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**OPERATING MANUAL**  
**November, 2021**

## **INTRODUCTION**

This Desert Pearls Foundation document, entitled “Board of Directors: Responsibilities and Expectations,” provides current and prospective board members an overview of their roles and duties. While not exhaustive, the goal of this document is to give board members a clear and forthright picture of the responsibility and commitment involved in serving as a board of director for The Desert Pearls Foundation. Serving as a board member comes with many responsibilities, however, we believe that serving on the Board of The Desert Pearls Foundation can be an exceptionally fulfilling and rewarding experience.

Thank you for your interest in supporting and serving on The Desert Pearls Foundation and for taking the time to carefully read the rest of this document.

## **ORGANIZATIONAL MANAGEMENT**

### **Purpose**

The Purpose of The Desert Pearls Foundation (Foundation) is to create, implement, and support endeavors that advance the educational opportunities of underserved students and their families. Additionally, the Foundation also supports and produces service initiatives within Maricopa County, Arizona that empowers and improves the lives of its citizens.

### **Status**

The Foundation is incorporated in the State of Arizona and holds a 501(c)(3) status as a non-profit corporation organized exclusively for charitable and educational purposes as outlined by the Internal Revenue Code of 1986.

### **Laws and Policies**

The Foundation is governed by the following applicable laws, documents, and organizations:

- State of Arizona Corporate Commission
- Internal Revenue Code of 1986
- The Desert Pearls Foundation Articles of Incorporation
- The Desert Pearls Foundation By-laws

### **Expectations of Board Members:**

- Believe in and be an active advocate and ambassador for the values, mission, vision, and programs of the Foundation
- Familiarize yourself with the applicable laws, documents, and organizational oversight that dictates the Foundation's operations.
- Actively participate in annual retreats, foundation trainings, and calendared events.
- Regularly attend Board and committee meetings.
- Act in a way that contributes to the effective operation of the Board and work with fellow board members to assure that the Board functions well.
- Focus on the good of the organization, independent of personal agenda, self-interest, or the influence of others.
- Maintain confidentiality of committee, board and organization work unless otherwise authorized.
- Make a financial contribution to the Foundation that is personally significant to you.
- Support and grow charitable contributions to the Foundation through promoting and securing donors to the Foundation
- As appropriate, use personal and professional contacts and expertise to benefit the organization, without compromising ethics or trespassing on relationships
- Be available to serve as a committee or task force chair or member.
- Completing the Foundation's Conflict of Interest documentation annually

**General Member Roles/Responsibilities**

Current members of AAIO are automatically placed as members of The Desert Pearls Foundation. General members may attend and participate in all Foundation meetings and activities. General members may provide comments to the Board on agenda items; however, they are not allowed to make motions or vote on agenda items.

Current members of the Foundation shall vote at the annual November meeting on the elected officer and the at-large director positions. Election for these positions is by ballot.

## **COMMITTEES**

### **Finance Committee**

- A. Shall consist of the Treasurer, Financial Secretary, and others as deemed necessary
- B. Shall analyze committee requests for funding projects and make recommendations to the Board
- C. Shall prepare and present an annual budget at the annual meeting of the Foundation
- D. Shall reconcile bank statements and the Foundation's financial ledger quarterly

### **Fundraising Committee**

- A. Shall consist of the Fundraiser Chairman, Vice President, and others as deemed necessary
- B. Shall identify and explore fundraising opportunities and resources
- C. Shall review fundraising proposals and submit recommendations to the Board
- D. Shall coordinate all aspects of planned activities in conjunction with other Foundation committee and/or external entities

### **Nominating Committee**

- A. Shall prepare a slate of candidates for office election
- B. Shall ensure that all candidates have met all the qualifications
- C. Shall supervise the annual election

### **Publicity/Marketing Committee**

- A. Shall receive, review, and seek approval for all marketing/promotion requests
- B. Shall be responsible for developing and producing promotional items for all Foundation events, programs, and other newsworthy activities
- C. Shall prepare and disseminate media announcements to local media and serve as the Foundation's liaison to media outlets

