

Donation Management Training

Understanding the District's Donation
Management Process



Agenda

- Training Objectives
- Overview- Serve DC
- Donation Background
- Donation Policy
- Donation Process and Benefits
 - Financial Donation
 - Foreign Donation
- Solicitation
- Summary & Next Steps
- Questions

Training Objectives

- Provide an overview of the Mayor's Memorandum 2015-001
- Share the roles and responsibilities of Serve DC
- Understand the District's Donation Process, and its Benefits;
- Familiarity with the District's Rules of Conduct Governing Donations and Honorary Gifts Made to the Government;

Serve DC Overview

We strive to innovate and amplify collaboration and service between Washingtonians, nonprofits, businesses, philanthropy and District agencies as a critical component to fostering shared and sustainable solutions that enhance the quality of life for District residents, and makes DC a world-class city.

- **Building multi-sector partnerships to support strategic initiatives;**
- **Promoting and leading volunteerism and local/national service projects;**
- **Providing capacity-building services to nonprofits, agencies and District residents;**
- **Supporting investments that enhance residents quality of life**

Donations Background

Congress has authorized the District to augment its budget via the acceptance of donations

- All donations however, must be approved by the Mayor via Serve DC
- Only Exemptions: Council, DCPL, DC Office of Advisory Neighborhood Services, DC Courts

Donations may come from individuals, organizations, foundations, corporations, businesses, associations, government or other entities

- Cash donations are prohibited

District Donation's are managed via QuickBase, which allows District Agencies to seek approval, process and accept donations

Donation vs Grant

**Donations and grants are NOT the same.
This training is exclusively about donations.**

Grants	Donations
An award of funds or other resources from a public or private entity, such as the federal government or a non-profit foundation.	Voluntary contribution of funds, services an property
Should submit a proposal	Bone fide contributions
Specific objective and outcomes	No string attached
Competitive process	No qui proquo

