

Ethical Fundraising Policy

Ethical Fundraising

Comprehensive Therapy Center (CTC) is a nonprofit organization with the mission to meet the therapeutic and educational needs of adults and children with disabilities who are at-risk or disadvantaged, through skill building, academic enhancement and social-emotional support. We help adults keep or increase their independence. We help children to walk, talk, learn and play.

All donations solicited on behalf of the organization shall be used to further this mission and follow the policies and procedures outlined below.

Ethical Fundraising

All development staff must adhere to the Code of Ethical Fundraising established by the Association of Fundraising Professionals (AFP):

<https://afpglobal.org/ethicsmain/code-ethical-standards>

CTC will maintain its membership to AFP so that development staff may receive ongoing training.

The Development Director will oversee all fundraising efforts and ensure that all persons participating have the appropriate training.

The Development Director will create a Marketing and Development Plan that will be reviewed and updated annually.

Fundraising Policy

Funds shall be solicited in a respectful manner and without pressure.

All third parties not directly affiliated with CTC who wish to solicit funds on behalf of the organization must acquire written permission from the CTC's Development Director prior to beginning any fundraising activities.

Donor designated restrictions on contributions shall be honored. CTC has a responsibility to ensure donor wishes are strictly observed and gifts are used only for the purpose stated by the donor. All donations will be spent according to the donor's intent.

CTC is a nonprofit 501(c)(3) organization and contributions made to the organization are tax-deductible to the fullest extent of the law. Written tax receipts shall be issued for all donations. If the donor receives anything in exchange for their donation, such as an

event admission, the tax receipt shall clearly state what portion of the donation is tax-deductible.

All fundraising activities will comply with all applicable local, state, and federal legal requirements.

Donation Receipt & Acknowledgement Procedure

1. Mailed

- a. Whoever opens the mail will scan the envelope, check, and any enclosed materials to the Development Director and cc development@therapycenter.org.
- b. The Development Director will acknowledge receipt.
- c. If possible, the Development Director will assign the recording of the gift to an associate of the Marketing/Development department.
 - i. Associate will enter the information in donor database.
 - ii. Associate will print the acknowledgment letter and envelope.
 - iii. Associate will present the letter to the Development Director to sign.
 - iv. Associate will insert coloring page or whatever additional enclosures are appropriate.
 - v. Associate will mail thank you letter.
 - vi. Associate will mark the donation as acknowledged in the donor database.
- d. If no associate is available, the Development Director will follow the above steps.
- e. All thank yous will be sent within 5 business days of receipt if possible.

2. Digital Giving

- a. The Development Director will monitor online giving notifications, which are sent to either their email address or development@therapycenter.org. If the email is sent to their email, it will be forwarded to development@therapycenter.org
- b. If possible, the Development Director will assign the recording of the gift to an associate of the Marketing/Development department.
 - i. Associate will enter the information in donor database.
 - ii. Associate will print the acknowledgment letter and envelope, if possible. If not, the Associate will draft the email acknowledgement.
 - iii. Associate will present the letter to the Development Director to sign or email.
 - iv. Development Director will blind carbon copy (bcc) Associate with sent email acknowledgement.
 - v. Associate will mark the donation as acknowledged in the donor database.
- c. If an associate is not available, the Development Director will carry out steps i. through v.

