



# **Policies and Procedures Manual**

**Mission Statement:** Our mission is to support and expand academic, art, and athletic opportunities for all students at La Costa Canyon High School through active partnerships with students, teachers, parents, alumni, and the community.

**Purpose:** The underlying goal of the La Costa Canyon High School Foundation is to support efforts that impact the greatest number of students possible. Our school serves students who benefit from a range of offerings: Special Education, College Prep Classes, Honors and Advanced Placement Courses, and English as a Second Language. The Foundation solicits crucial funding to offer a rich educational experience in Academics, the Arts and Athletics. In short, the Foundation seeks funding to enhance learning opportunities for every student at LCC. Although the San Dieguito School District funds the basic needs of our students, each LCC student is allocated roughly \$1,000 less than other students in San Diego County. That means that LCC receives almost \$2,000,000 less than other San Diego County schools - each year. As a community member and/or parent of an LCC student, we have the opportunity to ensure that our children receive the best, most well-rounded educational and athletic experience possible. The LCC Foundation was created in 1996 as a non-profit organization to provide this vital support. By supporting the Foundation's mission, our community reaps the benefits of a healthy and dynamic school – a school which any parent would be proud to entrust with their child’s education. In a sense, the Foundation is a three-legged table serving thousands of students.

La Costa Canyon Foundation is incorporated as a California Non-Profit Benefit Corporation under Section 501(C)(3) of the Internal Revenue Code and is obliged to operate under the regulations therein.

**Federal Tax ID: 33-0708190**

### **Foundation Board Members:**

- **President:** Martina Sullivan
- **VP Development/Business Relations and Grants Chair:** Carolyn Chan
- **VP Finance:** Traci Couvillion
- **Secretary:** Suzanne von Thaden
- **Arts Booster Chair:** Janet Geier
- **Special Events/Academics Chair:** Michelle Johnston
- **Athletics Chair:** Kelly Caponetto
- **IT Chair:** Mike Fine
- **Member at Large:** Hugh O’Donnell,
- **Member at Large:** David Steigerwald
- **Member at Large:** Julie Mater
- **Member at Large:** Blair Nicholas

**Executive Director:** Dale Jagers

**Bookkeeper:** Ellen Haines

# Foundation Organization

The Foundation Board is comprised of current parents as well as the principal of La Costa Canyon High School and the Executive Director. The Principal and Executive Director serve as advisors in an ex-officio capacity.

## Election of Board Members:

An application will be given to the Nominating Committee for review. The Nominating Committee will present proposed applicants to the Board for vote. The Board will then elect all members for the next year.

## Board Committees:

All Board Members must sit or chair on at least one committee. Board Committee's may include non-board members as well as members of the community who do not have students at LCC.

***Development Committee:*** responsible for expanding and creating successful fundraising strategies, programs, and managing annual solicitations amongst parent donors.

***Alumni Committee:*** responsible for identifying and re-connecting alumni to the school through regular communications with the goal of increasing alumni participation and financial support.

***Nominating Committee:*** responsible for strategic recruitment of qualified Board candidates, and presentation of applications and recommendations to the Board.

***Marketing Committee:*** responsible for developing communications, markets, and media plan to support the foundation and foundation events. Specific jobs include managing the website and social media, updating the e-news, and sending out Vertical Response emails.

***Grants Committee:*** responsible for researching and applying for external grants. The Grant committee is also responsible for reviewing grant requests internally and making recommendations to the Board.

***Finance Committee:*** responsible for reviewing and providing guidance for the organization's financial matters and providing input to the annual budget to submit to the board for approval.

***Special Events Committee:*** responsible for planning, coordinating, and executing Foundation events. These include, but are not limited to Fall Fundraiser, Donor Dinner, and Golf Tournament.

## **Board Standing Committees:**

***Athletic Standing Committee:*** The Athletic committee supports all of the 24 teams and 3 club sports that comprise LCC's successful athletic program. Basic funding does not cover costs associated with school sports: athletic equipment, coaches and trainers, travel expenses, and camps. These and more are provided with donations to Foundation under Athletic Committee.

