

November 5, 2019

**TO:** ArtStream Board of Directors  
**FROM:** Heller An Shapiro, Executive Director  
**RE:** Fundraising Policy Proposal

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**BACKGROUND:**

The MD Standards of Excellence require a Board-approved fundraising policy. At a minimum, Board-approved fundraising policies should address:

1. The donor's right to determine how their personal information is used.
2. The donor's right to remain anonymous.
3. The donor's right to request that the organization curtail repeated mailings or telephone solicitations from in-house lists.
4. The donor's right to have their name removed from any mailing lists, particularly those which are rented, sold, or exchanged.
5. The organization honors the known intentions of a donor regarding the use of donated funds.
6. The acceptance and disposition of charitable or in-kind gifts that are received in the course of its regular fundraising activities.
7. Procedures to determine any limits on individuals or entities from which the organization will accept a gift.
8. The type of property which will be accepted.
9. Whether to accept an unusual or unanticipated gift in light of the organization's mission and organizational capacity.

**PROPOSAL:**

Review and revise the proposed fundraising policy.

**RATIONALE:**

This Policy exceeds the guidelines described by the Donor Bill of Rights and the MD Standards of Excellence and affirms that solicitation materials and solicitations are truthful and transparent by ensuring.

- Solicitation and promotional materials are accurate and truthful and correctly identify the organization, its mission, and the intended use of the solicited funds.
- All solicitations and gift receipts contain the required IRS and state disclosures.
- All statements made by the nonprofit in its fundraising appeals about the use of a contribution are honored.
- Solicitations are free from undue influence or excessive pressure.
- Solicitations are respectful of the needs and interests of the donor or potential donor.

# ArtStream

## Fundraising Policy

ArtStream's mission: Through collaborative performance and lifelong learning opportunities, people with intellectual and developmental disabilities gain the skills and confidence to engage with the world.

ArtStream's revenue comes from individual donors, Foundation and government grants, corporate donations, and earned revenue (ticket sales, tuition and fees). We accept philanthropic support to fulfill our mission and better serve ArtStream participants.

This gift acceptance policy is designed to ensure transparency, respect donors' wishes and grantor policies, and recognize the valuable role donors play at ArtStream.

### **These conditions apply to all gifts:**

- ArtStream, Inc. is a 501(c)(3) tax-exempt organization, and all contributions are tax deductible to the fullest extent of the law.
- ArtStream maintains artistic control over all of its programs. Donors do not direct programming decisions, nor do their organizations, initiatives, or ideas receive preferential treatment. We may produce content with which they disagree or that includes criticism of their organizations.
- Donors will not review programs, scripts or curricula before they are made publicly available.
- Donors will not receive advanced placement ahead of other participants in ArtStream programs.
- ArtStream does not accept gifts from political parties, candidates, or nonprofit organizations closely aligned with them.
- Accepting a gift is not a sign that ArtStream endorses a donor, organization, or viewpoint.
- No portion of any donation shall be used to conduct any attempt to influence the outcome of a specific public election, or to carry on any voter registration drive.
- ArtStream reserves the right to reject any gift from a Foundation, Corporation or individual who demonstrates disrespect for people with disabilities.
- ArtStream reserves the right to reject any gift that we feel would compromise our artistic integrity or harm our financial sustainability.
- ArtStream respects donor preferences regarding how their personal information is used and how their gift is recognized (including anonymity).
- ArtStream will not sell, rent, or exchange donor mailing lists.
- All gifts must be approved by ArtStream's Executive Director. Members of the Board of Directors will serve as an ad hoc grant-acceptance committee to also contribute to those decisions.

*Approved by the Board of Directors* \_\_\_\_\_

## **Grants**

- Grants shall be used solely for the purpose indicated in grant proposals and grant awards
- No portion of any grant will be used to carry on any lobbying activity or other attempt to influence legislation, to conduct any attempt to influence the outcome of a specific public election, or to carry on any voter registration drive.
- The amount of any grant funds expended for an impermissible purpose shall be repaid to the grantor.
- No goods or services will be provided in exchange for grant funds.

## **The Types of Funding We Accept**

ArtStream generally accepts financial support in the form of grants, cash, stock, or in-kind gifts from individuals, foundations, government and corporate donors for the following:

### **General operating support**

Donations to cover operating expenses may be applied to facilities, staff salaries, technology, or any other new or ongoing need of the organization. All donors acknowledge that the use of their gifts is at the discretion of ArtStream.

### **Specific areas of operation**

ArtStream accepts gifts to support specific operations such as the website, database, occupancy, staffing, etc. Donors will not have influence over the priorities of these operations or the employment or activities of specific staff members.

### **Specific projects**

ArtStream accepts gifts supporting long-term projects, including the Inclusive Theatre Companies, Cabaret, classes, or workshops; or specific one-time projects.

## **Procedures**

- To protect artistic independence, donors and grant makers should address questions or concerns about gifts to the Executive Director. All staff are instructed to direct gift inquiries to the Executive Director immediately.
- ArtStream reserves the right to reject any gift that we feel would compromise our artistic integrity or harm our financial sustainability.

## **Transparency**

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ArtStream is dedicated to transparency in regard to philanthropic support. We disclose our relationships with donors in the following ways:

- The names of all donors and their gift amount from the previous Fiscal year will be listed in print in the Annual Impact Report.
- Donors to specific programs (Gala, Inclusive Theatre Companies, Cabaret) will be listed in the program and publicity materials related to that project, on the ArtStream website, and in ArtStream general brochures. Donors have the right to request anonymity.

### **Updates to this policy**

This gift-acceptance policy will be reviewed at least once every other year by a three-person Task Force of the Board of Directors. Updates will be posted online and made available to donors.

### **Rights of donors**

ArtStream is guided by the following **Donor Bill of Rights**:

*PHILANTHROPY* is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

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7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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*DEVELOPED BY*

American Association of Fundraising Counsel (AAFRC)  
Association for Healthcare Philanthropy (AHP) Council for Advancement and Support of Education (CASE)  
Association of Fundraising Professionals (AFP)

*ENDORSED BY*

(In Formation) Independent Sector  
National Catholic Development Conference (NCDC) National Committee on Planned Giving (NCPG) National  
Council for Resource Development (NCRD) United Way of America  
CFRE International

*Approved by the Board of Directors* \_\_\_\_\_