



2018 DC Grants Management Conference:

Breakout Session A: Understanding the District's Donation Management Process



Training Objectives

- Provide an overview of the Mayor's Memorandum 2015-001
- Share the roles and responsibilities of OPGS
- 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;

Mayor's Memorandum 2015-001 (8/21/15) governing Donations in the District:
<http://opgs.dc.gov/node/243802>.

2019 Mayoral Priorities:

Secure | <https://outlook.office365.com/owa/projection.aspx>

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MAYOR BOWSER'S FY 2019 PROPOSED BUDGET & FINANCIAL PLAN

FOCUSING ON PATHWAYS TO THE MIDDLE CLASS

Everything we do focuses on creating pathways to the middle class.



OUR PRIORITIES



Education



Affordable
Housing



Infrastructure
& Community
Spaces



Health &
Human Services



Jobs &
Economic
Opportunity



Public
Safety



Seniors



OPGS' Functions

- Strategic Partnerships & Resource Development
- Agency Grants Management & Administration
- City-Wide Donations Management
- Capacity Building

Donations Backgrounds

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

- All donations however, must be approved by the Mayor via OPGS
- Only Exemptions: Council, DCPL, OSSE, 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

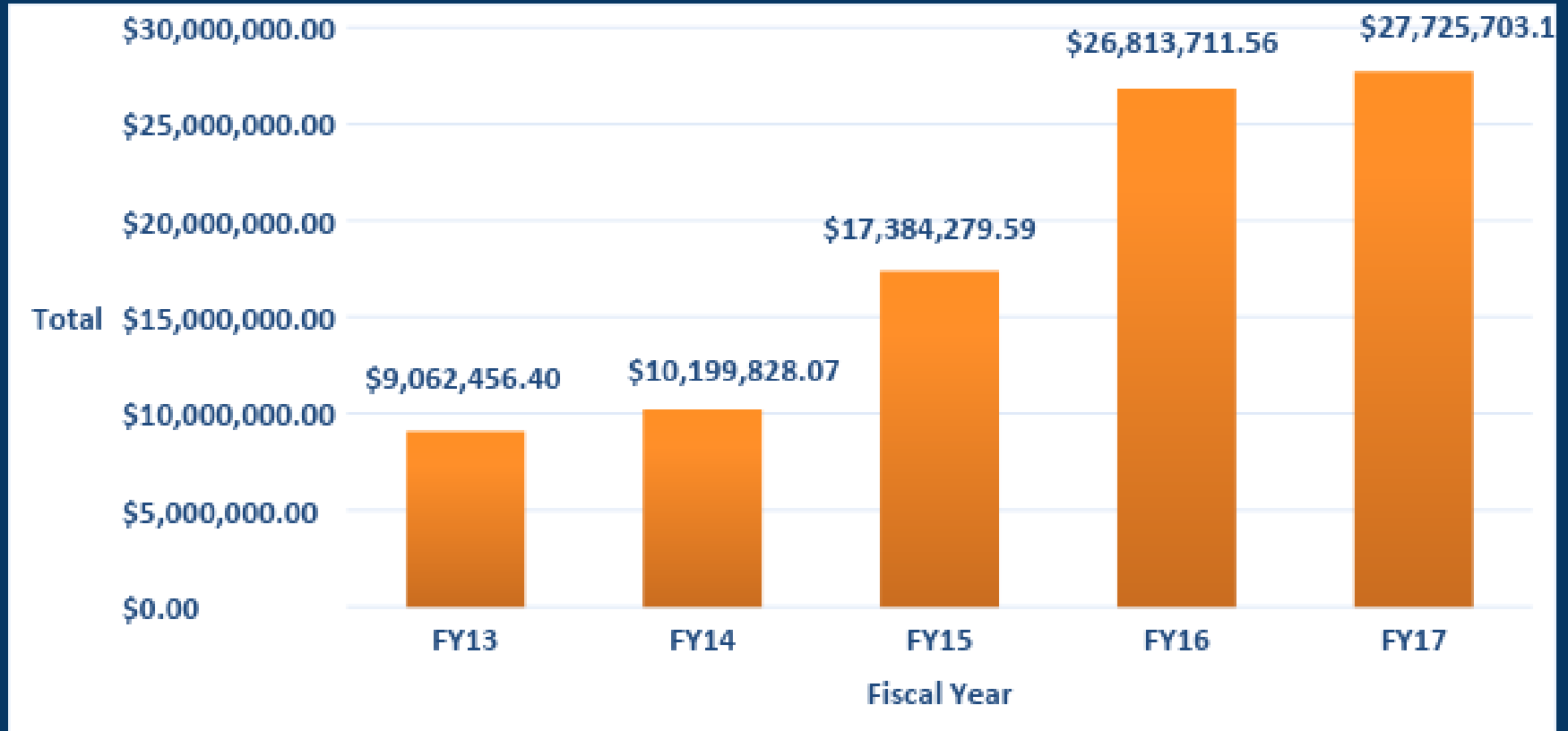
District Donation's are managed via **QuickBase**, which allows District Agencies to seek approval, process and accept donations