### **Scholarship Committee**

- A. Shall implement a well-defined scholarship procedure (i.e. standardized application, clear selection criteria, objective award parameters, unbiased selection process) to be reviewed and approved annually by the Board
- B. Shall publicize and solicit applications for scholarship (in conjunction with the Publicity/Marketing Committee and Technology Committee)
- C. Shall review applications and make decisions based on the applicants' responses
- D. Shall ensure distribution and receipt of scholarship funds to recipients according to the Foundation's scholarship procedures

## **Technology Committee**

- A. Shall serve as the webmaster for the Foundation's electronic communications and social media presence
- B. Shall assist the Foundation in addressing technology tasks and issues
- C. Shall provide strategic direction to enhance the Foundation's web and media presence as a viable non-profit organization in Arizona
- D. Shall maintain the official electronic document repository

## BOARD OPERATIONS

### Meetings and Activities

Board Meetings:

At minimum, the Foundation MUST meet annually in November of each year. However, the Foundation Board will meet quarterly during the months of November, March, June, and September. Additional attendance will be required at:

- **Committee Meetings** – Committees may meet throughout the year at the discretion of the committee chair.
- **Special Meetings** – Special meetings can be called by the President and/or at least 4 sitting Board Directors
- **Annual Planning Meeting** – All Board of Directors and Foundation Members

Annual Calendaring:

At minimum, the Foundation shall host or hold planning events and efforts related to the management of the organization. The following months should incorporate the following:

- January – Installation of New Officers
- January – Presentation of Calendar of Events
- March - Quarterly Meeting
- May – Presentation/Disbursement of Scholarships
- June – Annual Planning Meeting
- September – Budget Planning
- November – Annual Meeting, Budget Approval, and Elections

### Financial Procedures

The operating procedures related to the financial management of the Foundation can be found in the Foundation's financial procedural guide.

### Risk Management

**Contracts.** The Board of Directors shall authorize the President to enter into a contract or execute and deliver any instrument or document in the name and on behalf of the Foundation, and such authority may be general or confined to specific instances.

**Gifts, Contributions and Receipt of Funds.** The Board of Directors and members may accept on behalf of The Desert Pearls Foundation any contribution, gift, bequest, or devise for the general purposes or for any special purpose of the Foundation. All Directors and members must deliver all gifts, contributions, and receipt of funds to the Financial Secretary within 15 calendar days of their possession.

**Bonding.** The Foundation's President, Treasurer, and Financial Secretary shall be bonded. The President shall appoint a member to handle the bonding effort.

**Liability Insurance.** The Foundation must obtain and hold a liability insurance policy.

**Records Retention.** All reports will be retained electronically following each quarterly or special meetings on the Foundation's secure storage.

**Audits.** An audit will be conducted annually of the financial records of the Foundation. An internal audit will occur during even years, and an external audit will occur during odd years.

**Budget.** The Foundation will follow procedures put in place under the Foundation's financial procedures guide.

**Annual Filings.** The Foundation's Treasurer shall be responsible for ensuring that the Foundation's IRS tax filing is completed each March. The Foundation's Corresponding Secretary, serving as the Statutory Agent, shall be responsible for ensuring that the AZ Corporation Commission's annual report is filed each April. The Foundation's President shall be responsible for ensuring that Alpha Kappa Alpha corporate annual report is filed each December.



## **FUNDRAISING, DONATIONS and SCHOLARSHIPS**

The Foundation holds a 501(c)(3) status as a non-profit corporation organized exclusively for charitable and educational purposes as outlined by the Internal Revenue Code of 1986. All fundraising and securing of donations must either:

- Create, implement, and support endeavors that advance the educational opportunities of underserved students.
- Empower the community through implementation of service initiatives.