***Academic Standing Committee:*** The Academic committee supplements classroom essentials and fund special projects that afford our students enhanced learning opportunities. Science labs, specific equipment and supplies, and individual class offerings are not covered by basic funding and are paid for with donations to Foundation under Academic committee.

***Arts Standing Committee:*** The Arts committee offers our award-winning artists and performers opportunities they otherwise would not have. Video cameras, theater and dance coaches, and Artists in Residence who provide expert knowledge to our students are paid with donations to Foundation under Arts committee.

### **To become a Standing Committee of the Foundation:**

- Have a minimum of 3 Adults who are contributing members to the Foundation (\$250 annually)
- Have a Written Mission Statement
- Have Written Policies and Procedures that are consistent with LCC Foundation Policies and Procedures
- Have approval of LCC Foundation Board

### **Benefits of being a Standing Committee of the Foundation:**

- To be identified with LCC Foundation, the only non-profit organization authorized by the SDUHS District to raise funds for LCC.
- To legally solicit funds and grants as a non-profit 501 (C)3 organization.
- To be covered by the LCC Foundation umbrella liability insurance coverage.
- To benefit from the use of administrative, accounting, and fundraising services provided by the LCC Foundation staff.
- To benefit from LCC Foundation merchant services (Paypal, Square, etc)

- To benefit from LCC Foundation communications: website, E-news, emails, Vertical response, press releases, and mailings.
- To benefit from community business exposure via an organized fundraising effort.
- To have a sounding board for unique problems and needs.

**Responsibilities to the Foundation:**

- Familiarize itself and its members and ensure compliance with LCC Foundation Policies and Procedures.
- Provide feedback and reports to the Foundation board through their board representative
- Follow Foundation guidelines for the collection and disbursement of funds.
- Provide a copy of Policies and Procedures, list of members, mission statement, and minutes from meetings to the Foundation.
- Participate in a coordinated effort in accordance with Foundation fundraising guidelines.
- Promote Foundation sponsored Special Events and Fundraising activities.
- Promote the Foundation to other parents and community members.
- Contribute 5% of Gross Income from all fundraising events and efforts to the Foundation General Fund

# Board Job Descriptions

## President

- Understand bi-laws, policies and procedures, and financial and legal matters.
- Public Representative of Foundation
- Sets high standards for board conduct and intervenes in conflicts of interests or confidentiality issues.
- Helps recruit new board members
- Helps appoint Committee and Booster Group Chairs
- Creates opportunities to educate board members
- Lead by example in giving/raising funds
- Govern Board meetings and hold strategic sessions with Executive Board

## VP of Development /Business Relations

- Build long-term relationships with local businesses
- Manage all goods and monies donated from businesses to Foundation
- Procure funds and goods from businesses
- Procure Sponsorships from local businesses
- Manage “Thank you” system to local businesses
- Work with ED to set and reach financial plans

## VP of Marketing

- Develop a Fundraiser Marketing Plan
- Create and distribute Foundation Calendar
- Manage all Social Media (Facebook, Instagram, Twitter) to connect with LCC Community
- Manage Foundation Website
- Coordinate weekly E-news
- Coordinate all email blasts through Vertical Response
- Work with liaisons and VP of Development to help market fundraisers
- Design and Create Foundation promotional materials
- Staff Marketing committee

### **VP of Finance**

- Oversee Bookkeeper
- Manage Foundation Budget Process
- “Gate Keeper” of all Foundation Finances
- Work with President and Executive Director to institute financial policies and procedures
- Train liaisons in Foundation Finance systems

### **VP of Communications/Secretary**

- Keep minutes at all Board Meetings
- Manage Foundation volunteers
- Be up to date on all Foundation bi-laws

### **Grants Chair**

- Manage the Grants committee
- Responsible for procuring all outside Grants to the Foundation
- Create a timeline for internal grants recommendations to be given to the Foundation Board
- Coordinate with ED and Principal the process of choosing which internal grants to award
- Work with VP of Finance to establish Grants budget

