



MODEL C AFFILIATE POLICY MANUAL

Revised March 2020

1) IAM'S CHARITABLE PURPOSE

Independent Arts & Media ("IAM") is recognized as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code ("IRC"). IAM's specific charitable purpose as stated in its Bylaws is currently: to raise and support the educational, cultural, and social levels of, and expand the related opportunities available to, the residents of the San Francisco Bay Area and surrounding regional and national communities, including members of under-served, minority, and low-income communities, through the development of non-commercial projects for the benefit of the general public, including, but not limited to, educational, cultural, community, media, news, and art-related projects. In furtherance of these purposes, IAM offers fiscal sponsorship to selected projects.

To advance this charitable purpose, IAM's mission is to steward and empower independent art and media projects that foster community and civic participation, and facilitate cultural engagement and free expression.

2) PROGRAM OVERVIEW

- In this Model C Affiliate Policy Manual (the "Policy Manual"), the term "Affiliate" is used to refer to the other party to the respective Fiscal Sponsorship Agreement for the project (which is defined in such agreements as "Grantee"). Affiliate agrees to abide by the terms and provisions of this Policy Manual, in accordance with the terms of the respective Fiscal Sponsorship Agreement. This Policy Manual may be amended from time to time by IAM in its sole discretion.
- For those projects which it agrees to fiscally sponsor, IAM provides an appropriate level of oversight, depending on the type of fiscal sponsorship in use, and agrees to accept contributions, which are tax-deductible to the extent permitted by law, for the purposes of such projects.
- For each project that it fiscally sponsors, IAM establishes a restricted fund on its books to receive and manage gifts and contributions for the purposes of the specific sponsored project. IAM retains ultimate control over the funds and assets held in the restricted fund, subject to the restriction as to purpose, but will use such funds and assets at its discretion to

support the purposes of the sponsored project, subject to the terms of the respective Fiscal Sponsorship Agreement.

IAM offers two types of fiscal sponsorship: comprehensive fiscal sponsorship (sometimes referred to as Model A fiscal sponsorship) and preapproved grant relationship fiscal sponsorship (sometimes referred to as Model C fiscal sponsorship).¹ IAM generally uses the terms “Model A” and “Model C” to refer to the types of fiscal sponsorship that it provides.

- In a Model C fiscal sponsorship relationship, generally speaking, the other party to the Fiscal Sponsorship Agreement is a separate legal entity independent of IAM that is responsible for operating the sponsored project. Pursuant to the respective Fiscal Sponsorship Agreement, the other party typically receives grants from IAM to support the purposes of the sponsored project.
- In a Model A fiscal sponsorship relationship, generally speaking, the sponsored project is an internal program of IAM, which IAM is ultimately responsible for operating. The other party to the Fiscal Sponsorship Agreement is typically a project steering committee that is an unincorporated nonprofit association, formed for the limited purpose of entering into and enforcing the respective Fiscal Sponsorship Agreement (referred to as the “Steering Committee”). Separately, IAM typically delegates authority to manage the program activities of the sponsored project to one of more individual members of the Steering Committee, acting as agents of IAM (collectively referred to the “Project Committee”), subject to the ultimate discretion and control of IAM’s board of directors. The Project Committee acts as an advisory body with respect to the sponsored project and is an internal part of IAM. The Project Committee may, but is not required to, delegate such authority to manage the program activities of the project to a project director, who, if any, is an agent of IAM and is subject at all times to the ultimate direction and control of IAM’s board of directors (the “Project Director”).

3) ELIGIBILITY FOR MODEL C FISCAL SPONSORSHIP

To be eligible for Model C fiscal sponsorship by IAM, the following must be true:

- Affiliate, through the project to be sponsored, must use media, journalism, arts, and/or culture to build community and civic participation; facilitate cultural engagement and free expression; empower and sustain independent production; and/or otherwise include activities that advance IAM’s mission and charitable purpose.
- Affiliate, through the project to be sponsored, must in some manner serve low-income, neglected, overlooked, and/or otherwise underserved communities and populations of all sorts, scopes, and scales.

¹ The “Model A” and “Model C” terms are set forth and further described in *Fiscal Sponsorship: Six Ways to Do It Right* (by Gregory L. Colvin, Study Center Press, 2005).

