

# Fundraising Policy

Arkansas School for the Deaf and Arkansas School for the Blind and Visually Impaired

## Purpose

This policy provides guidelines for fundraising activities at the Arkansas School for the Deaf (ASD) and the Arkansas School for the Blind and Visually Impaired (ASBVI). It ensures that all fundraising efforts comply with state and federal laws, uphold ethical standards, and align with the missions of ASD and/or ASBVI.

## 1. Legal Compliance

### 1.1 Public vs. Private Funds

Funds raised through private donations or fundraising events must be kept separate from public funds. These funds should not be commingled unless explicitly allowed by Arkansas state law. All fundraising activities will comply with state laws governing financial management, state agency requirements, and IRS regulations regarding charitable donations.

### 1.2 Transparency and Accountability

All fundraising proceeds must be properly documented, reported, and audited as required by the State of Arkansas. Financial records for all fundraising activities, including event expenses and donation reports, must be maintained for at least seven years and made available upon request.

## 2. Ethical Guidelines

### 2.1 Conflict of Interest

All ASD and ASBVI staff members, students, and volunteers involved in fundraising activities must avoid any conflicts of interest. Employees or contractors engaged in school operations, including vendors and service providers, must not be solicited for donations unless as part of a public campaign open to all. *See Ark. Code Ann. 6-24-101 et. Seq.; Arkansas Department of Education Rules and Regulations Governing Ethical Guidelines and Prohibitions for Educational Administrators, Employees, Board Members, and Other Parties; Arkansas Ethics Commission Rules on Special State Employees-Conflicts of Interest.*

### 2.2 Donor Rights

Donor information will be kept confidential, unless disclosure is required by law. ASD and ASBVI will honor requests from donors who wish to remain anonymous. Donor lists will not be sold, exchanged, or shared with third parties.

## **2.3 Gift Acceptance**

ASD and ASBVI reserve the right to decline donations that conflict with their missions, values, or could create legal or ethical concerns. This includes gifts that may lead to perceptions of favoritism or create a conflict of interest. Non-cash donations, including, but not limited to, real estate, personal property, and stock, will be reviewed by ASD/ASBVI administration before acceptance.

## **3. Fundraising Focus**

### **3.1 Mission Alignment**

All fundraising efforts must align with ASD's or ASBVI's mission. Fundraising will primarily focus on educational program development, extracurricular activities, residential life, and other areas as determined by ASD or ASBVI administration.

### **3.2 Specific Campaigns**

Each fundraising initiative must have a clear goal and timeline. Campaigns must be approved by ASD or ASBVI administration and/or Director of Development. The campaign's purpose must be clearly communicated to ensure appropriate use of funds.

## **4. Fundraising Roles and Responsibilities**

### **4.1 Authorized Fundraisers**

Only individuals or groups authorized by the ASD or ASBVI Superintendent or Director of Development may engage in fundraising activities. This includes staff members, student groups, volunteers, and authorized external parties. Unauthorized fundraising by individuals or groups is prohibited.

### **4.2 External Fundraisers**

When engaging external fundraisers, ASD and ASBVI must ensure compliance with State of Arkansas procurement policies. Contracts with external fundraisers must be reviewed and approved by ASD or ASBVI administration and legal counsel.

## **5. Communication and Publicity**

### **5.1 Branding and Messaging**

All fundraising communications will include official branding, such as the ASD or ASBVI logo. ASD and ASBVI staff will ensure all fundraising communications clearly distinguish between voluntary donations and public funding; donors must understand their contributions are optional and separate from state-funded educational services. ASD and

ASBVI staff will also ensure all solicitation materials accurately reflect the intended use of solicited funds.

## **5.2 Donor Recognition**

ASD and ASBVI may publicly acknowledge donors through appropriate channels, including but not limited to social media, the ASD and/or ASBVI websites, or public events. Donors wishing to remain anonymous will have their preferences honored.

## **6. Use of Funds**

### **6.1 Restricted and Unrestricted Gifts**

ASD and ASBVI will accept both restricted and unrestricted gifts. Restricted gifts will be used solely for the designated purpose as defined by the donor. Unrestricted gifts may be used at the discretion of ASD or ASBVI's administration to address the respective school's most pressing needs, in accordance with state guidelines.

## **7. Fundraising Events**

### **7.1 Event Procedures**

All ASD and ASBVI fundraising events must comply with state and local regulations, including permits, vendor contracts, and procurement rules. Proceeds from events must be documented and reported in the school's financial records as required by Arkansas law.

### **7.2 Volunteer Management**

Volunteers assisting in ASD and/or ASBVI fundraising efforts must pass state-mandated background checks and be trained on ethical standards and legal restrictions. Volunteers will not be compensated financially for their efforts but may be recognized for their contributions through school-approved methods.

## **8. Review and Amendments**

This policy will be reviewed annually by ASD and ASBVI administration. Any necessary changes will be submitted to the Arkansas School for the Deaf/School for the Blind and Visually Impaired Board of Trustees for approval to ensure compliance with state or federal law and to adapt to ASD and ASBVI's evolving needs. Amendments to this policy must be approved by the ASD/ASBVI Board of Trustees.