

CLUB FUNDRAISING

Guide Dogs for the Blind is very proud of the essential contributions that its puppy raising volunteers make in raising puppies. GDB recognizes the other great contributions that these volunteers make daily in reaching out to their communities by doing public relations; educating about blindness and related issues such as access; teaching the public about positive and humane dog care and training through actions and words; and fundraising to support their local efforts and Guide Dogs for the Blind's mission.

The following document is designated for internal use at Guide Dogs for the Blind (GDB) only, GDB staff and participating clubs.

Background

GDB provides puppy raisers with supplies such as leashes, puppy jackets, and collars, and approved veterinary care supplies and expenses. Additional expenses are incurred by raisers in the course of their volunteerism for purchases such as dog food, toys, equipment, and travel. Leaders may incur more substantial expenses through personal financial support for the clubs that they manage. Puppy raising clubs are expected to be financially self-supporting and may incur expenses for site rental, volunteer recognition, community recognition, stationary and office supplies, food, and other expenses. Puppy raising clubs support their operations and the puppy raising efforts of their raisers with donations from their members and from businesses and individuals in their communities.

Several basic principles apply to the functions of puppy raising clubs and volunteers. Puppy raising volunteers are agents and representatives of GDB. In a GDB-authorized function, GDB is accountable - legally and otherwise - for the acts of its volunteers. As a result, GDB is responsible for providing its volunteers with guidelines to ensure that club fundraising practices are practical, legally sound, and financially accountable.

As volunteers, GDB puppy raisers are provided certain protections under the Federal Volunteer Act of 1997. The primary element of this act stipulates that volunteers who act within the realm of their identified duties and without deliberate malice or willful neglect cannot be held liable for their actions (with the exception of operating a motor vehicle). In order to ensure that GDB volunteers receive the full benefits of the protections of this legislation, GDB is responsible to clearly define volunteer responsibilities in all functions, including fundraising.

GDB clubs not fundraising under the umbrella of 4-H or FFA must ensure proper legal protections by utilizing the GDB infrastructure to fundraise. Without utilizing GDB's non-profit status, tax identification number, accounting, and receipting, volunteers may be incurring personal tax and other liabilities.

4-H puppy raising clubs are governed by their state university systems through a set of guidelines that provide for fundraising under the state 4-H umbrella.

GDB leaders, puppy raisers, and other club members operate as volunteers for Guide

Dogs for the Blind, a non-profit 501c3 organization. Club volunteers may not form a puppy club as a separate 501c3 or other such entity.

The decision by a puppy raising club to fundraise is entirely voluntary. Clubs are not required to engage in fundraising.

Benefits

This program is intended to produce benefits for both GDB and participating clubs including:

- Ensure proper legal and financial protections for volunteers in the solicitation and use of donated funds
- Defray the cost of raising a puppy
- Defray the cost of operating a puppy raising club
- Enhance local marketing efforts and media relations through use of promotional materials from GDB
- Enrich the youth development experience by allowing youth to be involved with marketing and fundraising activities
- Enhance protection of puppy raising club members against accounting errors by a club member(s) in the process of fundraising
- Utilize the existing GDB infrastructure for the deposit, receipting, and accounting of funds

Resources from GDB

In order to more effectively support the fundraising activities of clubs, GDB will dedicate increased organizational assistance to club fundraising:

- An account at GDB for clubs to deposit funds
- Recognition of successful and/or innovative efforts of clubs at puppy raising events, on GDB's web site (www.guidedogs.com), and in GDB publications
- Development and distribution of appreciation certificates for club use

Guidelines

In fundraising as in all activities, GDB staff and volunteers will maintain high ethical standards and perform in accordance with local, state, and federal laws. All participating clubs, volunteers, and GDB staff agree to follow the guidelines and procedures in this document, other applicable GDB guidelines, and the instructions of supervising GDB staff or volunteers.

All puppy raising volunteers and clubs that collect or hold money utilizing Guide Dogs for the Blind resources (e.g., name, image, puppies, events, volunteers) are required to use the Club Fundraising program when doing so. This system protects the organization, clubs and volunteers as individuals.

GDB has developed fundraising and related accounting procedures for puppy raising clubs to protect the organization, the clubs, and the club volunteers. These policies are

vital and staff and volunteers are expected to comply with their intent. GDB will consider suspension of fundraising by clubs or leaders who continue to disregard these policies. GDB puppy clubs may not maintain a local banking account. All funds in excess of the \$400 petty cash limit must be deposited into a restricted account at GDB.

Professional and Legal Standards in the Solicitation of Funds

Guide Dogs for the Blind's volunteers are required to meet all pertinent legal and practical expectations in the course of their business, including fundraising. This includes but is not limited to accounting, receipting, reporting, and payment of local and state sales taxes. Donors must be informed that their funds are being restricted to the puppy club and not going to general GDB funds. If funds are not sent with a "Deposit Form," or are not accompanied by a note from the donor stating that the funds can be restricted to the puppy club, in most cases they cannot be moved to the club account.