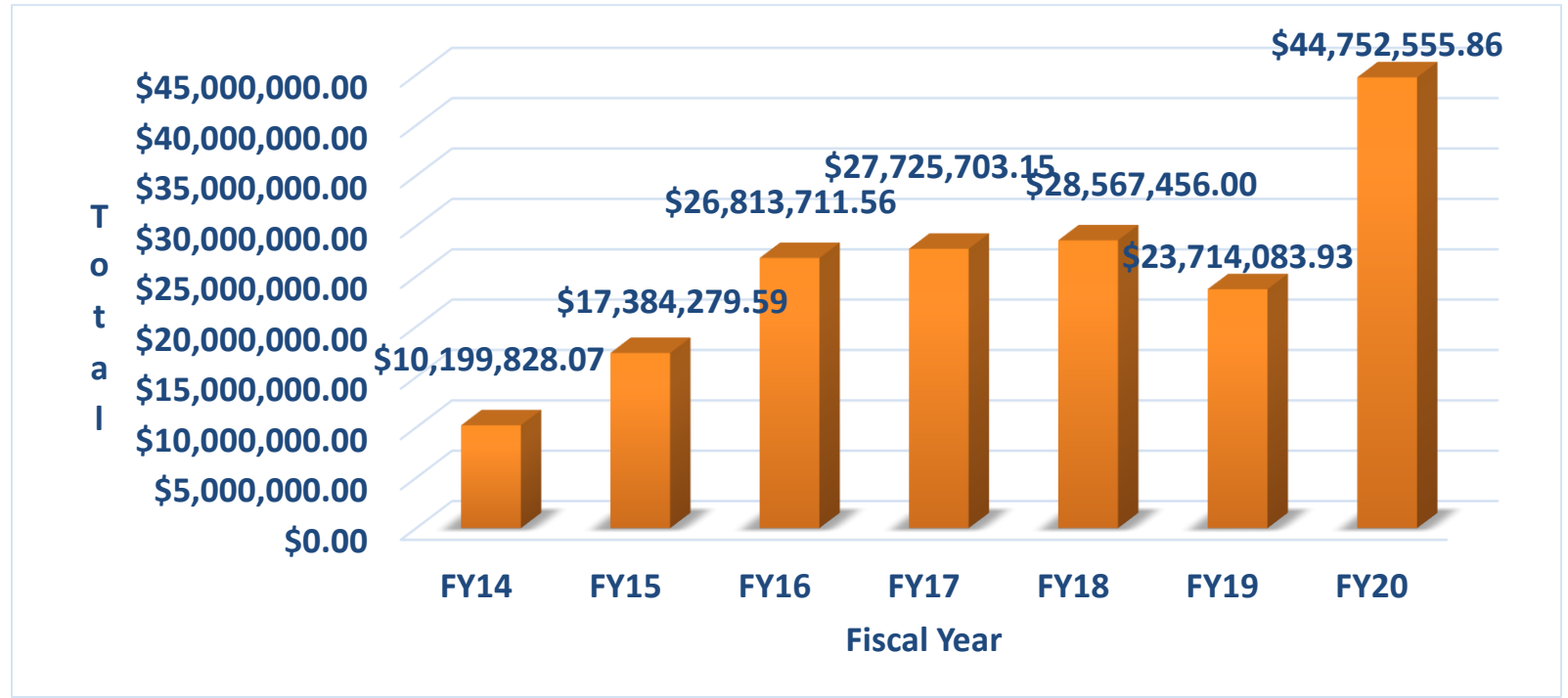
Donation Policies

1. Agencies may not solicit, accept, or use donated funds, services or property without prior approval by Serve DC or OGC
2. Donations must be used for an authorized purpose of the Agency
3. Financial donations must be deposited in the Private Donation Funds 8450 (ACFO approves Budget Authority-Funds carry over)
4. No quid pro quo can exist
5. Donations = bona fide contributions
6. Donations of cash is prohibited