Benefits of Donations & our Process

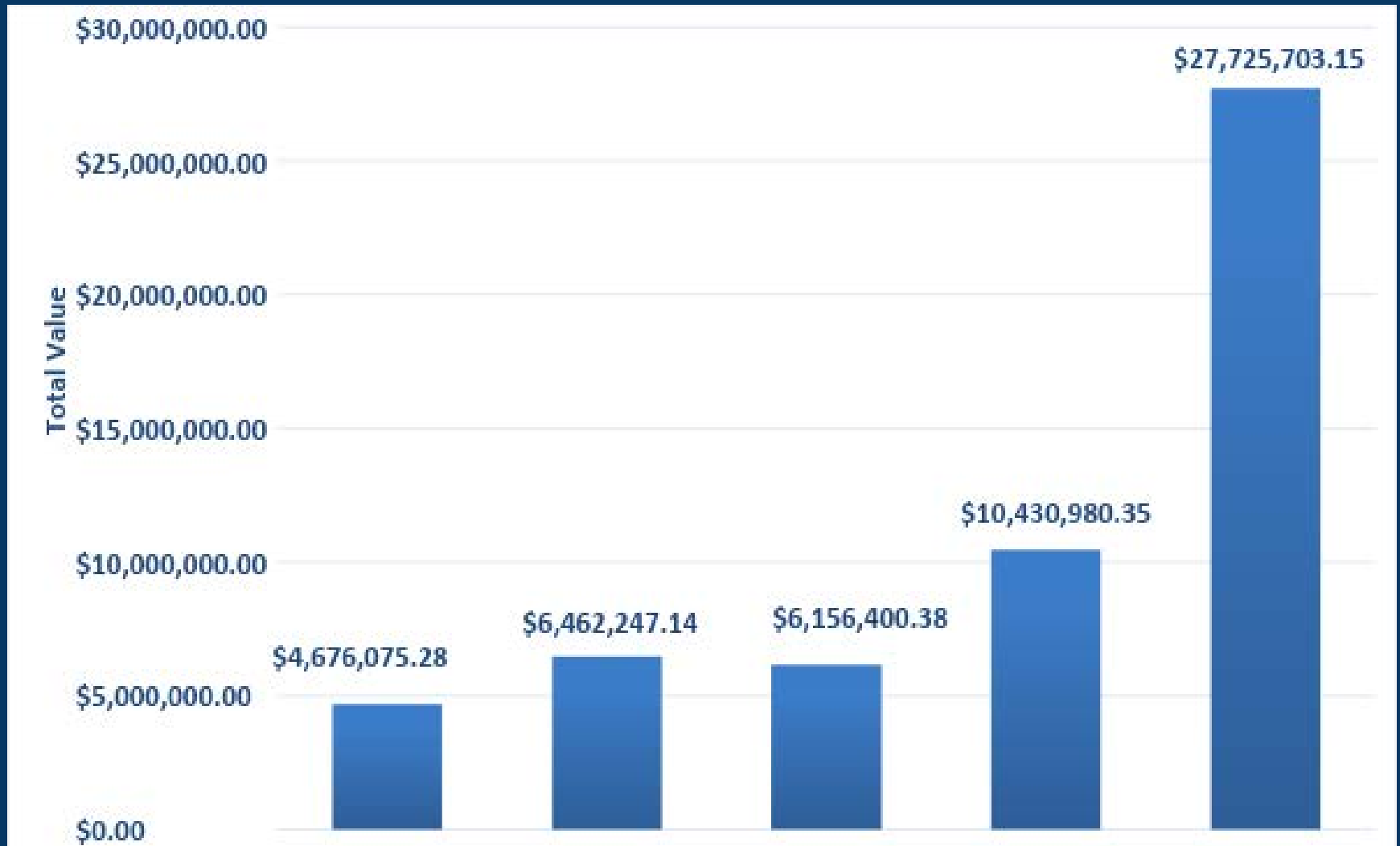
- It protects us
- Avoids public scandals and mismanagement
- Leverages external resources
- Eases donor concerns
- Financial donations rollover
- Allows agencies to highlight their work