Honoring the 4-H Relationship

Clubs affiliated with 4-H are required to meet the standards of that organization for all 4-H associated activities.

Building New Relationships

GDB encourages its volunteers and clubs to build relationships within their communities with like-minded businesses, organizations, and individuals. Any formal or legal collaboration between clubs and other businesses, organizations, or other legal entities must be approved by GDB.

Expectation of Club Member Support

All club members are expected to support the activities of their clubs including fundraising. It is expected that before undertaking fundraising or a particular fundraising project that consensus of support will be given by the club membership.

Defining Club Governance Authority

GDB-designated puppy club leaders have direct responsibility for control of club functions, volunteers, and puppies. Disputes regarding leader authority may be resolved through existing GDB protocols on conflicts and communications.

Loss of Fundraising Privileges

All fundraising by GDB clubs must be under the approval and protocols of GDB. GDB has the authority to suspend or rescind the fundraising privileges of a club or a volunteer.

Contracting Approval

GDB puppy raising clubs and volunteers may not enter into a contract in the name of GDB. Any contract entered into by a volunteer will be considered their act as an individual separate from GDB; and in this context, a volunteer is fully responsible for any resulting liability. Please contact the CFR before entering into any contract for club activities.

Ownership of all Funds

Funds are deposited into an account restricted for the use of the club that raised the funds. Funds raised by volunteers acting in GDB's name are GDB property.

Ownership of Equipment and Supplies

As GDB volunteers raise the funds, all equipment and supplies purchased with funds raised in GDB's name are GDB property.

Club Dissolution

Clubs may be dissolved only by the decision of GDB. All club assets are the property of GDB. Any funds or materials in club possession must be returned to GDB.

Upon reactivation of a club (by returning members, by the use of the same club name, by the establishment of a new club with the same leadership, or by the assumption of puppy raising within a community or region) funds may not be re-designated to the newly formed club.

Resolving Fund Conflicts

Any resolution of a dispute regarding the expenditure, distribution, or accounting of funds will be made at the sole determination of GDB.

Club Structure Guidelines

Refer to the *Club Structure* section of this manual for guidelines regarding the management of funds and voting of expenses within each puppy club.

Requirements for a GDB Club Account

Clubs are required to route all donations and expenditures through GDB's accounting system thereby meeting the requirements set forth by the IRS. The official recognition of donations will be sent directly from GDB; this is what donors will use for tax purposes. Clubs are encouraged to write personal thank you notes to donors, however these notes cannot include the GDB tax identification number or any specific information about the donation, i.e. amount or date of gift.

Puppy raising clubs are required to complete a *Puppy Club Account Application* available in the leader section of the Forms page online. Once approved the club must adhere to all guidelines.

Procedures

All puppy club account forms are available in the leader section of the Forms page online.

Receiving and Depositing Donations

A club may solicit funds from individuals or companies for cash or in-kind donations for use by the club. However when soliciting from companies for funds other than matching donations, the club should ensure that this company is not one that GDB already has a formal relationship with. Refer to the appropriate use of funds for ideas on support items for the club. In order to receive, deposit, and ensure proper acknowledgement is made, follow these procedures:

Cash/Check Donations

All funds deposited to the club account must be accompanied by a *Puppy Club Deposit Form*. Checks must be made payable to "Guide Dogs for the Blind" and the

puppy club's name and account number should be noted on the subject line of the check.

- If a club receives cash as a donation, the treasurer, leader, or other designated club member may deposit the cash into a personal bank account and use a personal check, money order, or cashier's check to deposit. If this is done the "Funds Replacement" box on the *Puppy Club Deposit Form* must be marked. Receiving funds personally and writing a personal check to GDB for the total amount could give the false impression that the volunteer has personally donated to GDB and it is against IRS guidelines to claim these donations on personal taxes. Checking the "Funds Replacement" box ensures that the check is not reported as a standard donation.
- Matching funds from employers are an excellent way to raise funds. However these are very difficult for GDB to track. All matching funds must include a separate correspondence or notation on the check stating that these are for the puppy club and must include the club name and account number. In most cases matching funds without these notations cannot be moved.

Credit Card Donations

Clubs can receive credit card donations online; direct donors to the following page: www.guidedogs.com/givetoclubs. Clubs are listed first by state, then by name and account number.

In-Kind Donations

The donor completes the *In-Kind Donation Agreement* and submits to the CCP Operations Manager for proper donor acknowledgement. This applies to all goods and services, including items solicited for auctions. Although no monetary amount will appear in the club account for in-kind donations, GDB is required by law to declare the fair market value of all goods and services.

Expense Reimbursement

To receive reimbursement for club expenditures, complete the *Puppy Club Expense Reimbursement Form*. All expenditures must fall within the appropriate use of funds.

The Expense Reimbursement Form must be submitted with **original** receipts. All receipts must be submitted within 90 days of expenditure. Note that expense forms submitted without receipts will be returned for appropriate documentation. If there is no receipt for an expense, contact the CCP Operations Manager for approval of the expense. Once adequate funds are verified in the club account, a check is processed and mailed.

