



CITY MANAGER'S OFFICE

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**DATE:** January 6, 2010  
**FOR:** All Staff Involved in Fundraising for Champaign150  
**FROM:** Steven C. Carter, City Manager  
**SUBJECT:** Champaign150 Fundraising Policy

Please adhere to the following in all fundraising actions for Champaign150.

**Champaign150 Fundraising Policy**

**I. Purpose.** This Policy establishes responsibilities and procedures with respect to fundraising for Champaign150 by City employees and volunteers.

**II. Scope.** This policy pertains to all instances in which City employees solicit funds for programs and/or projects that are part of the celebration of the 150<sup>th</sup> anniversary of the City of Champaign. City staff will also provide this policy to fundraising volunteers and ask that they adhere to the policy to the extent that it is applicable to them.

**III. Responsibility.** All employees who engage in fundraising shall conduct themselves in keeping with this policy. The Finance Director shall conduct training for fundraisers and take other actions as directed in this policy, and Department heads shall ensure that employees of their departments adhere to this policy.

**IV. Statement of General Policy.** This policy holds that it is appropriate for the City to partner with private donors to fund programs and projects to celebrate Champaign150. This policy also recognizes that the City does business with a wide variety of people and organizations, and this policy does not have the intention of excluding the City's business partners from making contributions to the Champaign150 celebration. However, persons raising funds on behalf of the City must conduct any fundraising in such a way as to avoid any implication of a "quid pro quo" with respect to actions of the City and a private party's decision whether to contribute funds to the City, or the appearance of such quid pro quo.

Transparency is an important component of achieving that goal, which can be furthered through the following actions:

- A. Staff will raise funds only after advising Council of this policy, staff's intention to solicit funds, and that staff will include discussion of this policy at a Study Session.
- B. When soliciting funds, staff will make a statement (either verbally or in fundraising literature) that there is no connection between actions of the City and a private party's decision whether to contribute funds to the City. Such statement might read "The City does not wish to imply any connection between an individual's decision to contribute funds and any actions or decisions by the City such as purchases or regulatory actions. Similarly, the City recognizes that potential and actual contributors would not desire a connection between their decisions and the actions of the City."
- C. The Finance Director will provide clear guidance and direction to staff who are engaged in fund-raising. The Finance Director and individual fundraisers will consult with the City Attorney regarding any ethics issues or questions that may arise in the course of planning and/or conducting the fundraising campaign.
- D. Each fiscal quarter, the Finance Director will prepare a Council Report on 150th contributions and expenditures. Information on specific contributions will include the name of the contributor (except for anonymous contributions as provided below) and the recognition category in which it falls (e.g., "Heritage Gold Sponsor"). Donor requests to remain anonymous will be honored to the extent possible in accordance with state law.
- E. Fundraisers will not solicit funds from any person or company involved in any pending matter that entails a highly discretionary decision or action on the part of any City staff member, board, or commission, or taking other action that might result in the perception of a link between the fundraising campaign and the City's decision and/or action on the matter. Examples include the following:
  - A pending request from a property owner, builder, or developer for a regulatory exception
  - A pending enforcement action by the City (e.g., consideration of fining a business, property owner, or other individual for a City Code violation)
  - A pending purchase decision by the City that entails discretion on staff's part (e.g., a negotiated purchase as opposed to a purchase through sealed bids)
  - Negotiations such as annexation agreements.

#### **V. Procedure.**

- A. Approval of Fundraising Effort. The Finance Director shall prepare a description of the proposed fundraising campaign for inclusion in a Council Report on Champaign 150. The description will include, at a minimum, the following:
  1. How the funds will be used
  2. Who will engage in fundraising (i.e., department heads and private citizens)
  3. General description of the prospective donors (selected individuals and firms)
  4. Description of the fundraising method(s), including:
    - How the campaign will be conducted (i.e., personal visits to selected individuals and firms, and letters requesting funds)
    - Description of recognition provided to donors
    - Approximate amount of funds hoped to be raised
  6. Actions that staff will take to avoid improper fundraising or the appearance of the same.
  7. Accounting for the funds raised, including:
    - Who will account for the funds received and paid out
    - Where the funds will be kept

- The type and frequency of reporting to Council on the results of the campaign.

The City Attorney shall review the draft description of the proposed fundraising campaign.

Since the next Council discussion of the Champaign 150 celebration will be held shortly after the planned fundraising kickoff, staff will informally advise Council of its intent to engage in fundraising before doing so. However, staff will modify (or cease) fundraising efforts as directed by Council in Study Session.

- B. Training. The Finance Director, in cooperation with the Chair of the Champaign 150 Finance and Fundraising Committee, will conduct a training for all fundraisers (City employees and otherwise) on the fundraising campaign, which shall include ethical issues discussed above.
- C. Reporting.
  - 1. The Quarterly Financial Report issued by the Finance Department shall include a statement of the amount of funds raised in the fiscal quarter with the amount received from each contributor reported in the contribution ranges established by the Champaign 150 Finance and Fundraising Committee. The report shall also include the total amount received in the fundraising campaign to date and expenditures for the 150<sup>th</sup> celebration for the fiscal quarter and to date.
  - 2. The Finance Department shall account for revenues and expenses for Champaign 150 in a "non-departmental" budget activity.

Prepared by:

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Richard Schnuer, Finance Director