### **Alumni Chair**

- Manage the Alumni committee
- Reach out to all LCC Alumnus and connect with them through social media
- Work with Special Events committee (if needed) to plan one alumni event a year
- Present alumni (through relationships and social media) with opportunities to support the Foundation

### **Special Events Chair**

- Manage Special Events Committee
- Plan, Manage, and Execute Fall Fundraiser
- Work with Development committee for other events
- Work with Executive Director to Execute Donor Event in the Spring
- Staff Special Events committee

## **Executive Director**

- Manage Office personnel, systems and procedures
- Work with Principal to establish and communicate LCC vision
- Work with President and Principal to form strategic plan
- Manage all Committee's through constant contact with committee chairs
- Establish sound working relationships with community groups and organizations
- Cast Foundation vision and market Foundation needs
- Speak in public on behalf of Foundation
- Oversee annual fund development with Development committee
- Practice standard business practices in use of all resources and business operations
- Work with liaisons for all booster needs
- Ensure legal compliance and fiscal responsibility
- Promote active volunteer participation throughout Foundation
- Report to Board the state of Foundation
- Work with Special Events committee to coordinate and participate in events
- Assist in the recruitment, selection, and orientation of all board members and committee chairs
- Coordinate with Booster Presidents and chairs in all Foundation matters



# Fundraising Policy

The LCC Foundation is dedicated to consolidating and strengthening the fundraising efforts of all of its member organizations. It is the policy of the Foundation to have member fundraising activities accomplished through approved fundraising avenues. The LCC Foundation Board believes that optimum results and positive community relations occur when all member/participants comply with the Foundation Fundraising Policy.

## Fundraising Programs

### Annual Campaign

The Executive Director coordinates the Foundation fundraising program. The Annual Campaign begins in August, with a request to all parents for contributions and/or volunteer support. The initial "ask" is done with a mailing of our marketing piece, a letter from our Principal, and a letter/donor form and return envelope from the Foundation. This initial communication briefly describes Foundation goals and requests that parents make their contribution to the LCC Foundation general fund.

### Liaison Annual Ask

Our Athletic Booster President has written a standard ask for all liaisons to use when sending home a donation ask to the parents in order to ensure proper guidelines are being followed. Please use this letter when communicating all asks to parents.

### Mid-Year Appeal

The ED coordinates the appeal to parents requesting additional funds for the school year. The appeal in letter form is sent to parents detailing the priority programs that will be supported with the additional funding. Appeals are sent between November and January depending on the needs and timing of programs.

### Passive Fundraising

These are programs that are set up to automatically generate income without undertaking a major event or activity. They currently include scrip programs, Amazon Smile and restaurant nights.

Restaurant fundraisers are typically organized by Booster Groups and ask parents to patronize a designated restaurant. Restaurant then donates a percentage of the proceeds to LCC.

1. All restaurant nights should be coordinated through the Development Committee to ensure that the event is included on the Fundraising calendar. This will identify the sponsoring Booster Group and ensure that proceeds are allocated to the correct group or team. Coordinating the events with other Booster Groups will also give each group the opportunity to promote and market their event to the entire school community.
2. Please contact the Foundation office if the restaurant needs tax id letter or W-9 request for taxpayer identification/certification.
3. After the event is held and proceeds are sent to the school, funds are deposited in the Booster account and appear on the monthly P&L report under the Restaurant Fundraiser income account for each Booster Group.

### **Fundraisers/Special Events**

Throughout the school year there are a number of events that are held by the LCC Foundation and Booster Groups to raise money for General Fund and specific groups. These events must be coordinated through the VP of Development so that business solicitations, event marketing, ticket sales, etc. will not overlap another event.