Transferring Funds

When a puppy club would like to use account funds to sponsor a harness at graduation or transfer funds to another puppy raising club account, complete the *Transfer Form* to identify the reason and amount to be transferred.

Documentation

All club account paperwork must be original; GDB auditors will not allow for faxed or e-mailed copies; this includes all forms and receipts. All receipts must be submitted within 90

days of purchase.

Account Balances

A puppy raising club is required to maintain their account balance including all deposits and expense submissions. GDB keeps a running record of the club's incoming deposits and expenses and a statement is e-mailed monthly to each account with activity recorded.

Petty Cash Fund

A club may maintain a petty cash fund of up to \$400 to assist with small cash expenditures; all other club funds must be held within the club fundraising account at GDB. The petty cash fund is for small cash expenditure reimbursements or emergency purchases for the club. The petty cash fund must be held in cash only, no monies can be held in a bank account. The petty cash fund should only have expenditures; no monies should be "deposited" into the fund. If a club needs to have a cash drawer for any reason they can use a portion of the petty cash fund as change, however they must deposit all proceeds to their club account at GDB and return the original amount of the change back to their petty cash fund. To start or replenish a petty cash fund, clubs must submit a *Puppy Club Expense Reimbursement Form*.

Puppy clubs are required to designate a Petty Cash Coordinator (this person can also be the treasurer or a leader or this can be their sole responsibility) within their club to maintain the petty cash fund. The Petty Cash Coordinator undertakes the following responsibilities:

- Agrees to responsibility for the maintenance and accounting of the fund including keeping a ledger showing all expenditures and all original receipts
- Agrees to reconcile the account on a monthly basis
- Agrees to submit the petty cash ledger and all receipts and supporting document to GDB if audited
- Agrees to reconcile the account before terminating volunteer relationship

Appropriate Use of Funds

- In regards to puppy raising clubs, GDB has sole authority in determining appropriateness of expenditures.
- Questions regarding uses other than those referenced below should be directed to the CCP Operations Manager or the Puppy Raising Manager.
- Any use of funds must be specific to the mission of Guide Dogs for the Blind
- Puppy raising costs including dog food and equipment (i.e., crates, dog runs, x-pens, tie-downs)
- Boarding costs for females in-season
- Support for club activities including office supplies, rental of meeting rooms, and selected socialization outings
- Dog transportation, including transportation of career change dogs back to puppy raiser for adoption or placement
- Puppy raiser travel to GDB events including graduation ceremonies

- Selected raiser sponsorship/stipend for those raisers that may need financial help to puppy raise; determine on a case-by-case basis with consultation from the CFR.
- Materials to support the club including rental for event space, speaker fees, community events, etc.
- Club awards for puppy raisers
- Donations to GDB including, but not limited to, underwriting the harness for client/dog at graduation
- Publicity for club activities
- Flowers, cards for bereavement or illness of a puppy raiser or family

Inappropriate Use of funds

- Personal use
- Loans of any nature
- Items not directly related to puppy raising, GDB, or club functions
- Expenses for career change dogs or pets
- Anything not approved by GDB or the club

Fundraising Ideas

Fundraising Special Event

Host a fundraising special event in the community that may include ticket sales, sponsorships or auctions. Note that local and state laws may apply.

Business Fundraising Night

Coordinate a fundraising night with a restaurant that offers a percentage of sales to benefit non-profits. Clubs promote their fundraiser locally and invite people to dine at the restaurant. A percentage of the dining proceeds are donated back to the puppy club. For example, Chevy's is located in most puppy raising states and offers 25% of the dining proceeds back to the charity. Ben & Jerry's Ice Cream offers a similar program.

Entertainment Fundraising

Selling Entertainment Books, Sally Foster products, See's Candy, or other sales programs can be an excellent way to fundraise. Profit margins and policies vary for each state or program.

Service Club Presentations

Clubs can arrange for presentations at local service club meetings as a way to connect with the community. Consider local Lions Clubs and Rotary Clubs as a way to educate people on the GDB mission and the need for club funding.

Corporate Matching Gift Programs

Club volunteers can double a donation to their puppy club by checking with their employers' Human Resource Department about matching gift programs. Fill out the company's matching gift form and send it along with a personal contribution. Also ask about company programs that recognize employees' volunteer hours with a gift to the employee's charity of choice.

Raffles and Other “Games of Chance”

GDB recognizes the history and success of raffles and opportunity drawings in the past. However, the regulations and registration requirements from the Attorney General and reporting requirements on the IRS Form 990 regarding these forms of fundraising has become increasingly burdensome. Due to the difficulty of meeting the requirements for this type of fundraising, puppy clubs cannot hold any raffles, opportunity drawings, 50/50 drawings or any “game of chance”. The only acceptable forms of drawings are a door prize or a giveaway that requires no donation or purchase; clubs may also consider silent or other auctions as an alternative.

Any specific questions regarding the Club Fundraising program should be directed to the CCP Operations Manager.