Donation From FY13 to FY17

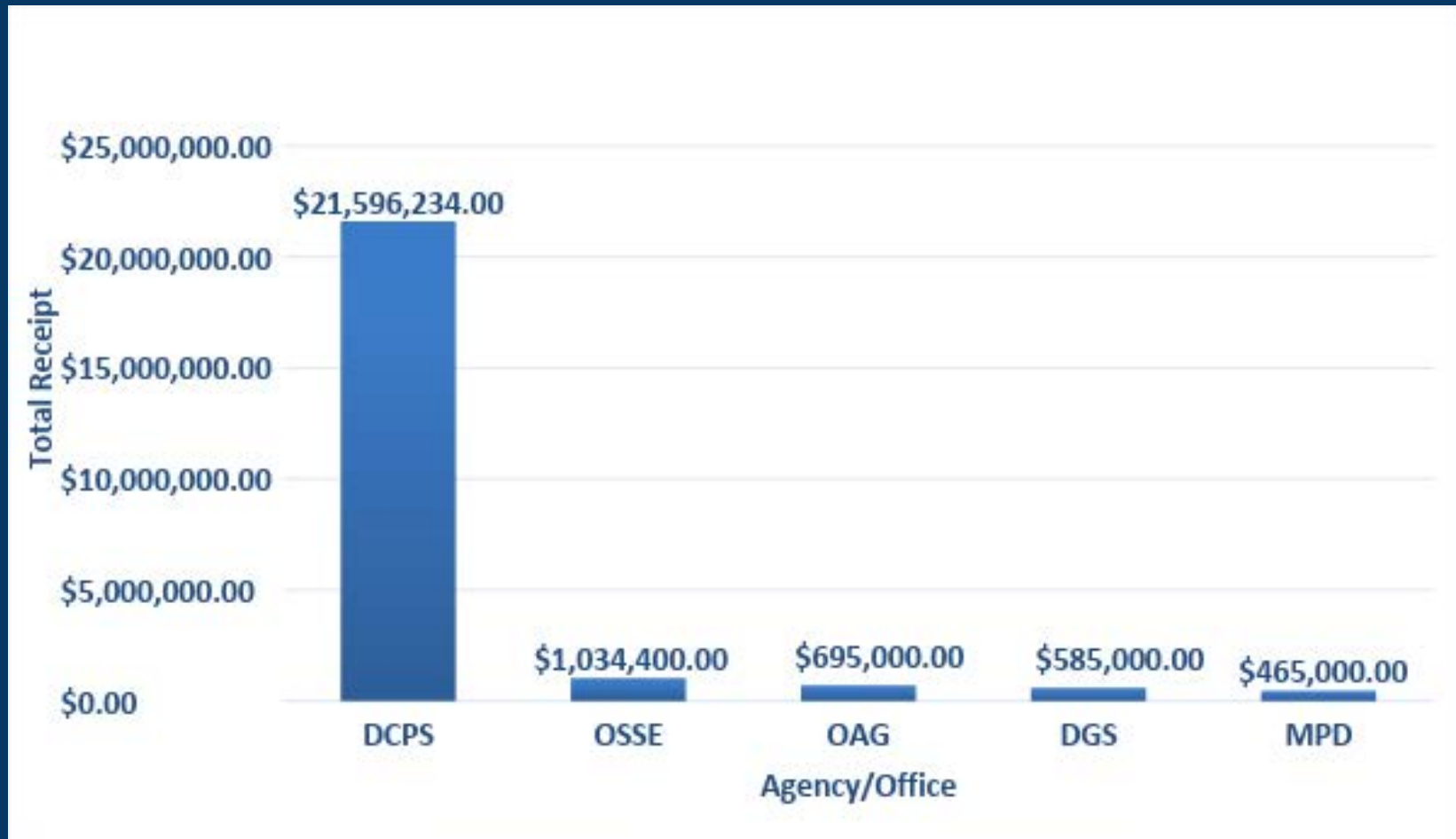




Approved FY 2017 Donations



Top Five Recipients FY 2017





Key Definitions: Donations vs. Grants

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 and property
Should submit a proposal	Bona fide contributions
Specific objective and outcomes	No strings attached
Competitive process	No quid pro quo



Relationship Cultivation: Pre-solicitation step

Cultivation: is building relationships, engaging potential donors and preparing to make an ask.