**In order to carry out any Fundraiser**, please fill out the **Special Event/Fundraiser Form** and turn into the Foundation for the VP of Development to sign. This will not only ensure a balanced fundraising calendar, but it will automatically enact a Marketing Plan to help make your event successful. This form must be turned in at least 2 weeks prior to any Fundraising event. You can view the Fundraising calendar on the Foundation website to help you choose a date.

Following this procedure will maximize the success of every event.

### **Business Fundraising**

For consistency in our approach to the business community, the VP of Business Relations coordinates all business fundraising/contacts within our community. This allows the Business Development Committee to know when and how often parents and businesses are being asked to contribute. The goal is for the Foundation to track and maintain a list of business donations through the donor database.

There are two kinds of business fundraising through the Foundation: cash donations and "in kind" donations. If your committee/group needs in-kind donations for an approved event, i.e., food, beverages, raffle items, prizes, etc. Please contact the VP of Business Relations, identify your event and specific need and discuss the options with the Vice President or Foundation office.

All business solicitations (whether cash or in-kind) must use the **Business Donor form** in order to have a record and allow for tax receipts/donor recognition. Copies are available from the LCC Foundation office.

Be sure you give:

- one copy to the donor
- one copy to the committee liaison and/or chair of the event
- one copy to the Foundation office (needed to fulfill IRS requirements.)

If you have knowledge of a business or corporation that is interested in supporting LCC by cash donation or a matching fund program, please contact the VP of Development or the Foundation office.

## FINANCIAL POLICY

As a non-profit 501c3 organization, the LCC Foundation is obligated to follow generally accepted accounting procedures (GAAP) used in standard financial accounting. The Foundation is also required, as a tax-exempt organization, to submit an annual return and information report, the Form 990, which includes a significant amount of financial reporting information. Therefore, it is critical that all financial transactions and reporting procedures are followed by all Booster Groups.

Because the IRS provides specific categories and classes into which revenue and expenses must be allocated, it is important to maintain complete and consistent records of all transactions. Failure to adhere to financial procedures, may result in delayed processing of checks and invoices. If you have questions about a financial transaction or need clarification, please contact the Foundation VP of Finance.

### FINANCIAL PROCEDURES

#### General Procedures – Booster Group Revenues and Expenses

1. Your Booster Group should have procedures for handling the funds in its own written and approved Policies and Procedures. A copy of Booster Group Policies and Procedures must be on file in the Foundation office and comply with any requirements imposed by law, the school site and District as well as the Foundation insurance carrier. Check with the Foundation Executive Director (ED) to make sure that a copy of your P&P is on file.
2. Your Booster Group/Team must have funds on hand in your account to cover all requested disbursements.
3. **All checks accepted by the Foundation or its Booster Group must be made out to LCC Foundation or a specific Booster Group.** No other endorsements are acceptable and will be returned.
4. **Absolutely NO outside accounts may be established to process funds for any booster group, event, team or activity.** All accounting, invoicing and check processing must be done through the LCC Foundation office. Likewise, checks should be mailed to the Foundation – NOT to booster group or team members home address.
5. Booster Groups must submit monthly minutes or reports of your meetings to the Foundation office [director@lcchsfoundation.org](mailto:director@lcchsfoundation.org) attn: Foundation VP of Finance so that approved expenses and disbursements are noted.
6. By May 30th of each year, booster groups/teams must submit approved budgets for the next school year to the Foundation VP of Finance.

#### Deposits – collected by the Booster Group

1. All funds collected by the LCC Foundation Booster Groups must be deposited with the Foundation Bookkeeper. A copy of the **Deposit Form** is attached and is available online at <http://lcchsfoundation.org/wp-content/uploads/2014/11/Deposit-Form-Cash-and-Checks.pdf>. Please use the form for both cash and check deposits. When you deliver a cash deposit to the Foundation office, please get a signed receipt (copy) for your records from the Foundation representative. **Please do not leave cash in the Foundation office without getting a signed receipt.**
2. Funds collected must be deposited with the Bookkeeper within 14 days of collection.

3. Any monies that are earmarked to a member group will be credited to that group. If there is a sub-account breakdown for the monies collected (i.e. by team, committee, or event) please note on the deposit form.

