

# CSUSB FOUNDATION

*Building a Culture of Philanthropy*

## CSUSB PHILANTHROPIC FOUNDATION DESIGNATION AND USE OF PUBLIC RELATIONS FUNDS

### **Purpose:**

Funds are provided through the Foundation for the purpose of public relations under the existing guidelines of Title 5. These funds, which materially affect the success of the University and the CSUSB Foundation, are used to strengthen relationships with educational and surrounding communities and to foster public understanding and goodwill.

### **Sources of Funds:**

Foundation funds, which may be used for public relations, are generated through gifts, various events, and University- and Foundation-sponsored activities. Specific allocations may also be made for campus and community relations by the University annually from the net revenues resulting from various events for campus and community outreach or public relations.

### **Use of Funds:**

The use of funds is limited to those expenditures which promote the mission of the University.

### **Public Relations Allowable Expenses Guideline:**

Allowable expenses fall into several categories, including but not limited to (see CSUSB's hospitality policy <https://www.csusb.edu/policies/hospitality-policy> for more specific guidelines):

1. Dues, memberships and subscriptions providing continuing contact with key organizations
2. Meals and accommodations for visitors
3. Community affairs, lectures, conferences, meetings, and special events
4. Travel and constituent relations

### **Procedures:**

1. All authorizations for reimbursement are vested in the Executive Director, or designee. Certain reimbursements also require the approval of the appropriate University Vice President.
2. A purchase request or request for reimbursement must include the following:
  - a. Name of the person requesting the expenditure and approved signature authority.
  - b. Complete description of the item(s) or service(s). For events, a brief description of the event and names of those attending or for events, the approximate number expected to attend.
  - c. A brief statement of how the expenditure benefits the mission of the University (e.g., retreat for..., faculty convocation, donor meeting, flowers expressing sympathy, etc.)
  - d. Signature of University Vice President or designee (when required) and Foundation Executive Director or designee approving payment.
3. Purchase requests will follow the procurement policy and guidelines for the CSUSB Philanthropic Foundation.