Steps:

1- Identification and research:

- a. Estimation of needs – What will you ask for?
- b. List of potential donors – Who will you ask?

2- Engaging potential donors and preparing to make the ask.



Solicitation

Solicitation: is making the ask

Direct solicitation: According to the Mayor's Memo 2015, Section 3C, an agency is considered to directly solicit a donation when it directly asks a specific individual or entity for a donation.

For example, an agency may contact a specific restaurant seeking a donation of pizzas for a back-to-school event. An application must be submitted to OPGS via octo.quickbase.com before any direct solicitation.

Exception: General fundraising or donation campaigns, and general solicitation letters sent to a variety of recipients, are not considered direct solicitation of donations.

Donations Policies

1. Agencies may not solicit, accept, or use donated funds, services or property without prior approval by OPGS 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

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 OPGS

Donation Approval Process:

Step 1: Submit an Application on Quickbase

- 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
Agency prepares and submits an Application to Approve Donation(AAD)		
1	Agency & donor	<ul style="list-style-type: none"> • Agency has the donor read and approve the <u>Mayor's Memorandum</u>
2	Online application	<ul style="list-style-type: none"> • Agency submits an application to approve donation via <u>QuickBase Application</u>. Go to octo.quickbase.com. • <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>

Donation Approval Process: Step 2: Legal Review Process



	Step	Action
	The Mayor's Office of the Legal Counsel Performs the legal review	
4	OPGS and MOLC will receive your online application	<ul style="list-style-type: none"> • OPGS and MOLC review your application and contact you if additional information is needed.
5	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. • MOLC will verify if the proposed donation is consistent with the agency's authorized purpose or duty. • At the end of the review, agency receives an email confirming that the application has been approved for the legal sufficiency or denied.

Donation Approval Process

Step 3: Donation Agreement Form:

- Agency fill out the Donation Agreement form and have it signed by the donor
- Agency sends form and photocopy of the check to marcel.guy@dc.gov
- Once the agreement is signed by OPGS, Agency can then accept and use the donation

The whole process takes up to 7 business days

AAD#

**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, 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. (State any other conditions that may apply).

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.

No, please refund all remaining funds to the donor.

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:

Date: _____

Name:
Title:
Authorized official representing the Donor

Date: _____

Agency Representative
Agency name

Date: _____

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

Non-Compliance Consequences



- Penalties for Non-Compliance:
 - BEGA may impose penalties
 - Fines
 - Public censure for elected officials and recommendations for removal
 - Imprisonment.
 - Your Agency may also impose penalties for non compliance.

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 with the check to the Fiscal officer using the newly created attributes to process the check in INOVA.



Processing of Checks

- ❑ Send photocopy of check and Donation Agreement to Donations Manager at marcel.guy@dc.gov
- ❑ Once the agreement is signed by OPGS, 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 ----

“



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 OPGS – marcel.guy@dc.gov to have the project posted online
- Develop a Marketing Campaign to attract potential donors on the site

Foreign Donations

- ❑ 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 Erika Satterlee at Erika.Satterlee@dc.gov to get the Mayor's Chief of Staff approval) **before** going through the OPGS' approval process.