- Affiliate must be based in the United States or have a U.S.-based manager of national, regional, or local programming, with whom IAM can communicate.
- Affiliate's project to be sponsored will not include any activities that constitute the indirect or direct participation in any campaign for or against a candidate for public office; that induce or encourage violations of law or public policy; that cause any private inurement or improper private benefit to occur; or that otherwise are inconsistent with IRC Section 501(c)(3), and Affiliate shall not use any grant funds received from IAM for such purposes. Unless IAM and Affiliate enter into a separate written grant agreement specifically permitting it, Affiliate also shall not use any portion of the grant funds received from IAM to attempt to influence legislation within the meaning of IRC Section 501(c)(3) and the associated Regulations.

4) OVERVIEW

In a Model C fiscal sponsorship relationship, IAM and Affiliate remain separate and distinct legal entities and Affiliate has ultimately responsibility for all oversight, administrative, and financial duties related to the sponsored project. In a Model C fiscal sponsorship relationship, the following is true:

- **Affiliate and IAM are separate and distinct legal entities, and the sponsored project is a program of Affiliate.** Because the project is a program of Affiliate, and not of IAM, the activities of the sponsored project are carried out by Affiliate employees, contractors, volunteers, and other agents, as appropriate and as determined by Affiliate. No person working on the project shall be an employee, contractor, or agent of IAM with respect to such work.
- Affiliate shall be responsible for all of the programmatic work, fundraising events, accounts payable and receivable, negotiation of contracts, insurance, day-to-day use of funds, or other matters related to activities conducted by Affiliate, whether associated with the project or otherwise. All project activities shall be conducted in the name of Affiliate. Affiliate, and not IAM, will be the party to any contracts or other agreements related to the activities of the project.
- Because the sponsored project is an internal program of Affiliate, all liability associated with the activities of the project and of any agents of Affiliate acting in connection with the activities of the project rest with Affiliate.
- Because IAM has decided that the purposes of the project are consistent with its own exempt purposes, it has agreed to create a restricted fund on its books and to receive assets for the purposes of the project. IAM controls the financial administration of the restricted fund, and makes grants from the fund to Affiliate in its discretion to support the purposes of the project. As set forth in the Fiscal Sponsorship Agreement, Affiliate must use all funds granted to it by IAM for the purposes of the project and in a manner consistent with IRC Section 501(c)(3). Affiliate shall repay to IAM any portion of any grant funds that is not properly spent.

- All money and other property received by IAM for the purposes of the project is the legal property of IAM and shall be reported as income of IAM, for both tax purposes and for purposes of IAM's financial statements. IAM has the unilateral right to spend such funds and utilize such other property to support the purposes of the project, including with respect to the selection of Affiliate or any other entity as a grantee.
- Charitable contributions, gifts, grants, and other revenues to support the purposes of the sponsored project shall be made or delivered to IAM to be held in the restricted fund to be used for the purposes of the project. IAM may also receive or process earned income associated with the project's activities, if any.
- Although IAM will properly report any funds or property it receives for the purposes of the project, because Affiliate remains a separate legal entity, it will continue to be subject to all laws, regulations, registrations, and filing requirements applicable to it, compliance with which shall remain its sole responsibility.
- Model C sponsored projects receive benefits of sponsorship that include the ability to receive charitable contributions eligible for tax-deduction; support from IAM with grant applications, administration, and grant agreement compliance; access to exhibition and meeting space at the Pacific Felt Factory in San Francisco, subject to availability and additional terms and conditions; and discounts on certain professional services and resources.
- It is the responsibility of Affiliate to pay all accounts payable related to the activities of the project. However, in certain circumstances, as a convenience to Affiliate and in IAM's sole discretion, IAM may agree to act as the agent of Affiliate for the sole purpose of providing bill pay services for payments to Affiliate's vendors, independent contractors, and other payees from grants issued by IAM to Affiliate from the restricted fund for the purposes of the project. Any such bill pay services will only be provided by IAM pursuant to a separate written addendum to the Fiscal Sponsorship Agreement entered into by IAM and Affiliate in advance. If IAM agrees to make any payments on behalf of Affiliate to Affiliate's payees, IAM shall do so only as a convenient means of disbursing grant funds from the restricted fund for the purposes of the project. Such payments will be made in IAM's sole discretion and shall not create any obligation of IAM to any of Affiliate's payees, nor create any relationship, contractual or otherwise, between IAM and Affiliate's payees. IAM may charge an additional fee or other charge for such bill pay services.

5) ADMINISTRATIVE AND OTHER FEES AND CHARGES

- **Administrative Fee.** In order to compensate IAM for its services provided in administering a fiscally-sponsored project, an administrative fee will be charged. The administrative fee will be structured as a percentage of gross receipts raised in support of the purposes of the project. The administrative fee will be equal to **ten percent (10%)²** of (1) all funds received by IAM for

² Model C sponsored projects accepted by IAM prior to January 1, 2016, will continue to be subject to an eight percent (8%) administrative fee.

the purposes of the project, regardless of source, and (2) the value of all noncash items or assets received by IAM for the purposes of the project (the “administrative fee”).

