

Oklahoma State University Policy and Procedures

SOLICITATION OF GIFTS FROM CORPORATIONS AND FOUNDATIONS

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DEVELOPMENT
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INTRODUCTION

1.01 Private gifts are of vital importance to Oklahoma State University. These gifts contribute significantly to the University's ability to maintain and enhance its high academic and cultural standards. The establishment of the OSU Foundation in 1961 signified the official recognition of the important role that private gifts play in the future of the University.

1.02 The major sources of private gifts for Oklahoma State University are (1) alumni and non-alumni individuals, (2) charitable foundations, and (3) business and industrial corporations. By their very nature, the members of these latter two groups generally are highly visible. As a result, they are readily identifiable as prospective donors to a wide variety of charitable causes. This visibility and perceived gift potential causes them to receive hundreds of funding requests each year. Often, multiple requests are received from various units of large organizations such as OSU. Consequently, a number of corporations and foundations have requested that, for purposes of prioritization and coordination, gift requests be submitted by a single office within the University.

1.03 It is the role of the OSU Foundation to support the various missions of Oklahoma State University by coordinating and encouraging the development of support from private sources. The Board of Regents officially recognized this role in a resolution adopted November 4, 1966, which states, in part, "...that it is the intention and desire of the Board of Regents of Oklahoma State University to collaborate with the Oklahoma State University Foundation to the fullest extent, to promote and encourage contributions and gifts to the Oklahoma State University Foundation, and...that this Board recommends to all persons or corporations desiring to make gifts or donations for the benefit of Oklahoma State University that such gifts or donations be made to the Oklahoma State University Foundation..."

1.04 As part of its mission as defined by the Regents to promote and encourage private gifts to the University, the OSU Foundation is in regular communication with corporations and charitable foundations. As a result, the Foundation is often aware of

their gift potential and interests, as well as the number and dollar amount of gift requests currently under consideration. In addition, because of existing relationships, the OSU Foundation is perceived by many corporations and charitable foundations as the office responsible for gift requests from OSU - whether or not these requests actually were submitted by the Foundation. These factors make the OSU Foundation the most logical and appropriate unit to coordinate gift requests submitted to corporations and charitable foundations.

1.05 It is recognized that there are many worthwhile projects at Oklahoma State University which could benefit from private gifts. However, it is also recognized that the number of corporations and charitable foundations which are likely to support these projects is limited - even though that number is growing steadily. Similarly, the number of funding requests from one institution which a single corporate or foundation benefactor can be expected to approve in a given year is also limited.

1.06 University personnel who anticipate submitting a gift proposal to a corporation or charitable foundation are encouraged to visit informally with the OSU Foundation's Director of Corporate-Foundation Gift Programs prior to initiating the formal procedures detailed below. Informal discussions may explore the "marketability" of the project for which funds are being sought, identification of potential corporate and foundation benefactors, the content of the proposal, and the most effective strategy for placing it in the hands of the prospect(s). While requiring some additional expenditure of time and effort at the outset, it is anticipated that such initial informal discussions with the OSU Foundation will ultimately expedite the handling of each proposal.

1.07 In adopting this policy, it is not the intent of the University to discourage administrators, faculty, and staff from taking the initiative in seeking private gifts. On the contrary, the University encourages OSU personnel to cultivate relationships with personnel in charitable foundations and corporations. In fact, these personal and professional relationships that are developed over time often determine whether or not a gift request is ultimately approved. Instead, the following policy and procedures are established to ensure a coordinated approach to seeking private gifts. Such an approach will maximize the chance for approval of funding submitted, build positive relationships with corporate and foundation benefactors, and yield the greatest amount of long-term private support for the University.

POLICY

2.01 It is the policy of Oklahoma State University that all proposals requesting gift Corporations and foundations generally require that written funding proposals be submitted whether the request is for a gift, grant, or contract. The distinction between the three types of awards can usually be made by analyzing the requirements attached to the monetary award and

the expectation by the donor of a tangible "return on investment." For purposes of this policy, the following definition will apply:

Gift - a monetary award made in support of the University or a unit of the University including specific programs or projects of the University or unit of the University, for which there is no formal fiduciary reporting requirement set by the donor and no expectation of a tangible product or benefit which would pass to the donor as a result of such award.

funds from corporations and charitable foundations shall be routed through normal administrative channels and reviewed by the OSU Foundation before being submitted to potential corporate or foundation donors.

2.02 This policy applies to all new or continuing gift proposals submitted by any faculty member, department, or other unit of Oklahoma State University to any corporation or charitable foundation.

PROCEDURE

3.01 Any proposal requesting private gift funds, whether originating within a college or support unit of the University, shall pass through normal administrative channels for approval, up to and including the appropriate vice president. The proposal shall be accompanied by a memorandum prepared by the originating individual specifying to which corporation(s) or foundation(s) the funding request will be sent.

3.02 Upon approval by the appropriate vice president, the proposal and accompanying prospect list will be forwarded to the OSU Foundation with a memorandum of support from the vice president.

3.03 The Foundation will review the proposal in light of two factors: (1) other OSU gift requests currently under consideration by the targeted corporation(s) or foundation(s); and (2) the Foundation's knowledge of particular programs or projects which are compatible with the giving interests of the corporation(s) or foundation(s).

3.04 If the Foundation recommends that the proposal should be submitted as requested, it will attach a letter, signed by the President of the Foundation or other appropriate University official, indicating that the program or project for which funds are sought represents a priority for the University.

3.05 When the appropriate letter of support has been attached, the proposal will then either be mailed or delivered by the Foundation to the corporate or foundation prospect(s) or returned to the originator of the proposal for submission. Which of

these two approaches will be most effective and appropriate will be mutually agreed upon by the Foundation and originator before the proposal is submitted.

3.06 If additional prospective corporate or foundation donors are identified after the gift proposal has already been approved through this procedure, the proposal need not be submitted again for administrative review. Instead, the names of the newly targeted corporation(s) and foundation(s) will be submitted in writing to the Foundation for review and recommendation.

3.07 If it is the recommendation of the Foundation that the proposal should not be submitted, it will be returned to the appropriate vice president, along with a memorandum of explanation. The memorandum will detail the reason(s) for the Foundation's negative recommendation and, if appropriate, will suggest alternate funding sources.

3.08 If the vice president agrees with the Foundation's recommendation, the proposal will be returned to the originating individual so that the recommended action may be taken.

Approved by President Boger: December 10, 1984