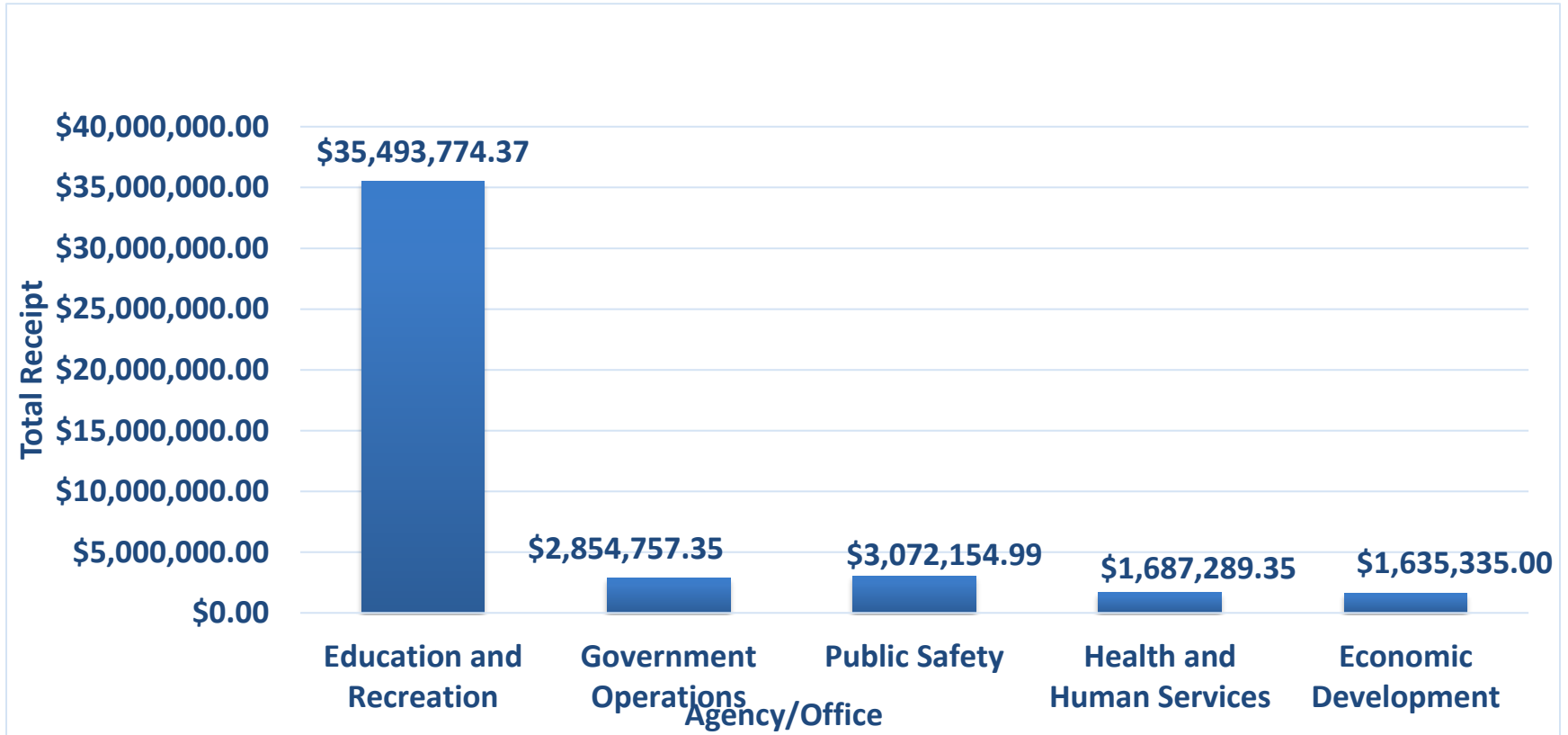
Benefits of Donation Process

- It protects us
- Avoids public scandals and mismanagement
- Leverages external resources
- Eases donor concerns
- Financial donations rollover
- Allows agencies to highlight their work

Donation Stats from FY14 to FY20



Top Five Recipients FY20



Donation Approval Process

Step 1: Online Application:

Agency prepares and submits an Application to Approve Donation in Quickbase

Step 2: Legal Review

MOLC reviews your application for the legal sufficiency

Step 3: Donation Agreement

Agency fills out and signs the donation agreement form to also be signed by the donor and Serve DC

Application Process

Process can take up to 7 business days to get approval and process donation.
Text in red = documents/tools to which you'll need access in order to process donations; links are at end of the presentation.

Step	Action
Step 1: Online Application	
1 Agency & donor confirm there is no conflict of interest	<ul style="list-style-type: none">Agency has donor read and approve the Mayor's Memorandum<i>Note- If Donor has a conflict of interest, the agency should include that information in the next step</i>
2 Agency seeks Serve DC approval	<ul style="list-style-type: none">Agency submits online donation application via QuickBase application.<i>Note-there is a separate 15 min training video on youtube on how to submit an application on Quickbase- opgs.dc.gov/youtube</i>

MOLC Legal Review

	Step	Action
	The Mayor's Office of the Legal Counsel Performs the legal review	
3	Serve DC and MOLC will receive your online application	<ul style="list-style-type: none">• Serve DC and MOLC review your application and contact you if additional information is needed.
4	Legal Review	<ul style="list-style-type: none">• MOLC will determine if your donation is legally sufficient. Common problems are: conflicts of interest and apparent advertising—quid pro quo—and endorsement concerns.• At the end of the review, agency receives an email confirming that the application has been approved for the legal sufficiency or denied.
5	Serve DC and MOLC gives agency approval to process the donation	<ul style="list-style-type: none">• Serve DC will email agency, giving approval to accept the donation.

