

Hunter College

Fundraising Policy and Procedures for Cultivation and Solicitation of Grants and Gifts from Private Individuals, Corporations and Foundations

Like all public institutions, Hunter College increasingly relies on philanthropy to enhance its academic programs, capital improvements, faculty and student research initiatives, student scholarships and internships, student activities, and a host of other projects. The college's policy and procedures for the cultivation and solicitation of grants and gifts have been designed to promote an environment in which fundraising is encouraged, supported, and guided. The purpose of a prospect clearance process is to facilitate and maximize Hunter's fundraising potential by ensuring that solicitations are:

- broadly compatible with the mission and goals of the college
- presented in ways that represent the college, requester, and proposal to best advantage
- targeted to donors in ways that ensure the most appropriate match of donor interests and college priorities
- coordinated to prevent competing or multiple proposals

As the college continues its successful capital campaign to raise our academic profile, we must continually upgrade and coordinate our fundraising efforts. Coordinated fundraising efforts will strengthen Hunter's ability to support a community of scholars that strives for excellence in teaching, learning, and research. Furthermore, the policy will provide a systematic and transparent process by which to review proposals that call for a commitment of college resources.

Scope

This policy is intended to cover solicitations to private individuals (alumni and non-alumni), corporations, and foundations, even those with whom you or your programs have had long-standing relationships. A separate policy and procedures regarding the solicitation of public officials, elected representatives, city and state agencies, councils, and legislatures, and various community organizations is available at <http://www.hunter.cuny.edu/provost/reports-policies/policies>.

With few exceptions, this policy does not cover competitions for federal government grants from, for example, the Department of Defense, the National Endowment of the Arts, the National Institutes of Health, or the National Science Foundation¹. One important exception is when the government agency will accept only one grant or cooperative agreement application from Hunter. In these cases, we request that you vet your application through the Office of the Provost at least four weeks before the due date. This should help avoid unnecessary effort on the part of multiple parties when only one proposal can ultimately be submitted.

¹ Applications for federal government grants and contracts, including those that are subcontracted through other non-profit organizations, should be routed through the Department Chair, the School Dean and the Office of Research Administration as has long been standard practice at Hunter College. Additional information can be found on the website of the Office of Research Administration: <http://www.hunter.cuny.edu/research/>

Process

When a donor, corporation, or foundation contacts a faculty member: Upon receiving an unsolicited inquiry from a private individual, corporation, or foundation, you should contact the Executive Director of Development, Office of Institutional Advancement, at 212-772-4085.

Applications for foundations, corporations, and major gift prospects/donors: Faculty, staff and students with funding requests should complete the attached project/prospect clearance form. Among other things, the form requires disclosure of any resources requested from Hunter College, including faculty release time and the use of Hunter space and facilities. After being signed by the Department Chair and School Dean, the form should be sent to the Provost's Office for clearance review by the Provost and Executive Director of Development.

In most cases, proposals will be vetted expeditiously by the Provost and the Executive Director of Development, who will consult with other experts as necessary. In rare instances, such as when multiple or competing applications are being submitted to the same foundation and there are no clear guidelines for choosing one proposal over another, the Provost may request additional information and will organize and chair a meeting of a Clearance Committee that is composed of "Regular" and "Ad Hoc" members.

- "Regular" members include:
 - Provost (or designee), who would serve as chair of the committee
 - Executive Director of Development
 - Deans of the School of Arts & Sciences, Education, Health Professions or Social Work (or an appropriate representative)
- Ad Hoc members will be invited based on the nature of the specific funding requests under review. Ad Hoc members might include:
 - Vice President of Finance & Administration (or designee)
 - Vice President of Student Affairs (or designee)
 - Director of the Office of Research Administration
 - Faculty from related fields, as appropriate
 - College attorney, as appropriate
 - Other experts from the community, as appropriate

If a proposal is denied, the Provost and/or Executive Director of Development will offer guidance about the ways in which the proposal could be amended to increase the likelihood of clearance.

Brochures, direct mail campaigns and newsletters to alumni and friends require that a prospect contact request form be completed and forwarded to the Office of the Provost, which will coordinate a quick response in conjunction with the Executive Director of Development. A draft of the solicitation letter, brochure, or any other promotional materials must accompany the request. Requests will be considered within the broader context of mailings and outreach.

Time Line

Requests should be submitted to the Office of the Provost ***at least one month before the proposal is due***. In most cases, a response will be received within two weeks of submission. *Clearance will be granted for specified projects, donors, and periods of time.* If there are any changes in the nature or scope of the project, the list of potential donors, or the period of time for which clearance is sought, the Provost needs to be notified of the change in writing. Any questions should be directed to the Office of the Provost, 212-772-4150.

Hunter College
Cultivation and Solicitation of Grants and Gifts
from Private Individuals, Corporations and Foundations
Request Form

All solicitations of corporations, foundations, and private individuals (alumni and external) by Hunter College faculty, staff, and students require prior approval. Please provide the following information via email to provost@hunter.cuny.edu; a hard copy should also be sent to the Office of the Provost, Room 1701, East Building.

Date _____

Name _____

Department _____

Phone number _____

Email Address _____

Corporation(s), Foundation (s), and/or
Individual(s) you plan to contact _____

Anticipated Date of the Meeting with the
Potential Donor or Organization _____

Please provide a brief description of project you hope to fund (attach separate sheet if needed):

Anticipated Costs of the project you hope to fund _____

Funding source deadline or solicitation submission date _____

Time frame for which clearance is requested _____

Is your application in response to a Request for Proposals
(RFP) or a Request for Applications (RFA)? _____

If yes, indicate website or attach the RFP/RFA _____

Have you contacted this organization and/or received funding from
this organization before? _____

If yes, attach a separate sheet with details, including the date(s) and details of your previous contact. For a funded project, include a description of the project, the period for which you were funded, and amount of funding you received.

Please indicate if the project involves any of the following (attach separate page with details):

- Additional or renovated space at Hunter College _____
- Space at a facility other than Hunter College _____
- Use of special facilities _____
- Facilities & administrative costs to Hunter College _____
- Faculty release time _____
- “Matching” funds from Hunter College _____
- Human subjects/IRB approval _____
- Animal Subjects/IACUC approval _____
- Biohazards/IBC Approval _____

No proposal will be considered without the following

Department Chair’s approval:

Signature _____ Date _____

Dean’s Approval:

Signature _____ Date _____