

## DREAMS CENTER FOR ARTS EDUCATION

Policy Title:	Third Party Fundraising Policy
Date of Board Approval:	September 10, 2019

The Board of Directors of DREAMS recognizes that the organization engages in fundraising and solicitation activity from time to time. In order to comply with federal, state and local laws, as well as applicable ethical norms regarding fundraising activity, the Board has established this fundraising policy.

A. OVERSIGHT – All fundraising activity for DREAMS is supervised, coordinated and directed by the Executive Director. The Board and/or Board Fundraising Committee shall periodically review all fundraising activity by DREAMS, and at a minimal interval of annually.

B. USE OF FUNDRAISING PROFESSIONALS - Third parties not directly affiliated with the organization must have written permission from the Executive Director prior to any solicitation on behalf of DREAMS. Third party fundraisers engaged by DREAMS must be registered with appropriate state and local authorities, and their representation of the organization must be evidenced by a written agreement approved by DREAMS. DREAMS' NC Charitable Solicitation License number must appear on all digital and printed solicitation materials produced by any entity and bearing information regarding the solicitation of donation or the disbursement of proceeds to DREAMS.

### C. TRUTH AND ACCURACY

1. All solicitation and fundraising materials and other communications to donors and the public shall clearly identify DREAMS and be accurate and truthful. In addition, all materials must be submitted to DREAMS prior to printing or use on Social Media.

2. The Executive Director shall review fundraising or solicitation materials prior to publication for:

a. material omissions or exaggerations of fact, use of misleading photographs, or any other communication which would tend to create a false impression or misunderstanding; and

b. any statements or content that would tend to create unrealistic donor expectations of what the donor's gift will actually accomplish.

c. correct use of all DREAMS' branding standards.

3. If only a portion of the proceeds go directly to DREAMS, the sponsoring organization must clearly disclose to purchasers, participants, etc. the approximate number of dollars and/or percent of the proceeds that will go to DREAMS.

D. DONOR ACKNOWLEDGMENT - DREAMS shall provide all donors with specific acknowledgments of charitable contributions, where applicable, in accordance with legal requirements for proper donor substantiation and the

organization's disclosure. Third parties are to in no way intimate or state directly that “tax deduction letters” will be issued by DREAMS.

- E. DONOR PRIVACY POLICY - DREAMS respects the privacy of donors.
  - 1. DREAMS shall not sell or otherwise make available the names and contact information of its donors, except where disclosure is required by law [without providing them an opportunity at least once a year to opt out of the use of their names and contact information].
  - 2. DREAMS shall not send mailings on behalf of other organizations.
- F. COMPLIANCE WITH LAW – In addition to any other requirements of this policy, all fundraising activities for DREAMS shall be conducted in accordance with applicable law.
- G. ADDITIONAL INFORMATION – Please see attached Third Party Fundraiser Memorandum of Agreement for additional requirements expected of Third Parties and of DREAMS.