



Millard United Policy and Procedures Fundraising and Special Events

Effective May 1, 2017

What is the Purpose of this Policy?

Millard United Sports (“MUS”) is a nonprofit organization, and all funds collected by, for or on behalf of MUS must be used for MUS’s exempt purpose, in compliance with IRS rules and regulations governing nonprofits. MUS’s exempt purpose is to provide the highest quality youth sports programs that serve players of all abilities in the metro area; athletic competition helps young people grow in confidence, loyalty, teamwork, sportsmanship and skill (MUS’s “Nonprofit Purpose”). The purpose of this Fundraising and Special Events Policy (this “Policy”) is to provide guidance to all MUS members as to the approved fundraising activities and special events when seeking to raise funds for the MUS organization and/or individual teams.

Do I Have to Comply With this Policy?

If you fit within any of the following categories, you must comply with this Policy:

- All members of MUS.
- Anyone who participates in any one or more of the leagues, sports teams or activities provided by MUS, including without limitation all players, parents of players and coaches of select and in-house/club baseball, softball, football, cheerleading, and any other or future activities or sports teams.
- All members of the Executive Board.
- All members of the Baseball Committee, the Softball Committee and the Football Committee (each, a “Sports Committee”).
- All members of any Parents Auxiliary Committee or similar committee.

Do I Need to Get Approval for My Fundraising Activity?

You can conduct any of the following fundraising activities **without needing prior approval** from MUS:

- Solicit and obtain banner sponsorships from individuals or businesses (can exceed \$500).
- Solicit and obtain donations collected from restaurant programs where a percentage of the proceeds are donated back to MUS or an individual team.
- Sell popcorn bins, cookie dough, or similar fundraising products where a percentage of the proceeds are donated back to MUS or an individual team; this does not include coupon books (guidance on coupon books is provided below under activities to be conducted by and through MUS staff, Executive Board, or authorized volunteers).



Millard United Policy and Procedures Fundraising and Special Events

You **must obtain prior written approval** from MUS to conduct any of the following fundraising activities and special events:

- Sell opportunities/seek donations for games of chance, such as football squares/pools, basketball/baseball brackets, and other similar activities.
- Hold a golf tournament, bowling night, carnival, run, walk, dinner banquet, or other similar event; these events may include ticket sales or donations for entry, silent auction items, raffle items, event sponsors, and/or table sponsors.
- Work concessions or similar activities where MUS or an individual team receives compensation or a percentage of the proceeds; provided that in addition, for any fundraising through CenturyLink concessions, additional rules that apply (see the separate policy for CenturyLink concessions, which is available at the MUS Staff office).
- Receive donations/funds from employers or other donors to cover team fees and expenses (not including banner sponsorships).
- Conduct any fundraising activity or hold any event not otherwise specifically identified in this Policy.

You **may not conduct** the following fundraising activities or special events on your own. The following activities and events may only be operated by and through MUS Staff, the Executive Board, or authorized volunteers.

- Apply for grants/funding/gifts from public, private, state, federal, and/or national foundations, as well as any other similarly structured organizations.
- Conduct direct mail or email campaigns/requests from individuals and/or business organizations.
- Request corporate or individual gifts over \$500 (including any matching gifts); this does not prevent you from (1) soliciting and obtaining banner sponsorships for over \$500 or (2) accepting donations/funds from employers or other donors so long as the donations/funds were not solicited and you obtained approval from MUS before accepting the funds/gift.
- Partnerships or marketing agreements with sporting goods companies, apparel companies, suppliers, league partners, tournament partners, or other businesses targeted by the MUS organization, which includes, but is not limited to, partnering with third parties to sell coupon books, spirit wear and related merchandise (online or otherwise) where a percentage of the proceeds are donated back to MUS or an individual team (money or bonus/credit dollars).
- Working firework stands where MUS or an individual team(s) receives a percentage of the proceeds; individual teams are not permitted to conduct their own firework stands due to the limited number of available locations.



Millard United Policy and Procedures Fundraising and Special Events

The following fundraising activities and special events **are forbidden**, and should not be operated by anyone affiliated with MUS or any third parties for or on behalf of MUS:

- Any illegal conduct.
- Unlawful gambling activities and other gambling activities not specifically permitted in this document (poker/gambling nights are permitted, but only if permitted under applicable law and approved in advance by the Executive Board).

Can I Accept Gifts?

It is acceptable for MUS members or teams to receive unsolicited cash and non-cash gifts, provided that such gifts are consistent with MUS's stated mission, purposes, and priorities. All gifts must be delivered to MUS Staff pursuant to the section titled "*What Do I Do with the Funds Raised, and How Do I Get Reimbursed?*" below.

How Can the Funds or Gifts Be Used?

