EXT-005

Coordination of Development Activities at the University of Virginia

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Status Final

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Policy Type University

Contact Office External Relations

Oversight Executive
Senior Vice President for External Relations

Applies To
Academic Division, the Medical Center, the College at Wise, and University-Associated Organizations.

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Reason for Policy

The University recognizes the value of, and depends upon, the generosity of its alumni and friends to support its mission of teaching, research, public service, and health care. Planning and coordination are essential to successful fundraising efforts and to avoid duplication in approaching potential donors in the name of the University.

External Relations, schools/departments/units, and University-Associated Organizations that are authorized to receive funds on behalf of the University have together established guidelines for the coordination of development activities. These parties have established these guidelines for the most effective use of University resources in seeking private support for the University.

Definition of Terms

Bequest

Description

Property given to the University as the beneficiary of a will, revocable living trust, other testamentary instrument, or other non-probate assets such as a retirement plan, life insurance policy, or financial account.

Gifts

Description

Pledges, outright contributions received from private sources, or activities supported by an external party (i.e., donor) in exchange for which no goods or services are expected, implied or forthcoming to the donor, and in which no proprietary interests are to be retained by the donor. Gifts are subject to minimal or no restrictions.

Policy Statement

External Relations is the University's central office that leads the effort to coordinate development activities among various fundraising offices representing the University and its diverse schools/departments/units and University-Associated Organizations (UAOs). External Relations and all members of the University community involved in fundraising shall strive to develop and maintain a close working relationship that provides for a coordinated effort in fundraising activities.

1. **Responsibilities of External Relations**:
   External Relations staff shall advise and assist schools/departments/units or UAOs to improve their success in securing greater private support. External Relations provides certain core services that are essential to the stability of the University's fundraising program and school/department/units' fundraising programs. Fundraising programs administered by the University and its schools/departments/units will cooperate in the use of such services and will provide required information for use in the University-wide donor data base and prospect management and clearance system. External Relations will provide advancement support related to development communications, interactive media, donor relations and stewardship, and development training. In addition, External Relations will offer direct fundraising assistance in the areas of Gift Planning (see more below), Major Gifts (Regional Development, Reunion Giving, and Parent Major Gifts), Corporate and Foundation Development, and Annual Giving.

   Additional services are available to UAOs from External Relations for their use as needed. The specific services utilized by UAOs are set forth and agreed to by each UAO and the University through separate Memoranda of Understanding (MOU).

2. **University-Associated Organizations Involved in Development Activities:**
   A UAO is a tax-exempt separately incorporated 501(c)(3) nonprofit organization governed by a board with responsibility to oversee such UAO's operations for the benefit of the University of Virginia, whose purpose and mission provides the basis for its tax-exemption and its eligibility for recognition by the Board of Visitors as a UAO. Certain UAOs have been established and operate to solicit funds to financially support the University consistent with priorities set by the Board of Visitors and the president. (For more information, refer to policy BOV-008: Relationship with University-Associated Organizations (formerly known as University-Related Foundations.)

a. **Approved University-Associated Organizations for Fundraising Purposes:**
Gifts may be accepted for the University by UAOs according to their corporate purposes as designated by the donor. Specific policies for gift acceptance, receipt, and acknowledgement are maintained by individual UAOs. Funds payable to the Rector and Visitors of the University of Virginia received by a UAO are to be transferred to the University in a timely manner as specified in the MOU between External Relations and the UAO.

Those UAOs authorized to accept funds include:

- Alumni Association of the University of Virginia, (d/b/a the University of Virginia Fund)
- The Book Arts Press (d/b/a Rare Book School)
- The College Foundation of the University of Virginia
- Foundation of the State Arboretum of Virginia (Blandy Experimental Farm)
- Jefferson Scholars Foundation
- The Miller Center Foundation
- Osher Lifelong Learning Institute at the University of Virginia (OLLI)
- University of Virginia School of Architecture Foundation
- University of Virginia Darden School Foundation
- University of Virginia Engineering Foundation, Inc.
- University of Virginia Foundation
- University of Virginia Frank Batten School of Leadership and Public Policy Foundation
- The University of Virginia Health Foundation
- The University of Virginia Law School Foundation
- The University of Virginia McIntire School of Commerce Foundation
- The University of Virginia Medical School Foundation
- The University of Virginia School of Education and Human Development
- The University of Virginia's College at Wise Foundation, Inc.
- The University of Virginia's College at Wise Alumni Association, Inc.
- Virginia Athletics Foundation

Not a UAO but authorized to accept funds is the Alumni Board of Trustees of the University of Virginia Endowment Fund.

