



## Fundraising FAQs

Thank you for your interest in raising money for a component fund of the Spartanburg County Foundation. We are committed to improving the lives of Spartanburg County residents by promoting philanthropy, encouraging community engagement, and responding to community needs, and are pleased to work with you in helping to develop your fund.

On occasion, fundholders may choose to hold fundraising events or a solicitation. "Solicitation" refers to any time individuals are asked verbally, in writing, or by electronic means to contribute to a fund. The term "fundraising events" includes, but is not limited to, receptions, dinners, parties, sports or entertainment events, auctions, and other similar activities. See our **Fundraising Policy** for specific guidelines to ensure that

- your fundraising efforts comply with the IRS guidelines and other governmental regulations.
- donors receive appropriate acknowledgement.
- the brand, identity and reputation of the Spartanburg County Foundation is protected, including its logo.

**REMINDER:** The fundraising group must complete a Fundraising Application. This application must be submitted at least 60 days prior to the scheduled event for Foundation review.

### MARKETING

All publicity materials must be reviewed and approved by the Foundation prior to print and public release. All materials should explicitly state that funds are being raised "on behalf of" The Spartanburg County Foundation, not "by" the Foundation. **Any advertising or promotional materials created for a fundraising event must make clear that monies are being raised for a fund at the Foundation.** All materials, including online and social media promotions, must include the following language: "XYZ Fund is a component fund of The Spartanburg County Foundation." Any use of the Spartanburg County Foundation's logo must be approved in advance by the Foundation. Requests to use the logo should be directed to Kim Atchley, Communications Officer, at [katchley@spcf.org](mailto:katchley@spcf.org) or (864) 582.0138.

### May I hold a fundraiser through a social media platform such as Facebook or Instagram?

Not at this time. When contributions are received from Facebook, there is no tracking or notation to distinguish which fund at the Foundation should receive those contributions. Therefore, we cannot accept contributions from social media channels. **This also applies to any third-party vendor such as Paypal, Venmo, Cash app, or text to donate for the same reason. In order to qualify as a tax deductible donation, all gifts must be received by the Foundation directly.**

### Can I have sponsors for my fundraising event?

If the event receives corporate sponsorships, the Foundation can provide a gift receipt if: 1) the corporation declines all benefits associated with the gift, 2) the gift is made payable to the Foundation for the fund, or 3) a separate check is given in the amount of the charitable contribution with monetary value of any benefits subtracted.

### Can I sell items during a fundraiser to raise more money for my fund?

Anything can be sold at a fundraiser; however, only the actual gift is deductible. Any purchases or other benefits need to be paid for separate from the actual gift (ex. Golf Event: green fees, lunch, T-shirt (pay in one check); gift designated for your fund in a separate check). If you choose to operate independent of the Foundation, and the fund name is not referenced, all can be paid together; and the Net of the event would be deposited into the fund, or the checks would be deposited as a lump sum into the fund.

### **Can I raffle off an item to raise money for my fund?**

The Foundation is not registered with the South Carolina Secretary of State's office to conduct raffles. Therefore, we cannot issue gift receipts for raffle ticket sales or other games of chance for any of the Foundation's component funds.

### **What if a company will support my fund with a percentage of sales or host their own fundraising event?**

If another company, agency, or individual offers to host a fundraiser to benefit your fund, all fundraising guidelines, including submitting the fundraising application to the Foundation, still apply. The fundholder should communicate the details with the Foundation.

### **Can I have alcohol at my fundraising event?**

Event organizers are responsible for obtaining and paying for any necessary insurance, permits, licenses, approvals, etc. and for complying with applicable laws and regulations, related to alcohol use at their event. If related to a Foundation fund, the event must adhere to the SCF Fundraising Policy and be approved prior to the event. The Foundation must receive a copy of the insurance policy.

### **Can I conduct a silent auction?**

Yes, but there are certain items to consider related to receiving a tax receipt. Please contact the Foundation for more information.

### **Scenario 1 - Asking for Gifts (no event is held, no goods/services provided)**

You may promote contributions to a fund through marketing efforts such as brochures, posters, information sessions, or an appeal letter to prospective contributors. In response to these efforts, donors may make gifts directly to the fund. **Checks should be made payable to the Spartanburg County Foundation with the name of the fund in the memo and sent directly to SCF** (gifts of appreciated assets made directly to SCF are also acceptable). The donor will receive a gift acknowledgement letter from SCF indicating that the gift is tax deductible. All contributions are listed, with the donor's name, on your fund statement, which can be accessed through the FundWeb online portal.

### **Scenario 2 – A group that does not have 501(c)(3) tax status holds a fundraising event.**

The group is responsible for collecting all checks and forms, and paying all event/solicitation expenses. The net income (net of expenses paid) may then be forwarded to the Spartanburg County Foundation and indicating a particular fund. In this case, the Foundation does not endorse the activity, nor is it involved in the planning or execution. The Foundation does not send tax receipts to the individual contributors, and no one receives a charitable deduction for participating in the event. A receipt for the net amount received is sent by the Foundation to the representative of the organizing group that submits the contribution. In addition, the group must abide by the requirements in the Foundation's fundraising policy. Fundraisers that conduct fundraising events through the Foundation (where the Foundation processes individual checks, forms, or receipt letters) will be subject to a fee of \$20 for each transaction processed by the Foundation.

### **Scenario 3 – A 501(c)(3) organization holds a fundraising event (goods/services provided)**

The organization is responsible for collecting all monies and forms, paying all event/solicitation expenses, and issuing tax receipt letters to their individual contributors. The net income (net of expenses paid) may then be deposited into the organization's Foundation fund. In addition, the organization must abide by the fundraising requirements listed in the Fundraising Policy. The organization must also state in all marketing materials that the net proceeds will benefit their Foundation fund (**see Marketing section on reverse side**). Fundholders that conduct fundraising events through the Foundation (where the Foundation processes individual checks, forms, or receipt letters) will be subject to a fee of \$20 for each transaction processed by the Foundation.

**Contact Heather Ailstock, Contributions Manager, at [hailstock@spcf.org](mailto:hailstock@spcf.org) or 864-582-0138 with any questions.**