- Notwithstanding the foregoing, grants received by IAM for the purposes of the project that involve government or public-agency funds are typically subject to increased reporting and/or auditing requirements and therefore may be subject to a higher administrative fee in the sole discretion of IAM. Please contact IAM in advance of applying for any such grant to inquire as to whether there will be an increased administrative fee.
- The administrative fee will be charged at the time the contributions in support of the purposes of the project are received by IAM and calculated based on the gross total of funds received by IAM in its bank accounts.
- **Transfer Fee.** Should sponsorship of a project be transferred to IAM from another fiscal sponsor where the prior sponsor has already applied their administrative fee to project funds, a one-time roll-over fee of five percent (5%) up to \$500.00 will be charged when the fiscal sponsorship relationship is established with IAM, regardless of the amount transferred, and the administrative fee will not apply to such transferred funds. The administrative fee will apply to subsequent gross receipts in support of the purposes of the project, as set forth above.
- In addition to the administrative fees, IAM shall retain all interest earned in connection with the funds or assets held in the restricted fund for the purposes of the project.
- In addition to the administrative fees, IAM also retains the right to assess, in its sole discretion and without the additional consent of Affiliate, additional fees from the restricted fund held for the purposes of a project for additional services or expenses incurred in connection with the project’s activities beyond those covered by the administrative fees, including, but not limited to, for the following:
 - a. Any bank, credit card, or other similar fees incurred (for example, PayPal fees, bounced check fees, *etc.*)
 - b. IAM staff or management time in managing project activities, including legal matters
 - c. Legal fees
 - d. Special event coordination

When the specific costs of these services are identifiable, IAM will inform Affiliate in advance to the extent possible. However, all such additional costs and expenses are subject to the discretion of IAM management, and may include the cost of IAM staff or management time.

- Such fees, interest, and charges will be paid to the general fund of IAM. They are necessary to compensate IAM for its services provided in administering fiscal sponsorship, and thus become unrestricted rather than restricted assets when paid to the general fund of IAM. Once paid to the general fund of IAM, fees, charges, and interest will not be returned or refunded.

6) ADDITIONAL TERMS

The following terms, conditions, and requirements shall also apply to Affiliate:

- **Fundraising.** Affiliate’s directors, officers, employees, and authorized volunteers (collectively, “Affiliate’s agents”) may, as agents of and on behalf of IAM, solicit gifts, contributions, and grants to IAM, designated for the purposes of the project. However, Affiliate’s agents, acting as agents of and on behalf of IAM, must get prior written approval from IAM before approaching a potential funding source and a copy of any fundraising mailing or solicitation related to a project, including a grant proposal, must be approved by IAM management in advance of mailing, submission, or other distribution. Affiliate’s agents, acting as agents of and on behalf of IAM, may not conduct any fundraising activities involving an element of chance, such as bingo or raffles, unless they notify IAM management in advance and adhere to applicable state regulations. For instance, any desired raffle activities may require IAM to file certain forms with the California Attorney General’s office both prior to and following the raffle. Any funds raised for the purposes of a sponsored project in a manner inconsistent with these terms may be returned, in IAM’s sole discretion, and/or the respective Fiscal Sponsorship Agreement may be terminated.
- **Grants Received.** IAM management must sign all original grant agreements and be copied at least one week in advance on all interim and final report submissions required under any grant agreement associated with the project. Ensuring compliance with the terms of any grant agreement, including the preparation of any required grant report, is the responsibility of Affiliate, although ultimate responsibility for administration of funds in the restricted fund rests with IAM. Grants involving government or public agency monies typically have very heavy reporting and auditing requirements that Affiliate’s agents, acting as agents of and on behalf of IAM, must discuss with IAM management in advance of acceptance.
- **Donations / Contributions.** IAM will accept, process, and acknowledge contributions made to support the purposes of the project. This includes issuing receipts for tax deduction purposes. Donations by check shall be made payable to Independent Arts & Media, with the name of the project in the memo line. Stock gifts shall only be made through IAM’s designated broker. It is IAM’s general policy not to intentionally publicly disclose the identities of donors. Affiliate shall make no external disclosure of any IAM donor’s identity without the donor’s prior permission. When acting as agents of IAM, Affiliate’s agents shall not provide any legal or accounting advice to any donor or potential donor and shall advise any donor or potential donor to consult with their own professional tax adviser or attorney regarding any questions.
- **Communications With Potential Donors.** In the course of fundraising, Affiliate’s agents, acting as agents of IAM, may solicit commitments from donors prior to IAM receiving the funds. In general, IAM regards such promises to give as mere statements of intent, which IAM will not seek to enforce through legal action. In the unusual situation where Affiliate’s agents wish to have a donor sign a legally enforceable pledge, Affiliate should contact IAM management in advance. The collection of any amounts which potential donors have expressed an intent to contribute shall be the responsibility of Affiliate’s agents, acting as

agents of IAM.