All funds raised through any permitted fundraising activities, events, or solicitations and collected as gifts may be used to offset any of the following costs and expenses:

- Required costs and expenses to participate on a particular team, including, but not limited to, MUS team fees, team instruction fees (does not include individual instruction/lessons), and facility team fees; coaches are expected to utilize proper judgement in only including costs or expenses that are directly related to operating a team.
- Required team or organization equipment, including balls, bags, dummies, cones, ladders, sleds, web-based scoring books/tools/tablets and similar items or equipment; all such equipment is the property of MUS and shall be returned to MUS at the conclusion of the just-completed season.
- Team transportation costs and meals for out-of-town games/tournaments (must be offered to the entire team); does not include volunteer coaches or individual player/family mileage, gas, meals, lodging unless otherwise pre-approved by MUS and subject to compliance with IRS rules regarding nonprofits.
- Team tournament fees and umpire fees.
- End-of-season plaques, trophies, awards, dinners, banquets.
- Team entertainment activities (movies, team bonding, etc.).
- Donations/gifts to third parties for usage of fields, facilities, or other venues to conduct MUS activities or events.

Funds and gifts may not be used for the reimbursement costs or expenses that are not permitted by the IRS pursuant to private and/or personal inurement restrictions. Examples of



Millard United Policy and Procedures Fundraising and Special Events

such costs or expenses include, but are not limited to, bats, gloves, shoes, individual instruction/lessons, and certain individual travel costs.

If you intend to use funds or gifts to offset any costs or expenses not identified and permitted above, you must obtain MUS's prior approval, which may be withheld in MUS's sole discretion.

Any funds raised or received through permitted fundraising activities and events or as gifts by any person for or on behalf of MUS are the property of MUS, and will be held in an MUS account, designed for the team for whom the funds were raised or gifted. Once an individual has left a team, the funds do not transfer with that individual, and only previously incurred and authorized costs and expenses for such individual may be paid with fundraised funds or gifts. In addition, funds in a non-active team account must be transferred to the MUS Scholarship Fund if there is no activity in such account for a consecutive 12-month period.

How Do I get Approval for a Fundraising Activity?

If this Policy requires you to obtain approval for your fundraising activity, you must complete and submit a pre-approval application to MUS prior to commencing any of the activities or events requiring approval (see attached Fundraiser and Special Events Application ("Application"), which is also available at MUS's Staff office).

The Application for approval must include the following:

- A brief description of the activity/event;
- Who it will benefit;
- The targeted donors;
- Amount to be solicited or raised;
- A timeline for the activity or solicitation;
- Insurance considerations;
- A plan for sustaining the project long-term, if applicable; and
- A detailed listing of the costs/expenses to be covered by the funds generated from the activity/event (see above for approved costs and expenses).

You must submit your Application to the MUS Staff, who will deliver the Application to the Sports Committee President governing your sport or activity. The applicable Sports Committee will have the right, in its sole discretion, to (1) approve the activity or event, (2) deny the activity or event, or (3) if the Sports Committee deems it to be appropriate, submit your Application to the Executive Board for approval, which may be provided or withheld in the Executive Board's sole discretion. Notwithstanding anything to the contrary set forth herein, any decision by the applicable Sports Committee or Executive Board will be consistent with and in furtherance of MUS's Nonprofit Purpose, and each Sports Committee and the Executive Board will apply this Policy consistent across all teams under its jurisdiction. If your sport or



Millard United Policy and Procedures Fundraising and Special Events

activity is not governed by a Sports Committee, your Application will be sent directly to the Executive Board for approval.

All Applications will be approved or denied by the respective Sports Committee, or, if applicable, sent to the Executive Board for approval or denial within seven (7) days after the date of submission.

MUS reserves the right, in its sole discretion, to reject any Application, in full or in part, including where the activity, event, or solicitation, or the costs/expenses to be covered by the funds is contrary to MUS's mission, vision, or larger fundraising strategy.

You may appeal a denial of your Application by your Sports Committee to the Executive Board, whose decision on the appeal will be final.

What Do I Do with the Funds Raised, and How Do I Get Reimbursed?

After conducting any permitted fundraising activity or event, or upon receipt of any gift for or on behalf of MUS, you must deliver all funds raised or gifts received to MUS Staff within 7 days of receiving any such funds. All funds will be held in an MUS account, designated for the team or activity for which the money was raised or gifted. In addition, you must also complete and submit to MUS Staff a Post-Activity Reconciliation Report (see attached Post-Activity Reconciliation Report (the "Reconciliation Report"), which is also available at the MUS Staff office) that includes the following information:

- Proceeds from ticket sales/donations/solicitations for activity or event entry.
- Proceeds from the sale or provision of food and drinks.
- Proceeds from the sale of clothing, merchandise, concessions, or related goods and services.
- Proceeds from live and silent auction items (list by individual item).
- Donors' names, addresses, donation amounts (both cash or non-cash donations), and a detailed description of any non-cash donations.
- Detailed listing of any other proceeds, solicitations, donations, or gifts not listed above.
- Detailed list of the approved costs and expenses to be offset/covered by the fundraising activity or event (including the timing of when any such costs and expenses shall be incurred); if funds are raised by multiple teams/a branch for a particular activity or event, then the Reconciliation Report must include a breakdown of the covered costs/expenses by each team.