### **Deposits – collected through the Foundation**

1. Please notify the Foundation office of any expected payments or donations related to Booster activities or events (selling tickets, collecting money for trips or soliciting funds) prior to starting the activity or sending solicitations. This will ensure that the funds are allocated to the proper booster group and account.
2. Any payments received in the Foundation office for Booster events or activities will be filed in the Booster folder located in the Foundation mail crate. Please have your liaison, bookkeeper or a designated Booster member check the crate on a regular basis to ensure that your mail is picked up and deposits are recorded in a timely manner.
3. To deposit funds to your booster group/team account, please use the **Deposit Form** at <http://lcchsfoundation.org/wp-content/uploads/2014/11/Deposit-Form-Cash-and-Checks.pdf>. and follow procedure noted above.

### **Disbursements – Check Requests and Reimbursements**

1. Each Committee/Booster Group has its own set of officers and internal procedures. Please make certain these are followed before requesting a disbursement from the Foundation Bookkeeper.
2. All funds disbursed by the LCC Foundation require authorized signatories. Authorized signers are the Executive Director, and one other board member whose signatures appear on the bank authorization card.
3. Complete the **Check Request Form** and submit the form with ALL required documentation (see forms for instructions) to the Foundation Bookkeeper. This form is at <http://lcchsfoundation.org/wp-content/uploads/2014/07/Financial-Check-Request-Form-07.14.pdf>
4. All requests for reimbursement must be accompanied by the appropriate **original** receipts and should be submitted to the Foundation Bookkeeper within 14 days of the expenditure for which reimbursement is being requested.
5. All check requests must be accompanied by the appropriate approvals and documentation and submitted to the Foundation Bookkeeper at least one week prior to event deadline or mailing date. Any check requests without the appropriate signatures will be returned to the liaison. The Foundation office cannot be responsible for getting the signatures for you. To ensure you receive your checks on time, please make sure the proper signatures and approvals are made *before* you turn in the check requests.
6. Any check requests received to our office (please remember that there is a lag time from turning in a check request to the athletics office and them signing and getting it to us) by close of day Tuesday (3 pm) will be processed by that same Friday. This means the check will be mailed by Friday or available for pick-up by the next Monday. Any check requests that are turned in after close of day Tuesday, will not be processed until the next week. Please make sure and turn in any check requests on time to prevent you having to pay for something yourself and being reimbursed after.
7. There is a check and reimbursement list in the office that lists all checks that have been mailed or to be picked up. You can always call the office and ask the volunteer if your check is ready and what the status of it is. If a check is not on the list, it has not been processed.

## **Financial Reporting**

1. Each Booster President receives the LCC Foundation financial statements (P&L and Balance Sheet) from the Foundation Bookkeeper each month. These reports provide a year to date summary of revenue and expenses for each booster group.
2. You may also request a Booster Group/Committee/Team financial statement by contacting the Foundation Bookkeeper prior to your monthly meeting. Please allow two weeks to reconcile your accounting reports with the financials.

## **Credit cards and online payments**

The LCC Foundation accepts/processes donations and payments online through PayPal as a convenience to donors and purchasers. However the Foundation incurs credit card processing fees for this service which are taken from the donation. Please encourage your donors and purchasers to pay by check to ensure that 100% of their donation or purchase goes to support the programs that benefit our students.

To ensure that Booster Groups and teams receive their online donations properly, it is imperative to have a sport or group specific PayPal button added to your webpage. This will automatically inform us what sport or event the donation is for. Please contact the Foundation office to receive the code or link for this button.

If you would like to have ticket or item purchases accepted online, please contact the Foundation office at least two weeks before the start of your event or activity.

Any time a PayPal payment comes through to the Foundation office, a copy of that payment will be placed in your sport/team/booster group folder. Please fill out a deposit slip and attach the copy of payment to it and turn into the Bookkeeper (or deposit box) to get your donation allocated to your account.