- **Financial Accounting.** IAM will separately account for all funds received and expended, including grants made to Affiliate, for the purposes of the project and will provide Affiliate with a monthly accounting of all such transactions. Any desired corrections to such accounting must be requested by Affiliate within thirty (30) days after receipt of the accounting. Affiliate shall treat all grant funds received from IAM as restricted assets and shall maintain books accounting for grant funds separately from other funds. All expenditures made in furtherance of the purposes of the project shall be charged off against the grants and shall appear on Affiliate's books. Affiliate shall keep adequate records to substantiate its expenditures of grant funds. Affiliate shall make these books and records available to IAM at reasonable times for review and audit, and shall comply with all reasonable requests of IAM for information and interviews regarding use of grant funds.
- **Insurance.** IAM may require Affiliate, at its sole cost and expense, to procure and maintain insurance in commercially reasonable amounts and by an insurer reasonably acceptable to IAM against claims for injuries to persons, damages to property, or loss of any kind which may arise from the activities of the project, or any actions taken in connection with the project, by IAM or Affiliate, their officers, directors, agents, representatives, employees, or subcontractors. If such insurance is required, Affiliate agrees that IAM, its officers, directors, agents, representatives, employees, and subcontractors are to be covered as additional insureds. Affiliate further agrees to provide IAM with copies of insurance certificates evidencing such coverage and receipts showing payment of premiums therefore, and will deliver updated certificates and receipts upon IAM's request. IAM shall have no liability whatsoever for any loss that may occur by reason of the absence, insufficiency, or cancellation of any insurance coverage.
- **Lobbying Activities.** So that IAM may ensure that it complies with rules applicable to it, unless IAM and Affiliate enter into a separate written grant agreement specifically permitting it, Affiliate shall not use any portion of the grant funds received from IAM to attempt to influence legislation within the meaning of IRC Section 501(c)(3) and the associated Regulations.
- **IAM Acknowledgment.** Affiliate shall acknowledge IAM's sponsorship and grants in any project documents, collateral, and finished products, including by displaying IAM's logo and/or website URL (which are available on the Member Center) on such materials. Recommendations for how to acknowledge IAM as the fiscal sponsor are identified in the [IAM Style Guide](#), which is available on the Member Center.
- **Reporting.** Affiliate shall submit semi-annual interim written reports to IAM on June 21 and December 21 of each year, or on the nearest business day following such dates should they fall on a weekend or holiday. Affiliate shall also submit a final report to IAM upon termination of the Fiscal Sponsorship Agreement. Each report shall describe the charitable programs conducted by Affiliate with the aid of the IAM's grant(s), the expenditures made with grant funds, updates on production deadlines, and Affiliate's compliance with the terms of the Fiscal Sponsorship Agreement since the later of the effective date of the Fiscal

Sponsorship Agreement or the date of the Affiliate's most recent prior report to IAM. The reports required to be submitted by Affiliate to IAM shall contain sufficient information to establish that all grant funds were used for the purposes of the project in furtherance of IAM's exempt purposes. The submission form for such reports is available on the IAM Member Center. Affiliate must update IAM management promptly in writing of any changes to the information included in its most recent semi-annual report.

- **Additional Services.** Should Affiliate require or request that IAM provide it any services of any nature, other than the making of grants pursuant to the respective Fiscal Sponsorship Agreement, such services shall only be provided pursuant to a separate written agreement between the parties. IAM may charge additional fees, costs, and/or charges in connection with providing any such services.
- **IAM Communications.** Affiliate agrees to respond to IAM requests and communications in a timely manner.

7) **TERMINATION**

When necessary or desired, IAM's sponsorship of a project may be terminated as provided in the project's respective Fiscal Sponsorship Agreement. Upon any termination of sponsorship, Affiliate agrees to attend an exit interview with IAM management, if so requested by IAM. Affiliate also agrees to maintain all records in its possession related to the project for a period of at least four years after any such termination. If IAM so requests, Affiliate will provide copies of any records related to the sponsored project to IAM upon any termination of sponsorship.

