



Institutional Development

Responsible Officer:	AVP - Institutional Advancement
Responsible Office:	IA - Institutional Advancement
Issuance Date:	8/26/2014
Effective Date:	8/26/2014
Scope:	This policy applies to all University staff and academic appointees engaged in fundraising and advancement activities

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I. POLICY SUMMARY

A philanthropic donation to the University of California will be dictated by the donor's decisions and interests.

II. DEFINITIONS

Not Applicable

III. POLICY TEXT

The University of California will adopt a donor-centric approach to requests for philanthropic support, based on an understanding of the donor's interests as well as the institution's needs.

All solicitation and fundraising materials and other communications to donors and the public shall clearly identify the University of California and be accurate and truthful, including administrative or other fees levied against philanthropic donations.

University staff and academic appointees engaged in fundraising activities will conduct themselves as ambassadors for the entire University of California.

Office of the President shall provide oversight and support in this area by maintaining a compendium of policies and guidelines, as well as a desk reference guide, ensuring best practices at the campuses.

IV. COMPLIANCE / RESPONSIBILITIES

Not Applicable

V. PROCEDURES

Not Applicable

VI. RELATED INFORMATION

[Development Reference Guide](#)

VII. FREQUENTLY ASKED QUESTIONS

Not Applicable

VIII. REVISION HISTORY

This is the first issuance of this policy on 08/26/2014