



2025 Purpose and Use of Zions Donation Account Memo

MEMO

To: Executive/Budget/Audit Committee
Chair: Jeff Silvestrini, Co-Chair: Erin Mendenhall, Treasurer and Secretary: Christopher F. Robinson

CC: Laura Briefer, Salt Lake City Public Utilities

From: Sam Kilpack, Director of Operations
Lindsey Nielsen, Executive Director
Mia McNeil, Community Engagement Coordinator

Subject: Purpose and Use of Zions Donation Account

Date: January 13, 2025

The CWC's Donation Checking Account (attached to this memo) was established in August 2022 by **Resolution 2022-34** to allow the CWC to receive voluntary donations to maintain and improve the Environmental Dashboard, and to use the platform Clover to collect these donations. The resolution specified that the Clover platform would be used only for donations for the Environmental Dashboard and that such donations were to be segregated in a separate "Donation" checking account and used only for the Environmental Dashboard.

CWC staff would like to broaden the purpose of the Donation account to allow for: a) the collection of voluntary donations for *CWC project work*; and b) for the expenditure of those donated funds on *any CWC project* (rather than having them specifically tied to Environmental Dashboard work). There are a few benefits to doing this:

- Funding for the maintenance and enhancement of the Environmental Dashboard is already covered by the CWC's annual appropriations request, which makes the expenditure of these donated and earmarked funds more difficult as they are rarely needed.
- It would give the CWC the flexibility to solicit and spend funds on projects when and where they are needed.
- It would allow the CWC to make CWC-branded hats or other merchandise available to the public for a suggested donation, particularly at outreach events such as the Central Wasatch Symposium (Note: selling this merchandise is another option, but it would require a sales tax number, and a suggested donation is more aligned with the ethos of the CWC).

Funds would be used for CWC projects only and would not be used to cover overhead or operating expenses, unless further discussion on this point is desired. If this committee is amenable, staff will prepare a resolution for discussion and consideration at the March Board meeting.