8) **CONTACT INFORMATION & SERVICE REQUESTS**

Member Center: Please use the IAM Member Center to submit all funding and service requests: <https://www.artsandmedia.net/members/>
(Please email IAM if you have difficulties with your login)

Email: admin@artsandmedia.net

Telephone: (415) 738-4975

IAM's Office Address:
Pacific Felt Factory
2830 20th Street, Suite 201
San Francisco, CA 94110

USPS Mailing Address (pickup weekly):
Independent Arts & Media
P.O. Box 420442
San Francisco, CA 94142

AFFILIATE ACKNOWLEDGMENT

This Policy Manual shall be signed on behalf of Affiliate by an authorized director, officer, or representative of Affiliate with the power, authority, and right to bind Affiliate to each of the terms herein.

This Policy Manual and the terms and provisions hereof are hereby acknowledged, accepted, and agreed to by:

Name of Project: _____

AFFILIATE

Date: _____

Name: _____

Title: _____



Model C Affiliate Policy Manual

Appendix: Fiscal Sponsorship Services & Resources

Coaching & Consulting Program

Google Ad Grants

Online Promotional Support

Appendix: Money In!

Donations & Deposits

Crowdfunding as an IAM Affiliate

Donor Acknowledgment Letters

Monthly Financial Reports

Salesforce Donor Reports

Appendix: Money Out! (Regrant Procedures)



IAM Fiscal Sponsorship Services & Resources

In addition to the management of your restricted fund with IAM, our fiscal sponsorship program includes the following core services:

- ❖ IRS mandated donor-acknowledgment letters for donations to IAM
- ❖ The ability to receive in-kind donations, stock donations, and corporate matching grants
- ❖ Customized monthly financial reports
- ❖ Access to IAM's [online Member Center](#)
- ❖ Access to IAM's Coaching & Consulting program (see below)
- ❖ Support with grant applications, administration, and reporting
- ❖ Access to exhibition and meeting space at the [Pacific Felt Factory](#) in San Francisco
- ❖ Discounts on services and professional workshops through providers, such as:
 - [TechSoup](#) (discounted technology and software)
 - [Intersection for the Arts](#) (use 20% discount promo code "IAM")

*** If you sign up for a professional development workshop to support your fiscally sponsored project, IAM will refund your ticket cost up to \$50 per workshop. Simply send IAM your receipt!*

The following services may also be available on a case-by-case basis:

- ❖ Promotional support (*see below*)
- ❖ Fundraising & crowdfunding support (*see "Money In" Appendix*)
- ❖ Use of IAM's Google Ad grants for project advertising (*see below*)
- ❖ Support for Affiliate-hosted events, including access to PayPal credit card readers and special event alcohol permits
- ❖ Referrals for legal, accounting, and other professional services
- ❖ *Optional* bill pay services as a Model C+ Affiliates – generally, IAM does not pay its Model C Affiliates' vendors or contractors and all reimbursed funds are paid directly to the Affiliate; however, for an increased administrative fee, IAM may offer bill pay services to a Model C Affiliate, including direct payment of vendors and sending the IRS Form 1099s.

Model A services and resources also include:

- ❖ Coverage under IAM insurance (*see Insurance Appendix to Model A Policy Manual*)

- ❖ Direct payment of all vendors and contractors, including providing IRS Form 1099s to the extent required by law
- ❖ Filing of all government tax forms
- ❖ Human resources management, including employee payroll and health care plans to the extent employees are preapproved by IAM

Coaching & Consulting Program

As an IAM affiliate, you have exclusive access to coaching and consultant opportunities across a range of expertise, including:

- ❖ Fundraising & Grant Development
- ❖ Strategic, Leadership & Organizational Planning
- ❖ Marketing & Social Media
- ❖ Program & Artistic Development

IAM's coaches and consultants will provide guidance in their respective areas of expertise based on your identified needs and goals. While most of our coaches are Bay Area, this service is available to all projects, no matter where you are located. You are invited to work with as many coaches as you like!

[A complete list of participating professionals is available on the Member Center.](#)

Here are Your Two Options for Coaching Services:

6 Hours of One-on-One Coaching

All IAM Affiliates have a guaranteed coaching budget of *up to 6 covered hours per coaching project*.

