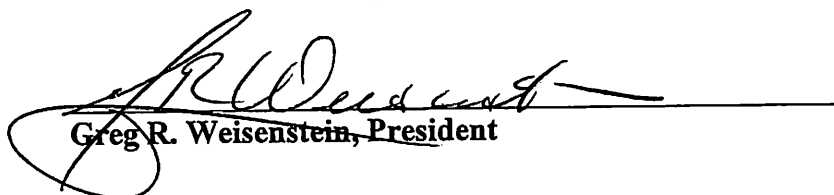
4. No employees of West Chester University may use University funds to purchase a ticket to attend any fund raising event sponsored by external groups on campus unless attendance advances the mission of West Chester University and is approved by employees' Vice President or the Vice President's designee. No University funds may be used to purchase alcohol at events or for any purpose.
5. The President may exempt a group from this Policy.

XIV. Enforcement

This Policy applies to all employees of West Chester University. It is the responsibility of the Vice President for Advancement to communicate this Policy to WCU employees. In addition, it is expected that WCU's principal academic and administrative leaders (Vice Presidents, Deans, Associate Deans, and Directors) will be familiar with the Policy. Advancement staff, particularly those assigned responsibility to raise funds for specific academic or administrative units, will also inform directors and chairs in their areas about the Policy.

In cases where the Policy is not being observed, the Vice President for Advancement will contact the employee(s) involved to inform them of the problem and correct procedures. If the employee continues to ignore the Policy, the Vice President for Advancement will inform the employee's supervisor of the matter and request corrective measures. Funds raised by employees who are not in compliance with this Policy may be withheld or returned to the donor.

APPROVED as of August 31, 2011



Greg R. Weisenstein, President