To receive reimbursement for costs or expenses incurred, you must submit itemized receipts for review by MUS Staff prior to any such reimbursement being paid out. To request payment out of an account of previously fundraised funds or gifts for any costs to be incurred on behalf of a team, activity or other authorized purpose, you must submit an invoice or other acceptable cost documentation to MUS Staff. Any costs or expenses deemed by the MUS Staff, in their



Millard United Policy and Procedures Fundraising and Special Events

discretion, to be (1) excessive, (2) outside the scope of approved costs and expenses in the Application, or (3) contrary to MUS's Nonprofit Purpose may be denied by the MUS Staff and shall be the sole responsibility of the requesting team. If a cost or expense is denied by the MUS Staff, you may appeal the decision to the Sport Committee President governing your sport or activity. If the Sports Committee President confirms the denial of reimbursement or payment, you may then appeal the decision to the Executive Board, who may approve or deny the request in its sole and absolute discretion and, any decision made by the Executive Board will be final.

If funds are raised for a specific purpose, such as scholarships, those funds must be designated for that purpose. Once designated, MUS may not change the purpose of those funds.

For any funds raised through the MUS CenturyLink Program, please read carefully the separate MUS CenturyLink Program policy for the rules regarding the costs and expenses to which those funds can be applied. A copy of the policy can be obtained at the MUS Staff office.

What Happens if I Don't Comply with this Policy?

Any violation of the terms, policies, or procedures outlined in this Policy shall be brought to the attention of the individual Sport Committee or the Executive Board.

- Disciplinary action will be administered by and at the full discretion of the Sport Committee governing the team or activity. If, in the sole discretion of the Executive Board, such violation is of a nature that it warrants review by the Executive Board, or if such violation was outside the jurisdictional scope of any Sports Committee, disciplinary action will be administered by and at the full discretion of the Executive Board.
- Disciplinary action may include, but not be limited to, removal from a coaching/volunteer position or a ban from fundraising for a period of time.
- If disciplinary action is administered by a Sport Committee, the impacted team or individual member may appeal such decision to the Executive Board.
- Any decision made by the Executive Board will be final.

Who Can Help if I Have Questions Concerning this Policy?

MUS will designate lead MUS Staff and Sport Committee personnel on an annual basis to carry out the provisions of this Policy. The Executive Board may, if it deems it appropriate, appoint a Fundraising Committee to carry out the responsibilities of the MUS Staff where provided for in this Policy. If a Fundraising Committee is appointed, the individual teams and/or members shall retain the same appeal rights as provided for in this Policy.

What's the Recommended Process for Thanking Contributors?



Millard United Policy and Procedures Fundraising and Special Events

Donor stewardship is the process of thanking, engaging and recognizing donors for their contributions. Good donor stewardship can lead to increased donations and repeat funders. Here are a few ideas for good stewardship:

- Send a hand-written thank you note.
- Recognize a large gift by donor name (visible at one of our MUS facilities); a large gift is cash and/or property with a value in excess of \$1,000.
- Recognition at one of our MUS facilities must first be approved by the Executive Board.
- Make an annual stewardship visit to donors who make substantial gifts to your program; visit to thank them, update them on the great things that have happened in the past year, and tell stories about successful teams/programs.

What Else Do I Need to Know About Holding a Fundraising Event?

Offensive and Unlawful Behavior: Each activity and event must be administered in a manner that is appropriate to the mission of MUS and its Nonprofit Purpose. No offensive or unlawful conduct shall be associated with any MUS activity or event. For purposes of this Policy, offensive conduct means any conduct that is offensive to the MUS mission and the fundraising purposes for which the event is conducted. Events that condone or allow excessive alcohol consumption, unlawful gambling activities, and any gambling activities not specially permitted in the document.

MUS reserves the right to withdraw its endorsement of any events deemed offensive or unlawful.

Advertising and marketing for activities/events shall be performed or directed by MUS Staff.

Insurance Coverage and Special Permits: Each event or activity will be required to have general liability and property insurance in place with reasonable coverage limits of liability as determined by taking into account the size, location, and nature of the event. You must contact MUS prior to any event so that appropriate insurance coverage can be obtained. MUS reserves the right to approve or deny any event with respect to the cost-effectiveness of such insurance.

All events should be conducted with the safety of participants in mind, but special attention must be paid to the safety of any minors participating. Any special permits required for an event must be secured prior to the event.

Requirements Related to Alcohol: If beer, wine or other alcoholic beverages will be served at your event, you must also have in place liability insurance with coverage applicable to the liability that may arise as a result of serving such beverages. Precautions must be taken to ensure no minors are served alcohol. No liquor licenses may be secured by MUS and a regulated third party must be responsible for serving the alcohol.



Millard United Policy and Procedures Fundraising and Special Events

Any event/activity that includes consumption of alcohol shall require security and/or other supervision as required by law and as deemed necessary by MUS Staff, Sport Committees, or Executive Board.

Third Party Sponsored Events: Events that are created, planned, insured, and managed by other groups (third parties) for the benefit of MUS allow for contributions to MUS without significant added exposure for potential liability. All events hosted or sponsored by third parties must be reviewed and approved by MUS. It may be required that a hold harmless or indemnity agreement be signed by the third party sponsor of the event for the benefit of MUS.