3. **Establishment of New Development Programs and Staffing:**
The development program of a school/department/unit or UAO must NOT be established without the approval of the senior vice president for external relations, the president, and official approval of the Board of Visitors. The senior vice president for external relations must be informed of plans for major fundraising programs from private sources so that the range of development activities at the University is coordinated efficiently.

Any school/department/unit, UAO, or other organization seeking to either

- start a new annual giving program, or
- conduct one or more special solicitations with a goal of raising $10,000 or more,

in conjunction with its own fundraising staff, must receive advance approval from the senior vice president for external relations.

The senior vice president for external relations coordinates and has oversight of the hiring decisions for development professionals throughout the University. Recommendations for key personnel positions are shared with the president. These positions include:

- School/department/unit development/UAO directors
- Major gift directors or officers
- Corporate and UAO directors or officers
- Planned giving directors or officers
- Special project fundraising directors or officers

4. **Other University Areas Involved in Development Activities:**
   Other University areas (for example, the University Art Museum, the Virginia Foundation for the Humanities) may also solicit funds to financially support the University consistent with priorities set by the Board of Visitors and the president. As with UAOs, these areas will cooperate in the use of External Relations's core services and will provide required information for use in the University-wide donor data base and prospect management and clearance system.
5. **Student Organizations Involved in Development Activities:**
   Student organizations interested in raising funds to support their activities must consult policy PRM-017: Duties Toward Speakers and Use of University Facilities or Property, specifically, Section 5. Limits on Advertising, Sales, and Solicitation.
6. **Support through Bequests:**
   The processing of bequests to the University should be referred to External Relations's Office of Gift Planning. The Office of Gift Planning will determine in which cases the Office of University Counsel must act on behalf of the University. Once the bequest is recorded, the Office of Gift Planning will acknowledge and steward the gift in cooperation and conjunction with University schools/departments/units and UAOs as appropriate.
7. **Reporting to the President and Board of Visitors:**
   External Relations will advise the president on matters relating to the solicitation and acceptance of private funds and shall provide the president with information concerning prospects for major gifts from private sources. The total gifts and bequests made to the University, either directly or through one of the UAOs, by private sources shall be reported by External Relations at least quarterly to the Board of Visitors.

8. **Compliance with Policy:**
   Failure to comply with the requirements of this policy may compromise the University's fundraising efforts and donor relations and may result in disciplinary action up to and including termination or expulsion in accordance with relevant University policies.

   Direct questions about this policy to External Relations.

Procedures

Financial Reporting and Accounting – Gifts & Endowments

Related Information

Prospect Management policy
EXT-008: Acceptance, Receipt, and Acknowledgment of Gifts
EXT-009: Establishment of Funds from Gifts
FIN-001: Classification of Awards to the University as either a Gift or a Sponsored Program
PRM-017: Duties Toward Speakers and Use of University Facilities or Property

BOV-008: Relationship with University-Associated Organizations (formerly known as University-Related Foundations)

Policy Background

The policy statement is, in part, a codification of previous understandings. Any earlier regulations in conflict with this policy statement have been rescinded and any exceptions or variations can be made only with the approval of the president and the Board of Visitors.

Major Category External Relations

Next Scheduled Review Sunday, November 21, 2027

Revision History

Updated titles 7/31/25; Updated language to schools/departments/units and procedures, other edits for clarity 11/21/24; University-Related Foundation changed to UAO 5/10/22; Added Compliance section 12/20/21; Updated term "Gifts" 6/22/18.

Supercedes Policy Text

IX.A.1 Solicitation and Acceptance of Gifts and Bequests.

Approved By Policy Review Committee

Approved Date Friday, July 15, 2011