



Advisory Council Guidance for Fundraising, Sponsorships, and Grants

ARC's Advisory Councils can raise funds for their community centers and programs in partnership with ARC, a nonprofit organization, that otherwise might not be available to Seattle Parks and Recreation, as a government entity.

One of the main responsibilities of an Advisory Council is to help secure donations for programs that meet important needs for their community center or program. This is an overview of how the Development Department can help.

Please review and adhere to the ARC Fundraising Policy before and during your fundraising activities.

The Development team can help in the following ways:

1. Assist with fundraising event planning
2. Help secure sponsorships
3. Write and submit grant proposals to private and public foundations, and government agencies
4. Assist with fundraising from individuals in the community
5. Create customized donation pages
6. Assist with securing in-kind donations from retail and commercial businesses
7. Send formal acknowledgement letters to donors for their gifts

Please contact Sonia Doughty with questions at any time.

Sonia Doughty
Development Director
She/her
sonia.doughty@seattle.gov
206.465.2580

Procedures for working with the Development team:

Small-Scale Fundraising

Typical small-scale fundraising is usually done in-person as a “suggested donation,” most often to offset the cost of a community event, like a pancake breakfast, BBQ, car wash, or carnival.

Guidance for this type of activity is simple:

- **Cash or Check Donations:**
 1. Follow City cash handling procedures in partnership with SPR staff and process all cash contributions onsite through point-of-sale.
 2. Collect donor information (name, email, mailing address, phone) for any donation where the donor would like a receipt of their donation.
 3. After all point-of-sale donations are collected, the SPR staff must generate an ACTIVENet report of those transactions and email it to Natalie Roy (natalie.roy@seattle.gov); she'll ensure that the donations are recorded and acknowledged.
- **Credit Card Donations:** The easiest way for someone to make a donation is through the ARC website at www.arcseattle.org/donate. They will automatically receive an email acknowledging their donation. The Development Department can also create a QR code for promotional flyers and posters to easily direct the donor to the donation page.

In-Kind Donations

An in-kind donation is made in the form of volunteer time, services, or expertise, and can also be physical items, most often donated by individuals or businesses. ARC is also set up to collect car donations through a third party. Please contact the Development Team to inform them of your intent to pursue in-kind donations.

Larger-Scale Fundraising

Larger-scale fundraising efforts have a more specific purpose and may take months or years to reach the goal. In this case, ARC requires that you complete the General Fundraising Inquiry Form: <https://arcsea.wufoo.com/forms/general-fundraising-inquiry-form/>

Completing this form helps ARC determine the best next steps for your fundraising efforts.

Sponsorships

ARC has relationships with many businesses and corporations, both locally and nationally. If you are hosting a special event that may be attractive to a corporate sponsor, complete the Sponsorship Request Form:

<https://arcsea.wufoo.com/forms/event-sponsorship-request-form/>

Capital Improvement Projects

Capital Improvement Project requests must be submitted to **SPR Planning and Development** no later than June for the following budget year. You must work with your SPR Representative and their Recreation Manager to ensure that there is SPR approval to pursue funding sources for Capital Improvement Projects. Before pursuing any funding, please contact ARC's Development Director, Sonia.Doughty@seattle.gov. An approved project plan must also be submitted to the ARC Executive Director.

Grants

Grants are available from businesses/corporations, public and private foundations, and governmental agencies. ARC must submit a formal proposal to apply for a grant. If you're planning a project or event and would like to see if a grant might support it, complete the Grant Inquiry Form:

<https://arcsea.wufoo.com/forms/grant-inquiry-form/>

All grant applications must be reviewed and approved by the Development Department before they are submitted.

ARC and SPR Fees Associated with Fundraising, Sponsorships, and Grants

ARC assesses an administrative fee on all successful fundraising activities of 3% of the total award. This cost should be included in all fundraising plans and project budgets.

Both ARC and SPR have processing fees associated with donations depending on the form of the donation.

Blackbaud credit card processing fees (ARC online donation system):

Thanks to a new update with Blackbaud's donation processing, **all online donations at or under \$3,000 have no additional processing fees**. ARC receives the full donated amount for gifts under this amount. In exchange, Blackbaud will prompt donors for an optional fee coverage towards Blackbaud's service to keep this system running. This feature is called Complete Cover and can be read more about at the following links:

- Fee Coverage: <https://webfiles-sc1.blackbaud.com/files/support/helpfiles/tcs/content/fee-covers-rc.html>
- Complete Cover: <https://community.blackbaud.com/blogs/13/8510>

To make the most of all donations and avoid unnecessary fees, we recommend that any donors interested in donating above \$3,000 mail a check to ARC's office (300 Elliott Ave W, Suite 100 Seattle, WA 98119) with a note or memo explaining where the funds should be allocated, or perform an Electronic Funds Transfer (EFT).

Feel free to reach out to Natalie (natalie.roy@seattle.gov) for any additional questions about donation processing fees, or processing any other check/EFT donations.

Most gifts made prior to 6/13/2024 were subjected to the following fees:

- 2.78% + \$0.26 per transaction
- ACH/Direct Debit: \$0.75 per transaction and \$5.00 per returned transaction

ACTIVENet processing fees (SPR point of sale and online payment system):

- These continue to be active fees:
 - Staff side transaction fee: 0.78%
 - Credit card fee: 2.34%