3. In-Person at the Office

- a. Staff member will thank donor for the gift and, if possible, take them to the Development Director.
 - i. If the Development Director is in the office, they will thank the donor and, if appropriate, have further conversation about the gift and the donor. They will collect info in Step B.
 - ii. If the Development Director is not in the office, the staff member will scan the gift (cash or check) and send it along with details from Step B via email.
 - b. All info that should be collected at the time of gift includes:
 - 1. name
 - 2. address
 - 3. email address
 - 4. phone number
 - 5. gift intention
 - 6. any other relevant information
 - a. is the gift anonymous?
 - b. does the donor wish to be contacted for further information?
 - c. If possible, the Development Director will assign the recording of the gift to an associate of the Marketing/Development department.
 - i. Associate will enter the information in donor database.
 - ii. Associate will print the acknowledgment letter and envelope, if possible. If not, the Associate will draft the email acknowledgment.
 - iii. Associate will present the letter to the Development Director to sign or email.
 - iv. Development Director will bcc associate with sent email acknowledgment.
 - v. Associate will mark the donation as acknowledged in the donor database.
 - d. If an associate is not available, the Development Director will carry out steps i. through v.
4. In-Person at an Event
- a. If the person is trying to give a gift to a non-administrative staff member or volunteer, they will redirect the person to staff who have been designated to receive donations. The list of these people will be made available during event training/orientation.
 - b. The designated staff member will thank the donor for the gift and follow the predetermined method of accepting donations, which they will have been trained on during event training/orientation.
 - c. Whichever staff member collects the money envelope from Therapy & Fun will follow the Mailed donation procedure from Step 1.
5. In-Person at Therapy & Fun
- a. If the donor is trying to give a gift to a volunteer or high school/college staff member, they will redirect the donor to the staff room (and will escort them if possible). The staff member monitoring the staff room will direct the donor to a member of the director team.

- b. If a director is not available, the volunteer or staff member will ask the donor to make the gift online or mail it.
 - c. If the director is available, they will thank the donor for the gift and follow the following procedures:
 1. Hand a donation envelope to the donor, which can be found in the staff room, and ask them to complete the form on the inside of the envelope then seal it with the donation inside.
 2. Put the donation in it's designated spot (the money collection envelope in the staff room).
 3. Write a note of receipt to the donor, with an assurance that a formal thank you will follow within a week.
 - d. Whichever staff member collects the money envelope from Therapy & Fun will follow the mailed donation procedure from Step 1.
6. In addition to the above acknowledgments, donations of \$500 or more will also receive a personal phone call from a member of the agency's leadership team.
 7. Unless otherwise requested, every new donor will be included in informational mailings and receive invitations to special events.

Donor Privacy Policy

Any information supplied to CTC by donors will be used solely to fulfill their donation and shall not be shared for any reason unless permission is granted by the donor to share such information. All requests to remain anonymous shall be honored. CTC does not sell or share donor lists. Donors who supply CTC with their mailing or email address may be contacted periodically for informational, marketing, and/or solicitation purposes. Donors may request to be permanently removed from mailing lists by contacting us via email, phone, or postal mail. All requests to be removed from the CTC's mailing list shall be honored.

All donor record-keeping will be in donor databases that adhere to best-practice privacy policies. All donor contact information will be kept private, and only qualified personnel will have access to said database. Paper records will not be kept.

General Gift Acceptance Policies

Gifts to CTC may take a variety of forms. Many are gifts by living donors. Some are bequests or testamentary gifts that take effect upon the donor's death. Others are different forms of deferred or split-interest gifts.

CTC may accept the following types of contributions:

Cash. The organization may accept outright cash gifts in any amount.

Closely-Held Stock and Partnership Interests. All proposed gifts of closely-held stock and partnership interests must be evaluated and satisfy due diligence requirements of CTC.

Life Insurance Policies. The Foundation may accept gifts of life insurance policies, provided that CTC and the donor reach a prior written agreement about arrangements for the payment of any required premiums.

Publicly-Traded Securities. CTC may accept gifts of publicly-traded stocks and bonds at fair market values as determined under Internal Revenue Service rules. Gifts of publicly-traded securities may be sold as soon as possible, and the fund the donor established will be credited with the proceeds from the sale, after commissions and expenses, if any.

Real Property. All proposed gifts of real estate must be evaluated and satisfy the due diligence requirements of CTC. In-kind donations will be valued by the donor and proof provided to CTC so that they can be acknowledged properly. Any gifts valued above \$5,000 must be obtained from an IRS-qualified appraiser.

