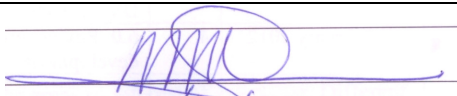



## The Catholic University of Eastern Africa

TITLE	AUTHOR
<b>PROCEDURE FOR FUNDRAISING (CUEA/DVC FIN/PND/01)</b>	COORDINATOR, PLANNING AND DEVELOPMENT.
	NO. OF APPENDICES:
	NONE
<b>AUTHORIZATION</b>	
This Standard Operating Procedure is issued under the authority of:	
TITLE	DVC FINANCE
SIGNATURE	
DATE	<b>28<sup>th</sup> February 2012</b>
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STAMP CONTROLLED / UNCONTROLLED	<b>CONTROLLED</b>
<b>NOTE:</b>	
<ol style="list-style-type: none"> <li>1. Write amendments on the page provided (Clause 0.2)</li> <li>2. Controlled copies of this document will be in the DVC Finance and Planning and Development Office.</li> </ol>	

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**0.2 RECORD OF CHANGES**

<b>No.</b>	<b>Date</b>		<b>Details of Changes</b>		<b>Authorization</b>
	<i>(dd-mm-yy)</i>		<i>Page</i>	<i>Clause/subclause</i>	<i>Title</i>
1	27 <sup>th</sup>	February 2012	1	Title page(change from DVC Administration to DVC Finance)	Coordinator
2	27 <sup>th</sup>	February 2012	4	6.0. Review procedure to capture ongoing project development	Coordinator
3	25 <sup>th</sup>	May 2012	4	6.4. Inclusion of Fundraising by CUEA Community	Coordinator
4	6th	May 2013	3-5	6.0 inclusion of timelines to improve monitoring and evaluation in procedure implementation	Coordinator


**0.3 Distribution / Circulation**

This Standard Operating Procedure is available at relevant functions for authorized users.

**1.0 PURPOSE**

The purpose of this procedure is to ensure a coordinated, efficient and effective mobilization of resources for CUEA Projects.

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## 2.0 SCOPE:

The procedure applies to all activities related to annual funds, major gifts capital campaigns and planned grants. It also applies to any information on the process of implementing each of these fundraising programmes.

## 3.0 TERMS AND DEFINITIONS

For the purpose of this procedure, the following terms shall apply.

- 3.1 CUEA: The Catholic University of Eastern Africa
- 3.2 DVC FIN: Deputy Vice Chancellor Finance
- 3.3 ISO: International Organization for Standardization
- 3.4 PND: Planning and Development Department
- 3.5 FC: Fundraising Committee.
- 3.6 UFC: University Fundraising Committee

## 4.0 REFERENCES.

This procedure make references to the following documents which form part of the QMS documentation:

- 4.1 CUEA Quality Management Manual

## 5.0 PRINCIPAL RESPONSIBILITIES.


The Coordinator, Planning and Development shall be responsible for administration of this procedure.

## 6.0 METHOD

### 6.1 Fundraising by Proposals.

- 6.1.1 The Coordinator shall initiate a research in the areas of interest of the donor. Different donors give different conditions for the requirements in the submission of a proposal.
- 6.1.2 The Coordinator shall send proposal(s) together with details of the ongoing projects to donor institutions requesting for funds. Normally these are sent by the Vice Chancellor but written by the Coordinator.
- 6.1.3 The donors shall respond stating their intention to fund or regrets. This shall ordinarily be received by the Vice Chancellor who shall pass it on to the Planning and Development

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Office.

6.1.4 The Coordinator shall accept funding and acknowledge receipt of funds or if regret – appreciate the donor for consideration of the request and express hope to consider future proposals/appeals from the University before the end of the first week after individual participation.

### **6.2 Fundraising by Special Events**

6.2.1 The Coordinator shall identify the event, venue and the proposed Guest of Honour

6.2.2 The Coordinator shall initiate research in the areas of interest of the donor. Different donors make donations for different areas of their interest.

6.2.3 The Coordinator shall identify the person to approach the Guest of honour

6.2.4 Upon confirmation by the Guest of Honour, the coordinator shall book the venue of the function.

6.2.5 The Coordinator shall communicate to the CUEA community and/or other identified participants on the programme of the event one week before the fundraiser.

6.2.6 The event shall then take place.

6.2.7 Letters of gratitude shall be written on the first week after the donation

### **6.3 Fundraising by Direct Appeal**

6.3.1 The Coordinator shall identify the priority projects that require funding through direct appeals.

6.3.2 The Coordinator shall table the priority project(s) for discussion with the UFC within one month of submission from the section(s).

6.3.3 The Committee shall identify prospective donors who will be approached for direct appeals.

6.3.4 The Committee shall identify who will visit specified prospective donor for appeals.

6.3.5 Materials will be prepared for the appeal awaiting the UFC approval before use.

6.3.6 The identified individuals shall book appointments with the identified prospects.

6.3.7 A department or a Faculty shall identify a priority Departmental or Faculty project that requires funding.


6.3.8 The Department or the Faculty shall forward the proposed project to the Planning and Development Department.

6.3.9 The Coordinator shall identify prospective donors for the project and prepare appeal documents.

6.3.10 The Coordinator shall submit the appeal documents to the Vice Chancellor and the DVC Finance for approval.

6.3.11 Presentations of the appeals will be made to the UFC in the subsequent meeting.

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6.3.12 Solicitation of the gift

6.3.13 Letters of gratitude will be written within one week after the contribution.

6.3.14 Reports will be made to the Committee, the Department or the Faculty that Proposed the project.

### **6.4 Fundraising by CUEA Community**

6.4.1: A community member with contacts of a prospective donor who is eligible to the institution shall report to the Chairperson UFC and/or Coordinator, Planning and Development.

6.4.2: The Chairperson or Coordinator shall present to the UFC in the subsequent meeting.

6.4.3: The Committee will identify the project and/or approve the project proposed to the donor.

6.4.4: The Chairperson/Coordinator shall be informed when the funding is realized by the relevant office or member with appropriate documentation.

6.4.5: The Planning and Development department will acknowledge receipt of the donation then the Coordinator, Planning and Development shall report to the UFC in the immediate following meeting.

6.4.6: The UFC shall ensure that the donor's requirements are met in timely and transparent manner.

### **7.0 APPENDICES**

None

### **8.0 ASSOCIATED DOCUMENTS**

References of documents associated with this procedure are found in;

8.1 The foundation directory 1997 edition

8.2 Fundraiser's Guide to Religious Philanthropy

8.3 The International donor Directory Vols 1 & 2

8.4 Planning Special events.

8.5 Planning and implementing Your Major Gifts Campaign.

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