Recognition of donors

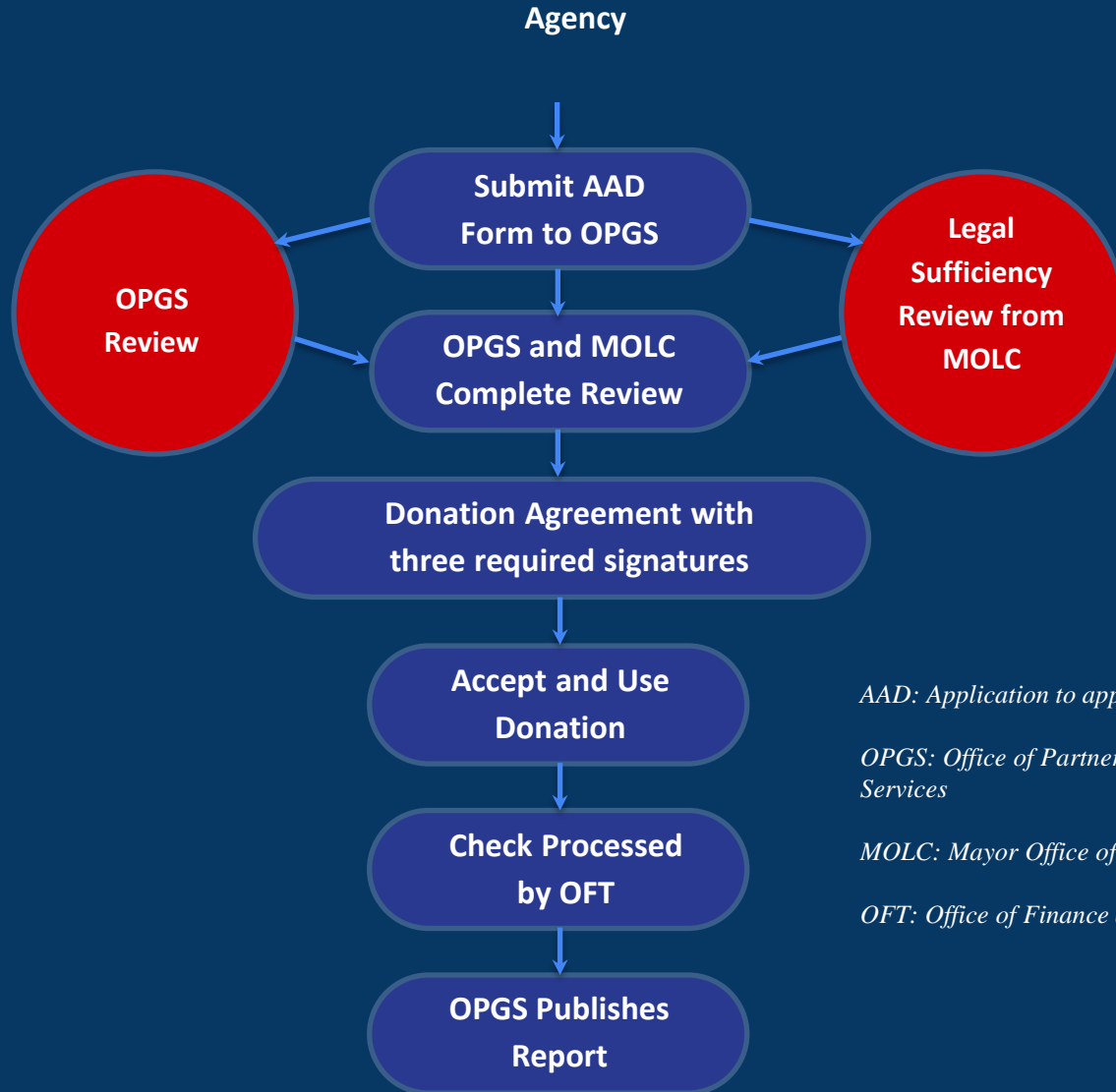
Mayor's Memo 2015, Section IX, page 10 allows District employees to thank donors by providing acknowledgements of their donations through:

- 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.

Summary





Next steps:

- Provide **you with access** to the online donation platform - Quickbase

- Provide** additional donation resources as available



Contacts for the Donations Process



<u>Name</u>	<u>Title</u>	<u>Agency</u>	<u>Phone Number</u>
Marcel Guy	Donations Manager	OPGS	727-7977
Ayris Scales	Director	OPGS	727-8901
Betsy Cavendish	Mayor's General Counsel	OGC	724-7681
Erika Satterlee	Associate Director	OGC	727-0872
Gregory Evans	Associate Director	MOLC	727-8038
Michael Bolden	Division Director	OFRM	727-6534
Brian Flowers	Director	BEGA	481-3411

Please visit OPGS' website at www.opgs.dc.gov or email marcel.guy@dc.gov for more details.



QUESTIONS