ICCA Policies and Procedures
FUNDRAISING

Approved May 2009

NOTE
Fundraising is not something that ICCA is interested in doing on a regular basis. As an Alliance serving some 150 member organizations, however, it is important that ICCA be able to meet the developing needs of its members. This may – at times - require additional capital.

HISTORY
The Iowa Cultural Corridor Alliance (ICCA) was formed in 2005 by the merger of the Cedar Rapids Area Cultural Alliance (CRACA) and the Johnson County Cultural Alliance (JCCA). It was originally intended that ICCA would be solely funded by membership dues and by annual funding from the Cedar Rapids Convention and Visitor's Bureau and the Iowa City Convention and Visitor's Bureau. As a cultural alliance representing individual member agencies, the Alliance would solicit no funds. This would avoid competition with its member organizations.

With the hiring of a full time executive director in 2005, the added management responsibility of the Corridor Concierge desk at The Eastern Iowa airport in 2007, the development of the annual Icky event in 2008, and the growth of the Alliance to some 150 members in 2009, the Alliance has become increasingly challenged to fully support its member organizations using only the original funding sources.

To responsibly support the needs of the Alliance and its member organizations, the Board developed and approved guidelines for fundraising in May 2009.

LIMITATIONS
ICCA is comprised of approximately 150 non-profit member organizations, all involved in fundraising and competing for limited funds.

ICCA, as a cultural alliance, may have access to grants that individual member organizations may not be eligible for. If such funds are available, it may be prudent to pursue these. There are some grants that, although not unlimited, are available on an ongoing basis, making them essentially non-competitive.

ICCA, as a cultural alliance, may be the recipient of unsolicited funds from a granting organization interested in serving as many as possible. As an organization with 150 members, there is potential for group funding.

PROCEDURES

- Prior to the submission of an application, a fundraising opportunity must be presented to the Board for a vote by the majority present at the regular meeting or contacted electronically with a specific deadline for reply.
- Every fundraising opportunity will be reviewed by the Board for the following:
  - How many ICCA member organizations will be served by the project to be funded?
  - Does the funded project align with the ICCA Mission?
  - Are individual ICCA member organizations eligible for the funds?
  - How many ICCA member organizations are competing for the funds?
  - Are other funding sources available for the project?
  - What are the consequences to ICCA of not funding the project through this source?

- A complete report will be included in the Board meeting minutes, open to every ICCA member organization.
- When a funding application is approved for submission, an email announcement will be made to the ICCA membership with a five-day response period. If any member organization expressed concern or identifies issues not already addressed by the Board, a re-vote will be required. This re-vote can be taken electronically to efficiently facilitate the application timeline.
- If no member organizations respond, or if the application is approved by a second vote, the application procedure will be followed and funds solicited.
- An email to the membership will announce the results of any funding application.