“Covered hours” means that the Coach will bill IAM directly for the hours they spend working with you, and IAM will pay for this expense. Your coaching budget can be used to work with any of IAM's Coaches on a wide range of services and projects. Project ideas may include working with a coach on a specific grant application or social media / fundraising campaign. (Please note that different grant applications will not be considered separate projects.)

To schedule a one-on-one session – by telephone, video-conference or in person – **just send the Coach an email and let them know you are an IAM affiliate project!** Your coach will know to send their invoices directly to IAM for payment.

Once you have reached your budget of 6 covered hours on a project, you have two options:

(i) You can arrange to keep working with the Coach directly, but you will be responsible for any additional time or coaching expenses. (You may be able to apply for a [CCI Quick Grant](#) to cover this expense); OR

(ii) You can work with your Coach to create a **Professional Development Plan** (*see below*) to request more covered coaching time, paid for by IAM.

*** You may also jump straight into requesting time for a Professional Development Plan with a Coach you already know you want to work with. You are not required to complete your initial 6 covered hours before submitting a Professional Development Plan to IAM for approval.*

Create a Professional Development Plan

A Professional Development Plan is a simple proposal you submit to IAM to request covered hours with your Coach beyond the 6-hour cap in order to focus upon clear and specific learning goals that are within your Coach's area of expertise. IAM will approve your plan as long as the following conditions are met:

1) Your Professional Development Plan lists **clear, specific learning goals** that you'll be able to meet with additional covered coaching hours.

(For example, "Learn how to create my own budgets in Excel," "Get more comfortable writing my own grant narratives," "Develop my ability to write strong social media posts," "Learn how to explain financial documents to members of my community")

2) Your **Coach agrees to your Professional Development Plan** and **provides an estimate of hours needed** to meet your learning goals.

3) You agree to **submit a simple writeup at the end** to let IAM know the outcome of the Professional Development Plan, whether you were able to effectively meet your goals, and any additional feedback IAM should know about your experience working with the Coach.

Use of IAM's Google Ad Grants

As a 501(c)(3) nonprofit charity, IAM is eligible to receive \$10,000 per month of in-kind advertising from Google as part of their Google for Nonprofits program.¹ As one of our fiscally sponsored projects, you may use a portion of IAM's monthly Google Ad Grants.

¹ As a fiscally sponsored project without your own 501(c)(3) status with the IRS, you are not eligible to enroll with Google for Nonprofits. **Do not attempt to sign up for Google for Nonprofits using IAM's tax ID number.**

Each quarter, IAM will submit 4 Google Ad campaigns on behalf of our Affiliates. Each Ad will be allocated a \$2,000 buy limit for the duration of the campaign. Please submit your requested Google Ad using the [Google Ads Request Form](#) on the Member Center.

Google Ad Requirements:

- All Ads must be related to your approved fiscally sponsored project.
- Your Google Ad must link to a page on the IAM website, www.artsandmedia.net. Using an “artsandmedia.net” URL is a requirement of Google, not IAM. Your webpage must be ready before you submit the Google Ad Request Form. Please submit any revisions to your Affiliate Webpage or request a new webpage on the IAM site using the Web Content Request Form on the Member Center under [Online Affiliate Forms](#).

IAM reserves the right to approve each Ad request, within IAM’s sole discretion. Ads will be approved on a first-come-first-serve basis; except that no Affiliate may run a campaign for two consecutive quarters if other Affiliates who have not had a campaign are also waiting.

Please contact Krystal Beasley, IAM's Affiliate Program & Communications Manager, with any questions at krystal@artsandmedia.net.

Online Promotional Support

IAM can help promote your project and fundraisers in several ways!

- ❖ **Affiliate Page on the IAM Website:** Each Affiliate has their own dedicated page on the IAM website. We recommend including:

General description of your project;
Your project logo;
2-3 photos with photo credits; and/or
Video hosted on YouTube or Vimeo.

The primary header photo or logo for your Affiliate webpage must be 530 x 330 pixels. The “Donation Today!” button on this page is specific to your project, similar to the special PayPal coding provided by IAM for your own website and emails.

- ❖ **Featured Affiliate Page on the IAM Homepage Banner:** IAM features 3 to 4 Affiliates on our homepage at any given time. If you have a special event, announcement, or fundraiser coming up, this Featured Affiliate Page can be more specific than your general Affiliate page on the IAM website. The primary header photo for your Featured Affiliate Page must be 530 x 330 pixels.

- ❖ **IAM Emails – Affiliate Newsletter:** Twice a month IAM sends all projects the IAM Affiliate Newsletter by email announcing upcoming Affiliate events, grant deadlines, and workshop opportunities.
- ❖ **Social Media:** IAM currently maintains social media profiles on Facebook, Twitter, and Instagram. For sharing content from your own profiles, please tag IAM or include #IndyArtsSF so that we can find and share your content online!

