



Rochester Area Community Foundation ■ 500 East Avenue, Rochester, NY 14607  
T 585.271.4100 ■ F 585.271.4292 ■ [www.racf.org](http://www.racf.org)

## Fundraising Guidelines for Funds at Rochester Area Community Foundation

Rochester Area Community Foundation and Rochester Area Community Foundation Initiatives, Inc. (hereafter Community Foundation) appreciate your interest in raising money for your fund. The following are guidelines that have been developed to ensure that all parties are in compliance with all federal, state, and local legal requirements.

In brief, there are two ways that fundraising can take place:

### 1. Using the name of the Community Foundation, or the Fund name

Fundraising using the name of the Community Foundation or the name of the fund can be done through the use of appeal letters (including online appeal letters), brochures requesting gifts, contributions in lieu of gifts (e.g., for a birthday, wedding, anniversary, holiday, graduation, memorials, etc.), information sessions, and through our website, [www.racf.org](http://www.racf.org). Contributions will be tax-deductible.

*Events such as golf tournaments, dinners, runs/walks, raffles, auctions, etc. **may not** reference the name of the Community Foundation OR the name of the fund and must be run independently of the Community Foundation (see below).*

### 2. Independent of the Community Foundation (neither the name of the Community Foundation nor the name of the fund are used)

If **neither** the name of the Community Foundation **nor** the name of the fund is used, any fundraising activity can occur under the following circumstances:

- ▶ Payment for the activity (e.g., golf tournament, dinner, run/walk, raffle, auction) must be made payable to an entity other than the Community Foundation or the fund. A contribution made directly to the Community Foundation that is not payment for the event is acceptable.
- ▶ Contributions to and for fundraising events will only be tax deductible if the entity to which payment is made is a charity – it must be a 501(c)3.
- ▶ Neither the Community Foundation nor the fund will pay expenses associated with the event or activity.
- ▶ After all expenses have been paid, net proceeds may be contributed to a fund at the Community Foundation.

Please contact Andrew Muldoon at the Community Foundation ([amuldoon@racf.org](mailto:amuldoon@racf.org) or 585.341.4360) before planning any fundraising effort.

