

**GENERAL COUNCIL ON FINANCE AND ADMINISTRATION  
OF THE UNITED METHODIST CHURCH, INC.**

**Section:**  
**Policy Name:**  
**Policy #:**  
**Adopted:** 7/27/2011  
**Revised:** 11/2013

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**Non-Traditional Revenue Initiatives**

**Purpose**

This policy covers all initiatives – including, but not limited to, corporate sponsorships – that are not related to GCFA’s investment of its own funds or funds for which it acts as trustee, regardless of whether the initiative is intended to raise funds for GCFA or any other Church entity. This policy does not apply to unsolicited donations received by GCFA in its own capacity or on behalf of the Church.

**Policy**

From time to time, GCFA may become involved in various forms of non-traditional revenue initiatives (“initiatives”). The goal of some initiatives may be to raise funds for Church entities other than GCFA. Regardless of the intended beneficiary, GCFA shall only pursue initiatives that:

1. Reflect positively on the reputation of GCFA and The United Methodist Church (“Church”);
2. Align with GCFA’s vision, mission, and values;
3. Are consistent with the best interests of GCFA and the Church;
4. Are consistent with the Social Principles of The United Methodist Church and with any restrictions outlined in any investment policy adopted by GCFA; and
5. Are consistent with federal, state, and local law.

Additionally, under no circumstances shall GCFA directly endorse or market any company, product, service, or idea.

**Approval Procedures**

The General Secretary shall appoint a Vetting Team, consisting of the following: the primary fund development staff person(s); a staff representative to the Committee on Connectional Outreach; a deputy general secretary; a Financial Services Department staff person; and an annual conference treasurer. The Vetting Team shall present a written proposal to the General Secretary. This written proposal shall include, at a minimum, the following information:

1. A description of:
  - a. the purpose and/or goal of the initiative;
  - b. the intended beneficiary of the initiative;
  - c. the name, address, and web page address of the company associated with the initiative, along with the report of a social principles investigation of that company;
  - d. any and all products or services associated with the initiative;
  - e. how any income generated by the initiative will be used;
2. A summary, including any relevant documentation or examples, of the requirements or expectations of GCFA in relation to the initiative (including the use of GCFA's website), if any;
3. Copies of all relevant contract documents, previously approved by the Legal Services Department; and
4. A statement from the Legal Services Department regarding the taxability of any income to be received from the initiative.

All initiatives must be approved by the General Secretary, in writing. The General Secretary or his/her designee shall regularly report to the Committee on Connectional Outreach on all approved initiatives.

#### Use of the Cross and Flame or "United Methodist"

In order to protect the integrity of the Cross and Flame and the phrase "United Methodist," if a proposed initiative is going to use either, such use must be approved in advance by the Legal Services Department.

#### **Responsibility**

The General Secretary shall be responsible for implementing and overseeing this policy.

#### **Originating Committee**

Committee on Connectional Outreach