How to Submit Promotional Materials to IAM:

IAM Website Content: Please submit your webpage requests using the Web Content Request Form on the IAM Member Center under [Online Affiliate Forms](#).

The primary header photo for any IAM webpage should be 530 x 330 pixels. If you do not have an image this size, IAM can help you to resize any rectangular image or logo.

Affiliate Emails, Facebook, Instagram, and Twitter Networks: Submit your events or announcements by email to IAM’s Affiliate Program & Communications Manager Krystal Beasley (krystal@artsandmedia.net) at least three weeks prior to the event. Please include the date and time, venue, any ticket / discount information, social media postings or URL links, as well as an event image or flyer, if applicable.

If your event has already passed, please feel free to send all relevant info as well as images from the event so we may highlight your successful happenings!



Money In!
(aka Donations & Deposits)

- **Cash Donations** are received electronically via **Flipcause** (or other IAM-approved online payment system), or by check or money order mailed to the IAM P.O. Box (pickup is generally once per week).
 - If you receive a cash donation directly from a donor – for example, during a special event or fundraiser – you must deposit these funds with IAM. For any donor that would like a donor acknowledgment letter, please provide IAM with their name, mailing address or email, date of donation, and amount of donation.
- **Checks** must be payable to “Independent Arts & Media” with the name of the project in the check memo. *Checks made out to the Affiliate will be returned.* If you are mailing checks to IAM for deposit, we recommend that you make copies of any checks before you mail them.
- If a donor would like to send their gift by **ACH or Wire Transfer**, please contact IAM for our bank account information. Please also provide us with the donor’s name, mailing address or email, and donation amount to be sent.
- For **Corporate Matching Donations**, where companies donate to charities supported by their employees, many companies (e.g., Google, Apple, Genentech) use services such as Benevity to process these employee donations. Other companies manage their corporate matching internally (e.g., Salesforce). For these gifts, the employee will use their company’s system to select IAM as the nonprofit recipient and your project as the intended “program.” These funds can take anywhere from 4-6 weeks to be received by IAM.
- For **Stock Donations**, please contact IAM for our brokerage account information. Please also provide the donor’s name, mailing address or email, and, if possible, the name of the stock being donated. Upon receipt of the stock, IAM will immediately convert the stock to cash. The IAM Board of Directors may consider a special request to keep the donation in stock form. Under these circumstances, the Affiliate will be responsible for a \$25/month fee for maintaining the stock brokerage account. IAM is not responsible for any changes in value to stock held on behalf of its Affiliates.

- **In Kind Donations** in the form of tangible items (such as auction gifts, food, beverages for special events) should be delivered directly to the Affiliate. The Affiliate must provide IAM with the donor's name, mailing address or email, a detailed description of the donated item, and a monetary valuation of the tangible item. IAM will use this information to prepare the donor acknowledgment letter. At this time, IAM does not accept vehicle donations. At its sole discretion, IAM may charge an administrative fee for in kind donations. If you are submitting a list of multiple in kind donations, please use the ***In Kind Donations Spreadsheet*** available on the Member Center.
- To create a **Facebook Fundraiser** for your project, you should select IAM as the nonprofit to receive the funds, but create a campaign title with your project's name. When Facebook sends IAM the donated funds (which happens monthly in a lump sum transfer), we will use the campaign names to determine how to allocate the funds between our projects.

Crowdfunding as an IAM Affiliate

If you choose to create a crowdfunding campaign as an IAM Affiliate, your crowdfunding donors will receive donor acknowledgments for their tax deductible gifts to your work. The usual IAM fiscal administration fee will apply, plus any additional partner fees.

- You may use any crowdfunding platform of your choosing (Flipcause, Kickstarter, GoFundMe, etc.), but ***your campaign must be set up to transfer all funds directly to IAM***. IAM reserves the right to request direct access to your crowdfunding campaign (request your login and password), in its sole discretion.
- You must notify IAM of your campaign at least two weeks prior to launching the campaign. A member of IAM management must review and approve your campaign prior to launch.
- ***Are you offering perks / gifts to your donors in exchange for their donations?*** If yes, then you must provide IAM with:
 - List of all perks
 - Fair market value of each perk, and
 - Minimum donation required to receive each perk
- ***When your campaign is complete, you must provide IAM with a complete donor report*** showing each donor's name, email address, gift amount, date of gift, and, if applicable, any perk given in exchange for their gift.

