

FOUNDATION

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE

SIUEF EVENT GUIDELINES

To comply with IRS regulations (IRC Section 501c3 governing SIUEF and in consideration of IRC Section 170 governing deductibility of contributions by individuals), SIUEF requires certain information and documentation for all events where both event revenues and expenses plan to be processed through an SIUEF fund.

When hosting an event with a fundraising component, approval must be granted by the SIUEF Accounting Officer (Jocelyn Dorethy) and SIUEF CFO (Jenell Wright) prior to event setup and solicitation, and should include the following:

- a. **Solicitation materials draft wording:** All fliers, solicitation emails, etc. being sent/provided to the public (or selected constituent target audience) for event solicitation purposes need to be submitted for review of the following:
 - i. All solicitations must clearly indicate the purpose, area, or specific fund to be supported by the net proceeds of the event.
 - ii. If net proceeds are desired to support the permanent portion of an endowment, the solicitation must clearly indicate to the potential donor: *Net proceeds of this event will support the principal portion of (stated) endowment fund.*
 - iii. If ticket purchase/sponsorship involves a gift as well as a benefit to the donor, all solicitation documents must include the dollar amount of the total solicited that is considered a benefit to the donor and verbiage of: *Donations will be tax-deductible to the extent allowable by law.* (Per IRS, please refrain from stating the possible tax-deductible dollar amount.)
- b. **SIUEF Event Template:** This event planning template includes SIUE unit/department estimates of event-related costs, and any planned event solicitations in the form of sponsorships and ticket price. SIUEF requests units work with their Director of Development (DOD) in completing the template. In the absence of a DOD, Jocelyn Dorethy with SIUEF may be contacted for questions. **Completed templates should be sent via email to SIUEF (Jocelyn Dorethy, Pat Mesnard, and Jenell Wright) to proceed in the approval process prior to donor/attendee solicitation or invitation.**

In order to track and remain compliant with all SIUEF reporting requirements, all events with **anticipated gross revenues of \$2,500 or above** should be processed through a unit-affiliated **benefit** fund.

- Start-up funds can be requested through a benefit fund even if the beginning spendable balance is negligible, provided all revenues and expenses from the event are processed through the benefit fund and a fundraising event profit is expected.
- Upon the event's conclusion (all expenses paid), the fiscal officer and proprietary officer of the related benefit fund should request the event net proceeds be transferred to the appropriate programmatic fund

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(development, scholarship or endowment) **with support showing purpose was provided to the donor at the point of solicitation.**

- For all events with **anticipated gross proceeds of less than \$2,500, the event will be considered an ‘Affinity Builder’** as opposed to a fundraising event, and associated expenses should be run through the appropriate programmatic development fund. Development funds must have an adequate spendable balance to absorb all event-related expense disbursements. Submission of the template for SIUEF approval is not required for affinity-building events.

SIUEF Event Template additional notes:

- SIUEF is required to calculate and state the amount of benefit provided to the donor on an IRS-compliant gift receipt issued to the donor relating to the fundraising event.
- The following expenses are considered to benefit the donor per IRS regulations and are referred to as Other Than Contribution (OTC) by SIUEF personnel. These expenses are aggregated on the template and utilized to reduce the gift portion of the event ticket purchase price per IRS requirement:
 - Venue Rental Expense
 - Catering fee/meal/beverages
 - Entertainment/speaker fee
 - Giveaway/Swag to each person attending
 - Equipment Rental Expense
 - Special Event Services (DJ, cigar roller)
- Expenses not considered to directly benefit the event ticket purchaser, thus not included in the IRS calculation of donor benefits:
 - Printing and design of event invitations/signage; event video/photography
 - Miscellaneous event expenses
 - Door prizes not provided to each person attending

Please contact Pat Mesnard at pmesnar@siue.edu (SIUEF Gift Records Manager) or Jocelyn Dorethy at jodoret@siue.edu (SIUEF Accounting Officer) with any questions.