Charitable gifts for the benefit of UC Berkeley are, by UC Policy, to be given directly to the campus (via The Regents) or the UC Berkeley Foundation, without an intervening entity or middleman. Any funds raised on crowdfunding sites are donations to you as a private individual or to the third-party crowdfunding vendor, and may be gifted by you to the University if you choose. UC Berkeley faculty and students may not raise funds on crowdfunding sites on behalf of UC Berkeley. Faculty and students should also be aware of the following:

**Tax Liability**

- When setting up your crowdfunding campaign, you must use your personal Tax ID; not the UC Berkeley or UC Berkeley Foundation Tax ID.
- Any funds you raise on a third-party crowdfunding site will be disbursed to you by that site, creating personal, earned-income & related tax liabilities.
- A donation to your crowdfunding project is not a donation to UC Berkeley, but a donation to you as a private individual.
- Any crowdfunding donation (minus transaction fees) will be paid to the third-party crowdfunding site, and then disbursed to you as the project creator.
- For most crowdfunding sites, donations to your project will not be tax-deductible, although this varies by vendor.

**Transferring Funds onto Campus**

- Funds raised on a third-party crowdfunding site can be donated as a philanthropic gift by you as an individual to UC Berkeley, or by the third-party crowdfunding site to UC Berkeley.
- Gifts made to the university will be subject to a 2.5% (or 10.5% if research) gift processing fee. A 2% credit card fee may also apply.

**Stewardship**

- Individual donors to your campaign will not receive tax-deductible donor credit or recognition credit from UC Berkeley for their gifts.
- Donors to projects on third-party crowdfunding sites will not be acknowledged nor will their gifts be stewarded by UC Berkeley. Their donor records will not reflect these donations.

**Branding**

- The UC Berkeley name and other trademarks, which also include logos, indicia, landmarks, slogans, colors, and department/school names, may not be used on third-party crowdfunding sites.
- The UC Berkeley name may be used solely as an identifier and as a true and accurate statement of where a student or employee attends or works. If UC Berkeley’s name is used in this manner, an appropriate disclaimer should also be included noting that the University does not formally endorse the crowdfunding campaign and is not a recipient of any funds raised.

UC Berkeley faculty, students and researchers that wish to use crowdfunding as a means of soliciting private support for their projects that further the mission of UC Berkeley are encouraged to use the university platform once it is in place. This will ensure that the donors’ gifts are tax deductible under the UC Berkeley Foundation tax exempt status. This will also assure that no tax liability accrues to the initiator as a result of receiving the funds. All contributions must provide general or program support and cannot directly benefit a specific individual student, faculty member, or researcher.