Donation Agreement

	Step	Action
Step 3: Donation Agreement		
6	Agency & donor complete Donation Agreement Form	<ul style="list-style-type: none">• Agency complete & sign the Donation Agreement form and have it signed by the donor• Agency sends form and photocopy of the check to rold.louis2@dc.gov• Once the agreement is sent to Serve DC, agency can then accept and use the donation• Serve DC will then sign and send fully executed agreement to agency
FYI: Serve DC sends thank you letter to donors and publishes quarterly reports		
7	Serve DC publishes quarterly reports & sends thank you to donor	<ul style="list-style-type: none">• At the end of each Quarter, Serve DC will send donors thank you letters.

Donation Agreement

Step 3: Donation Agreement Form:

- Agency fill out the Donation Agreement form and have it signed by the donor
- Agency sends form(photocopy of the check when applicable)to rold.louis2@dc.gov
- Once the agreement is signed and sent to Serve DC, Agency can then accept and use the donation

AADF

**DONATION AGREEMENT
BETWEEN THE DISTRICT OF COLUMBIA GOVERNMENT
AND _____**

1. _____ ("Donor") agrees to make a donation to _____ (name of D.C. Government agency) of _____ (insert amount if funds, description of in-kind donation, property or other) to be used for the following purpose. The donation is being given freely without any expectation of special treatment by the government.

2. The donation will be used to augment its (identify what part of the agency budget will be augmented by the donation) _____. The donation is for an authorized purpose because it is consistent with the functions and purposes of the agency.

3. The donation is being made on the condition that the agency agrees to use the donation for the particular purpose stated in this agreement. If the agency does not use the full balance of the financial donation, 1, the donor, give any express consent and authorization to the agency to use the remaining balance in the same or subsequent fiscal years for the same or similar authorized purpose, as reviewed and approved by the D.C. Ethics Officer. Otherwise, the Government of the District of Columbia will mail a refund check to the donor in the amount of any remaining balance. (State any other conditions that may apply).

<input type="checkbox"/>	Yes, with my consent all remaining funds may be applied toward another D.C. Government program with a similar purpose in this fiscal year or subsequent years.
<input type="checkbox"/>	No, please refund all remaining funds to the donor.
<input type="checkbox"/>	Not Applicable.

Please check the appropriate box.

4. The donor has read and agrees to be bound by the Rules of Conduct regarding Donations set forth in Mayor's Memorandum 2010-2, dated October 15, 2010.

5. To the best of the Donor's knowledge, the donor is not aware of any transactions pending before any agency or the District government involving the Donor, nor any litigation pending against the government involving the Donor.

6. The District of Columbia government acknowledges that systems are in place for the donation to be accepted by the government and the use of the donation may be properly tracked as required by the Section 115 of the District of Columbia Appropriations Act, 2003, Pub. L. 108-7.

Signature of the Parties:

Name: _____ Date: _____
Title: _____
Authorized official representing the Donor

Agency Representative _____ Date: _____
Agency name

Office of Partnerships and Grant Services _____ Date: _____
on behalf of the District of Columbia Government

Donation Drop-Off Form

Donation Drop-Off Form:

- Donor fills out the Donation Drop-Off Form and signs form and agency representative signs form
- Agency sends form (photocopy of the check when applicable) to rold.louis2@dc.gov

DROP-OFF DONATIONS ONLY



DONOR CONTACT INFORMATION

Name (Print): _____ Date: _____
Organization: _____
Address: _____
City/State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____

DONATION(S) DESCRIPTION

A: Type of Donation(s) (please check one):
 Financial In-Kind Other

B: Actual or Estimated Value (not to exceed \$500.00):
\$

Other: _____

C: Brief Description of Donation(s) including intended use. (Please attach relevant documentation)

DONOR AGREEMENT (Please read and sign below)