*Fundraising: (to be developed by the Fundraising Committee)*

*In-Kind Donations: (to be developed by the Finance Committee)*

*Designated Donations: (to be developed by the Finance Committee)*

*Endowments: (to be developed by the Finance Committee)*

Scholarships:

Scholarships provided to students shall be provided in the following manner:

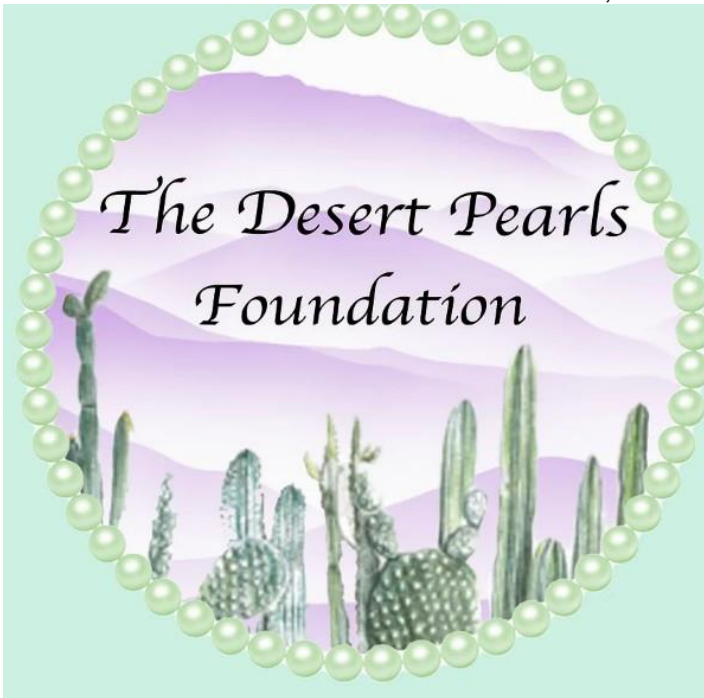
1. If a student receives a scholarship over \$500, the student will need to provide documentation that shows that the money received was used for tuition, fees, textbooks, school supplies or equipment.
  - Student must provide receipts to the Foundation by October of the year the scholarship was granted.
    - If the student fails to provide receipts, the Foundation may be required to issue a 1099 tax form which may negatively impact the student's income tax filing.
2. If a student receives a scholarship under \$500, the student will not be required to provide receipts/documentation back to the Foundation.
3. Regardless of the scholarship amount, the student may opt to have the Foundation send the scholarship funds directly to their college. The college may limit or recalculate the recipient's financial aid package based upon receipt of the Foundation's scholarship.

## MARKETING AND PUBLIC RELATIONS

- Brand and Naming Convention

The Naming Convention must be printed on all materials as: The Desert Pearls Foundation or The Desert Pearls Foundation, Inc. or The Desert Pearls Foundation, Incorporated. At all times, “The” must go before Desert Pearls in order to maintain our differentiation from another Arizona corporate entity entitled “Desert Pearls.”

The Brand Identifier to be used at all times, is the following:



The brand colors are: Lavender and Mint Green

The brand font: Apple Chancery

- Media and Promotions Policy

Use of the Brand and Naming Convention for The Desert Pearls Foundation requires prior approval from the Board Officers and/or the President. All promotional flyers, advertisements, media buys, etc. must be submitted to the Publicity/Marketing committee for the production or purchase.

All media, advertisement, and promotions should be created and approved **at least 30 days prior** to the use/promotion for an effort/event/activity. All requests to develop material and/or to seek approval to promote should be made through the Publicity/Marketing committee. The designated chair/committee person will

provide the following information to the Publicity/Marketing committee chair for review by the President and/or Board Officers:

- The promotions targeted audience(s)
  - What the promotion is intending to do
  - When will the promotion be shared externally, and for how long?
  - Where will the promotion be posted, delivered to, placed
  - Cost associated with promoting the event/program/service
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- Website

The Desert Pearls Foundation website will be managed by the Technology Committee. All requests for changes, additions, or deletions from the Foundation's website should be made to the Technology Committee chair. All requests should be submitted in writing with the necessary and pertinent information for the Technology Committee to make the changes.

**Inaugural Procedural Guidelines Committee:**

Wylene Bridgeman, At-Large Director  
Felicia L. Ganther, At-Large Director  
Rosalind Pettigrew, Financial Secretary

Adopted: October 24, 2021