

Standard 5: Fundraising

Fundraising Policy

The land trust conducts fundraising activities in an ethical and responsible manner.

Utah Open Lands (UOL) approaches fundraising as a way to build longtime supporters and friends of their conservation mission, not only with an eye toward meeting short-term needs, but also with an understanding of how fundraising practices affect the long-term credibility of the land trust.

Therefore, it is UOL's policy to comply with all charitable solicitation laws, and does not engage in commission-based fundraising, and limits fundraising costs to a reasonable percentage of overall expenses. UOL will be accountable to donors by providing written acknowledgement of all gifts, ensures that donor funds are used as specified, keeps accurate records, honors donor privacy concerns and advises donors to seek independent legal and financial advice for substantial gifts (i.e. fee/easement donations). All representations made in promotional, fundraising, and other public information materials are accurate and not misleading with respect to the organization's accomplishments, activities and intended use of funds. All funds are spent for the purpose(s) identified in the solicitation or as directed in writing by the donor. Prior to entering into an agreement to allow commercial entities to use UOL's logo, name or properties, it is determined that these agreements will not impair UOL's credibility.