CAL STATE EAST BAY | EDUCATIONAL FOUNDATION BOARD

Cal State East Bay Educational Foundation
Source & Use of Public Relations Funds

Effective Date
June 2025

I. BACKGROUND

Title 5 of the California Code of Regulations, §42502(i), requires each auxiliary organization to maintain a policy on the "accumulation and use of public relations funds if such funds are obtained and used by the auxiliary organization to augment State appropriations for public relations." The policy must include "…the policy and procedure on solicitation of funds, source of funds, amounts, and purpose for which the funds will be used, allowable expenditures, and procedures of control."
Executive Order No. 761 prescribes rules and restrictions that apply to hospitality expenses and reimbursements for fund sources, including those held and administered by an auxiliary organization.

II. POLICY

Solicitation and Accumulation of Public Relations Funds

The Foundation does not solicit public relations funds and does not annually budget for funds to be available for public relations purposes.

Source of Public Relations Funds

Public relations funds, when expended, may be sourced from Foundation-held Discretionary or Restricted Funds. These funds may be derived from various sources including corporate auxiliary revenues, donations, or the proceeds from the sale of non-cash gifts made to the Foundation. Expenditures from Discretionary or Restricted Funds must clearly advance the objectives of the campus and the California State University, and that are consistent with applicable procurement and accounting practices. In general, expenditures must be appropriate for campus authorized educational, social, development, hospitality, community and employee relations, employee business travel and related considerations, student aid, and for other purposes that benefit California State University or the campus. All expenditures from a Restricted Fund must be clearly consistent with the restricted purpose.

Procedures

Any expenditure of Foundation funds for purposes of public relations shall only be at the request of the University President. The source of funds would be any Discretionary or Restricted Fund account that is available to the President. Consistent with sound purchasing policies and procedures, the request shall be accompanied by appropriate supporting documentation, with dates, purpose and individuals or groups involved, location, and amounts clearly stated, and any other requirements.
Foundation management is authorized to adopt written guidelines to implement this policy statement, consistent with Executive Order No. 761, dated October 31, 2000.

Policy Filing

The Foundation shall file a copy of this Policy with the Chancellor's Office, as required by Title 5 of the California Code Regulations, §42502(i).