Tangible Personal Property. Tangible personal property may be accepted as a gift, provided that there are no restrictions on its use or sale. The donor is responsible for obtaining a qualified appraisal prior to completing the gift should they require tax documentation.

CTC reserves the right to refuse any proposed gift. Gifts to CTC may not be directly or indirectly subjected by a donor to any material restriction or condition that would prevent the organization from freely and effectively employing the transferred assets, or the income derived there from, in furtherance of its exempt purposes.

Sponsored Special Events Policy

Fundraising events sponsored by CTC must net at least 50% of gross income. A detailed budget must be prepared in advance and approved by the Executive Director. Proceeds of sponsored events must support CTC identified needs and be approved by the Executive Director and/or the Development Director.

CTC will provide clear communication to event guests regarding IRS regulations that limit the charitable deduction amount to only a portion of the ticket price.

All CTC sponsored events must be evaluated for determination of continued offering.

Volunteers from within and from outside the organization are encouraged to participate in fundraisers, but must have formal training with CTC regarding our policies and procedures at least one month prior to the event. Training will be held on an as-needed basis.

Staff Member/Personal Fundraising

Staff may engage in third party fundraisers (selling items, services, etc. on behalf of other organizations such as their children's school, Scouts, athletic organizations, etc.) without director permission.

Non-development staff may not accept donations on behalf of CTC unless they fall into one of Donation Receipt & Acknowledgement Procedures above.

Staff may volunteer as a fundraiser for other organizations provided that:

- A) They do not use CTC resources to identify donors, potential funding sources, etc.
- B) They do not poach CTC donors.
- C) The organization does not compete with CTC for clients and donors due to similarity of services and mission.
- D) They do not fundraise during CTC work hours.

Federal Regulations:

False Claims Act, 31 U.S.C. §§ 3729 - 3733

Administrative Remedies for False Claims and Statements,
31 U.S.C.A. § 3801-3812

Prohibition on inducements to beneficiaries, 42 U.S.C. 1320a-7a(a)(5)

Criminal Penalties for Acts Involving Federal Health Care Programs,
Sec. 1128B of the Social Security Act, 42 U.S.C. 1320a-7b

Anti-kickback Statute, 42 U.S.C. §1320a-7b(b)

Health Insurance and Portability and Accountability Act of 1996, Pub.L.No. 104- 191
(codified as amended in scattered sections of 18. U.S.C. and 42 U.S.C.)

Medicare and Medicaid General Provisions, 42 C.F.R. Part 400

Medicare Supplemental Policies, 42 C.F.R. Part 403

Medicare Exclusions, 42 C.F.R. Part 411

Medicare Advantage Program, 42 C.F.R. Part 422

Medicare Part D Program, 42 C.F.R. Part 423

*Centers for Medicare and Medicaid Services Prescription
Drug Benefit Manual, Chapter 9-Part D Program to Control
Fraud, Waste, Abuse and other Wrongdoing Prevention

http://www.cms.hhs.gov/PrescriptionDrugCovContra/Downloads/PDBManualChapter9_FWA.pdf

Miscellaneous Criminal Statutes:

Bribery, 18 U.S.C. §201

False claims, 18 U.S.C. §287

Conspiracy to commit fraud, 18 U.S.C. §371

Theft or embezzlement in connection with health care, 18 U.S.C. §669

False statements, 18 U.S.C. §1001

False statements relating to health care, 18 U.S.C. §1035

Mail fraud, 18 U.S.C. §1341

Wire fraud, 18 U.S.C. §1343

Health care fraud, 18 U.S.C. §1347

Obstruction of a federal health care fraud investigation, 18 U.S.C. §1518

Money laundering, 18 U.S.C. §1956-57

Violations of:

Food Drug & Cosmetic Act, 21 U.S.C. §331

Controlled Substances Act, 21 U.S.C. §801-971

Michigan Regulations:

Michigan Medicaid False Claim Act, MCL §§ 400.601 - 400.613