For Model C Affiliates Only: If you choose to create a crowdfunding campaign where the funds are transferred directly to you – and not IAM – you must clearly state in your campaign that all

contributions are *not tax deductible*. All Model A crowdfunding campaigns must transfer funds directly to IAM, not to a member of your Project Committee.

For a list of Crowdfunding resources, please see the [Crowdfunding section](#) in the Member Center.

Donor Acknowledgment Letters

IAM is responsible for providing donor acknowledgment letters for all gifts received for our projects.

Donor acknowledgment emails for all Flipcause donors will be sent automatically by Flipcause at the time of their donation.

Acknowledgments for all other donations will be sent quarterly to the donor either by paper letter via USPS or by email from donations@artsandmedia.net. If a donor requests their acknowledgment letter sooner than our quarterly schedule, please email this request to IAM.

Monthly Financial Reports

IAM provides all Affiliates with an updated financial report after any month during which you had activity. The reports are spreadsheets sent from bookkeeping@artsandmedia.net. It is your responsibility to review these reports monthly and contact IAM with any comments or revisions.

Your monthly financial spreadsheets will include the following reports:

- **Monthly Detail** tab is a detailed list of your project's income and expense activities for that month
- **P&L YTD** tab ("Profit & Loss Year-to-Date") is your project's income & expense activity for that calendar year to date
- **P&L from Inception** tab is the total total income and total expense for all dates since inception (the date you joined IAM) – the highlighted **Net Income** amount at the bottom is *your project's current available balance* as of the end of that month
- **Paypal Detail** tab will list the name, amount, and available contact information for each PayPal donation from that month
- If you have any restricted grant funds available, you will see a **Restricted Grants** tab which will detail your remaining balance for each restricted grant.

Salesforce Donor Reports

IAM maintains a complete record of all of your project donors in a Salesforce CRM database, which is updated quarterly. If you would like a downloaded record of your project donors, including donor name, date, amount, and contact information (email, telephone, address to the extent provided by the donor), please send this request to IAM by email.



Money Out! (aka Regrant Procedures)

- All requests of payment from your project’s restricted fund must be submitted online using the [Model C Regrant Request Form](#) via the Member Center. Do not email IAM with payment requests.

- **Regrants are disbursed on the 10th and 25th of each month**, or the nearest business day after. All regrant requests must be submitted 2 business days in advance. If you submit a request late, it is within IAM’s sole discretion to approve the request for immediate payment or to wait until the next payout period.

- Only persons identified in your original IAM Intake Form as authorized to submit regrants may submit payment requests. If your project needs to change or include a new person authorized to submit regrants, the Project Director must execute a Regrant Authorization Form, identifying the new authorized person. Please contact IAM to request this form.

- When submitting the online Regrant Form, please identify:
 - Total amount of your request.
 - How you would like to be paid, *see below*.
 - Amount of each Sub-Expense with a short description of how the funds will be spent on your project. The total amount of each sub-expense should add up to your total request.
 - Expense category for each Sub-Expense.

As a Model C Affiliate, you are not required to provide copies of receipts or invoices when submitting the online Regrant Form.¹

- IAM will only approve requests that do not exceed the current balance of your project’s restricted fund with IAM. If you previously did not have enough funds, but recently received a new donation from which you are requesting the regrant, upload a PDF or image of this donation to verify IAM’s receipt of this recent deposit.

- If you are **requesting funds from a specific Restricted Grant**, please identify this grant in the “Grant Associated” field.

¹ For Model C projects using IAM’s Bill Pay services, all funding requests must be accompanied by a receipt or invoice to document each expense. Please see the “Money Out” Appendix to the Model A Policy Manual for payment options.

- Upon submission of the online Regrant Request Form, a copy will be sent by email to the “Affiliate Email” identified in the form. If you do not receive this email confirmation, please contact IAM to confirm whether your request was received.
- **Regrants are paid by paper check or electronically by either Zelle or ACH transfer.** With electronic transfers, there is no cost to you. If you would like payments by ACH, please complete the ACH Authorization Form and return it to IAM. To participate with Zelle, you will need to identify what email address or cell phone number you use for the Zelle service when submitting the Regrant Request Form.
- Please note that there is a \$5,000 per day maximum for electronically transferring funds using Zelle. If the total amount of Affiliate regrant requests for a specific payout date exceeds \$5,000, IAM may, within its sole discretion, delay payment to a later date to comply with these transfer limits. *We encourage you to use our ACH payment option to avoid electronic transfer caps!*