1. I hereby agree to make a bona fide donation to the Government of the District of Columbia for the purpose of benefiting students served by the District of Columbia Public Schools (DCPS). The donor is giving the donation freely without any expectation of special treatment from the District of Columbia government or any part thereof.
2. The donation is being made on the condition that the agency agrees to use the donation for the particular purpose stated in this agreement. If the agency does not use the full balance of the financial donation, I, the donor, give my express consent and authorization to the agency to use the remaining balance in the same or subsequent fiscal years for the same or similar authorized purpose, as reviewed and approved by the D.C. Ethics Officer. Otherwise, the Government of the District of Columbia will mail a refund check to the donor in the amount of any remaining balance.
3. To the best of the Donor's knowledge, the donor is not aware of any transactions pending before any agency or the District government involving the Donor, nor any litigation pending against the government involving the Donor.

Donor's Signature: _____ Date: _____

RECEIVED BY: (To be completed by an authorized District Government Official)

DCPS Official (Print) _____ Signature _____ Date _____

DCPS Official Name (Print) _____ Signature _____ Date _____

Financial Donations

- All financial donations must be deposited in the 8450 Private Donations Fund.
- All checks must be made out to the DC Treasury,
- Finance team (OFRM, OCFO) sets up attributes in GRAMS pointing to fund 8450.
- Donation appears in SOAR (System of Accounting and Reporting).
- Agency must provide the donation agreement or drop-off donation form with the check to the Fiscal officer using the newly created attributes to process the check in INOVA.
- No Donation Agreement = No Spending.

Processing Checks

- Send photocopy of check and Donation Agreement to Donations Manager at rold.louis2@dc.gov
- Once the agreement is signed by Serve DC, Your AFO can set up the attribute with OFRM and have them processed the check.

Wire Transfers

- The recipient agency may accept a financial donation via a wire transfer between the donor and the D.C. Treasury

Bank Name: Wells Fargo

ABA Number: 054001220

Account Name: DC Government

Account Number: 2000043154623 – BANK ID 23W

Reference: "Contribution for ----"

Foreign Donation Process

- Foreign donations are donations coming from a foreign source or donation sponsoring international travel for DC Government employees.
- Agencies must get the approval of the Mayor's Chief of Staff (Please contact Lisa Wray at lisa.wray@dc.gov to get the Mayor's Chief of Staff approval) before going through the OPGS' approval process.

Solicitation

Solicitation: is making the ask

Types of Solicitation:

- **Direct solicitation** occurs when a Agency employee makes a direct ask to a specific donor (i.e. an individual or corporation).
 - You must receive approval from Serve DC **before** the ask can be made of potential donor, by submitting your request through [OPGS Donation Application](#) in QuickBase.
 - *Example*, a school may send a letter to a specific restaurant seeking a donation of pizzas for a back-to-school event.

- **Indirect solicitation** occurs when a Agency employee asks multiple potential donors for donation support.
 - You **are not required** to receive prior approval by Serve DC, however once a donation is offered it must go through Serve DC donation process.
 - *Example*, a school may send a letter to multiple restaurants seeking a donation of pizzas for a back-to-school event and thus because it went to multiple potential donors.

Crowdfunding: Mayor's Fund to Advance DC

The Mayor's Fund to Advance Washington, DC is a one-step, automated, online crowdfunding platform designed to accept donations to particular and ongoing causes of the District government or District government agencies.

Maximum contribution per donation: \$1,000.00

Maximum contribution per quarter for each donor: \$2,000.00

Steps to post a Fundraising Project on the Fund to Advance DC platform:

- Develop a project (what, Where, When, Why, How, Needs, Benefits)
- Contact Serve DC – rold.louis2@dc.gov to have the project posted online
- Develop a Marketing Campaign to attract potential donors on the site

BEGA

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**Ethics Act
Jurisdiction**

- **Advice**
- **Investigate**
- **Train**



BEGA



Code of Conduct

- Prohibition on accepting gifts
- **Gift means any:**
 - Gratuity, favor, discount, entertainment, hospitality, loan, forbearance, or other item having monetary value.
 - This includes gifts provided:
 - In-kind;
 - By purchase of a ticket;
 - Payment in advance; or
 - Reimbursement after the expense has been incurred.
- Salary Supplementation
- D.C. Code § 1–329.01 Acceptance of gifts and donations

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Gifts

-Prohibition on soliciting and accepting gifts from prohibited sources

- Lobbyists
- Vendors
- Contractors/ Grantees
- Developers
- Applicants
- Those who are regulated by the District
- Anyone who wants to do business with the District.



