

FUND-RAISING ACTIVITIES IN THE PRIVATE SECTOR

No: S-27

Authority: Regent Policy Doc. 96-1
and UWM Administration

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- I. Organizations which solicit funds publicly on behalf of the University of Wisconsin – Milwaukee shall obtain the approval of the Chancellor before using the University's name or facilities. The Office of Development under the leadership of the Vice Chancellor for Development is recognized as the primary fundraising organization for the University. The UWM Foundation is recognized as the primary entity responsible for receiving and managing private philanthropic gifts for the benefit of the University. The UWM Foundation has entered into an agreement with the University describing the terms of that relationship.

University personnel may not solicit funds for or on behalf of the University, or any department thereof, from any elective state official, agency official or legislative employee, without express authority from the Chancellor.

Any dean, division head, or faculty or staff member who wishes to undertake any type of fund-raising program or solicitation of contributions in the name of the University from alumni, business, industry, foundations or friends, or who seeks to establish a fund-raising program, including "Associates," "Friends" or similar groups, must follow these guidelines.

Note that this policy does not govern the solicitation and receipt of grants, contracts, and other extramural funding by the UWM Graduate School. The distinction between funding properly received by the UWM Foundation and funding received by the UWM Graduate School is discussed in detail in the Memorandum of Understanding among the UWM Office of Development, the UWM Foundation, and the UWM Graduate School dated May 18, 2004.

General Guidelines

Prior to submitting a formal request to raise funds from outside the University, approval must be obtained from the appropriate campus personnel. (See section titled Campus Approvals, below.) The request will then be presented to the Chancellor for final approval. All continuing fund-raising programs will be reviewed annually by the appropriate campus personnel as indicated below. Final approval in all cases rests with the Chancellor.

When applicable, organizations raising funds on behalf of the University must give assurances of their federal and state tax-exempt status and their compliance with state

regulations (e.g., s. 440.41, 87-88 Wis. Stats.).

All organizations planning to raise funds on behalf of the University must provide the appropriate campus personnel with information on the proposed use of the funds generated by the fund-raising effort.

Campus Approvals

1. Any request to undertake fund raising for a new academic program or any request for such funding from a foundation must be submitted to the Vice Chancellor for Academic Affairs and the Vice Chancellor for Development.
2. Any request to undertake a fund-raising effort to solicit contributions from alumni, friends, businesses, industry or the local community must be submitted to the Vice Chancellor for Development. This category includes but is not limited to:
 - a) Plans to raise funds from alumni on an annual and/or recurring basis.
 - b) Establishment of an "Associates" or "Friends" program designed to solicit financial support.
 - c) Special fund-raising efforts appealing for scholarships, memorial funds, fellowships, aid programs, professorships, endowed chairs, etc.
 - d) Plans to add or reassign faculty or staff members or to retain outside professional counsel to conduct fund-raising activities in the University's name.
3. Any request involving the planning, construction, or expansion of a University building, regardless of the source of funding, must be submitted to the Vice Chancellor for Administrative Affairs.
4. Any request for a gift from a prospective donor that would result in the naming of a building or space within a building must follow the procedure below:
 - a) Prior to submitting a formal request to accept a gift from a prospective donor that would result in the naming of a building or space within a building or component of a building, approval must be obtained from the appropriate dean or division head and the chancellor. The dean or division head should evaluate the prospective donor to determine that the naming of the building or room after the individual or individuals will meet with the program mission of the school/college and the University.
 - b) The formal request must be consistent with existing UW Board of Regents policies.

- c) The formal request to raise funds should be specific as to the use of these funds. Schools and colleges will be required to provide information as to the intended use of the gift.
 - d) Acceptance of the funds shall be memorialized in a memorandum of understanding to be reviewed by the Vice Chancellor for Academic Affairs, the Vice Chancellor for Development, and the Office of Legal Affairs.
 - e) The formal request must include a statement that the gift is contingent upon acceptance by the University of Wisconsin – Milwaukee and, as to the naming of a building, the UW System Board of Regents.
 - f) Suggested funding levels for a particular naming opportunity at the University of Wisconsin – Milwaukee shall be established in consultation with the Vice Chancellor for Development.
 - g) Upon tentative agreement with a donor for a donation associated with naming of a building¹, the Chancellor will request the review and advice of the Physical Environment Committee. Based upon the recommendation of the appropriate dean or division head, the Vice Chancellor for Development, and the Physical Environment Committee, the Chancellor will make a decision on the acceptability of the terms of the donation.
 - h) In the case of positive decisions for the naming of a building, the Chancellor will request, through UW System, that the UW Board of Regents officially approve the name.
 - i) For spaces within a building, the recommendation of the dean or division head and Vice Chancellor for Development will be forwarded to the Chancellor who will consult with the Physical Environment Committee and will make a decision on the acceptability and approve the name.
5. Any request for a gift from a prospective donor that would result in the naming of an academic program, such as a school, college, department, center, or institute, must also follow the procedure set forth in Section 4 (a) through (f) above. Required approvals shall be as provided in S-0.5: Academic Approval Matrix. Per the Academic Approval Matrix, the naming of a school or college requires approval of the Board of Regents.
- II. The University of Wisconsin – Milwaukee will provide a regular and complete accounting to the Board of Regents of the receipt or disposition of funds or gifts-in-kind contributed to the university.

¹Any donation that also implicates the naming of a school or college or other academic program is also governed by the procedure in Section 5 below.

Grants, contracts and gifts-in-kind accepted by the Board of Regents on behalf of UWM are printed monthly in a publicly available document.

- III Fund-raising efforts for intercollegiate athletics shall be in strict compliance with applicable rules and regulations of any intercollegiate athletic association or conference of which the University of Wisconsin – Milwaukee is a member. (See S-7)