

Chancellor's Memorandum
CM-46 – LSU Health Sciences Center New Orleans Campus Fundraising Policy

To: Vice Chancellors, Deans, Administrative Staff, Department Heads.

From: LSU Health Sciences Center New Orleans Chancellor

May 1, 2015

Introduction

The mission of the LSU Health Sciences Center Foundation (Foundation) is to receive and process all private gifts and grants, manage the investment of these funds, and coordinate all fundraising and development activities for all of the schools and programs of the LSU Health Sciences Center. Since its inception in 1988, the LSUHSC Foundation has evolved to meet the fundraising needs and priorities of the Health Sciences Center. It is imperative that we collaborate and coordinate our activities with the Foundation to ensure our efforts are not duplicated across campus and therefore minimized.

The purpose of this Chancellor's Memorandum is to update LSUHSC fundraising policies and procedures (CM46) and to establish a new structure to better manage the fundraising programs of this institution.

Scope and Authority

All employees and volunteers attached to a project, department or unit affiliated with the LSU Health Sciences Center New Orleans and all employees of the development offices are subject to this solicitation policy and to the procedures as outlined. The Chancellor has the ultimate responsibility and sole authority to (1) set priorities for private fundraising opportunities; and (2) reserve any major prospect for cultivation and specific fundraising goals.

Responsibility of Deans

The deans of each of the six schools that comprise the LSU Health Sciences Center are ultimately responsible for the raising of private funds to support their respective schools, sections, departments, programs and related Centers of Excellence. In order to meet this responsibility the deans, in conjunction with the Chancellor, the Foundation President, and the Foundation Executive Vice President of Development will determine the fundraising priorities for their respective schools. Department and section heads, directors of Centers of Excellence, business managers and administrative staff must have the approval of their respective dean prior to launching any private fundraising efforts. The dean of each school has the responsibility for - and will be held accountable for - the success of these initiatives.

All solicitations by faculty and staff must be approved by the Dean and coordinated by the Foundation. On a regular basis the fundraising activities will be shared with the Foundation. The deans are also responsible for determining which initiatives within their schools are priorities for private philanthropy. The deans will review these priorities on an annual basis with the Chancellor, the Foundation President, and the Foundation Executive Vice President of Development to determine the feasibility and timing of these initiatives and to develop strategies to ensure their success. Such efforts may include, but are not limited to, raising funds for endowed chairs and professorships, research support, scholarships, fellowships, buildings, labs, equipment and unrestricted support.

All monies raised from private sources (individuals, corporations, associations, and foundations) are to be deposited with the LSU Health Sciences Center Foundation.

Donor Clearance

In order to prevent multiple and sometimes conflicting requests to any one prospective donor from multiple schools, programs or departments, the Foundation will act as the coordinator for all major gifts and special project funding for the Health Sciences Center New Orleans. All solicitations by faculty and staff for funds of \$10,000 and above must be approved by the Dean and cleared by the Foundation. In addition, the Foundation will initiate, direct and coordinate campaigns to solicit funds for specific projects as requested by components of the Health Sciences Center New Orleans or as directed by the Chancellor.

The Chancellor, in coordination with the LSU Health Sciences Center Foundation, has the final say in who has clearance for any particular prospect.

Program Management

Annual Programs - Annual giving programs will be maintained as they currently exist in the schools. The Foundation office may assist or manage annual giving programs as determined by the dean.

Special Events - All events and galas must be authorized by the dean of the school which will benefit from the event. Any entity that wishes to put on a special event must adhere to the following policies: (1) dates of events must be cleared through the Foundation development office: 2) all collateral materials must be approved by the Foundation office in advance of printing (IRS regulations): and (3) any new event must have the preliminary approval of the Dean with final approval by the Chancellor. The Foundation should be notified of all activities. All events should bear their full or total costs with an objective to achieve a net surplus. No event should entail a financial commitment by or cost to the Foundation.

Planned Giving - The Foundation will manage a planned giving program to be marketed throughout the LSU Health Sciences Center New Orleans to alumni, faculty, staff, patients, friends and other supporters. All planned giving activity on campus will be coordinated by the Foundation staff. Staff members are available to assist any component of the Health Sciences Center New Orleans wishing to participate in a planned giving program.

Major Gifts/Special Projects -The Foundation will act as the coordinator for all gifts of \$10,000 or greater, and special project funding for the Health Sciences Center New Orleans. In addition, the Foundation will initiate, direct and coordinate campaigns to solicit funds for specific projects as requested by deans or the Chancellor.

Accounts - Accounting for all fundraising activities of the LSUHSC New Orleans will be managed by the Foundation. All charitable donations raised through efforts of LSUHSC New Orleans staff, faculty or advisory committees established by the Health Sciences Center New Orleans to benefit any project or program must be deposited and held in an account of the Foundation for the LSUHSC New Orleans.

Summary

This policy is published in preparation for a coordinated campus-wide effort to maximize private contributions to the LSU Health Sciences Center. The objectives are to maintain excellent donor relations, establish new donor partnerships, and achieve the highest level of donor satisfaction while gaining the maximum level of benefit to the institution. A high level of cooperation and teamwork is required for a successful fundraising effort. All members of the Health Sciences Center New Orleans are expected to enter into this process in this spirit.

Revised: 11/15/00

Approved: 12/01/00 Mervin L. Trail, M.D. Chancellor Revised: 06/05/01

Approved: 06/06/01 Mary Ella Sanders, M.D. Interim Chancellor Revised: 07/18/05

Approved: 08/17/05 John A. Rock, M.D. Chancellor

Revised: 04/31/15

Approved: 05/01/15 Larry H. Hollier, M.D. Chancellor