- Gifts

- Prohibition on accepting gifts that are given because of the employee's official title or position
- Donation to Agency

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Gifts that cannot be accepted:

- What to do if you are offered or receive a gift that cannot be accepted:
 - Inform the person offering the gift; and
 - Return the gift, donate the gift to a non profit charity, donate it to the District; or reimburse the donor the market value of the gift;
- If the gift is perishable and returning it would be impractical:
 - share it with office staff;
 - Donate to charity;
 - destroy it.

Note: Sharing with office staff or donating to a charity, is a one time only option with respect to any donor.



- **Free Attendance at Events**
- **Employees may not accept – Free travel, meals, and lodging (OPGS)**
- Employees may accept – Free Attendance at Events:
 - **Speaker at Event**
 - When the employee is a speaker or panel participant, on behalf of the agency.
 - Assignment must be made in writing by employee’s agency head or other designee
 - **Widely Attended Events (50 persons or more)**
 - **By Sponsor of Event (official capacity only)**
 - Attendance is in the interest of the agency – further agency programs and operations;
 - As determined in writing by the Mayor or his designee.
 - **By someone other than Sponsor of Event (personal or official capacity)**
 - \$350 or less admission fee;
 - Attendees must share a diversity of views or interests
 - Event must be open to members from throughout an interested industry or profession.
 - If personal capacity, employee must take annual leave;
 - If authorized by the agency (in writing), no charge to employee’s leave account.

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Penalties for Non Compliance:

BEGA may impose penalties

Fines

Public censure for elected officials and recommendations for removal

Imprisonment.

Contact us before you accept!

bega@dc.gov / 202-481-3411

Recognition of donors

- Mayor's Memo 2015, Section IX, page 10 allows District employees to thank donors by providing acknowledgements of their donations through:
 - letters of acceptance and appreciation
 - press releases, photo opportunities
 - certificates, and other items that commemorate the donation
- In addition, The District may permit the display of donor logos if the display is incidental to the donation or if the display is unlikely to give the impression of commercialization.
- All permanent displays of logos must receive the advance clearance of the MOLC or the OGC.

Next Steps

- Provide you with access to the online donation platform - Quickbase
- Provide additional donation resources as available

How to Engage

CERT

- Visit our Volunteer and Donation Portal for training and volunteer opportunities
- Contact **DC.CERT@dc.gov** for more information

Mayor's Snow Team

- Mayor Muriel Bowser's DC Volunteer Snow Program (Neighbors Helping Neighbors)
- For more information, email dcvsp@dc.gov

Volunteer and Donation Portal

- Visit servedc.galaxydigital.com for volunteer opportunities, COVID-19 resources, and donation information

Contact for Donation Process

<u>Name</u>	<u>Title</u>	<u>Agency</u>	<u>Phone Number</u>
Rold Louis	Donations Manager	Serve DC	727-7977
Alexis Squire	Interim Director	Serve DC	727-1459
Betsy Cavendish	Mayor's General Counsel	OGC	724-7681
Lisa Wray	Executive Assistant	OGC	724-7681
Dorothy Brown	Associate Director	MOLC	727-6975
Michael Bolden	Division Director	OFRM	727-6534
Ashley Cooks	Attorney Advisor	BEGA	741-5374

Please visit MOCA website at www.moca.dc.gov or email rold.louis2@dc.gov for more

Questions?

