

UWG Foundation, Inc. (Foundation) – Development Gift Acceptance and Reporting Policy; Campaign Gift Acceptance Counting and Reporting Policy

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UWG Foundation, Inc. (Foundation) – Development Gift Acceptance and Reporting Policy; Campaign Gift Acceptance Counting and Reporting Policy

I. Purpose

The purpose of this policy is to define and describe the guidelines for gift acceptance, recording and reporting by the Advancement office at the University of West Georgia Foundation, Inc. (Foundation) to ensure consistency, transparency and appropriate gift recognition. It covers all gifts and pledges made to the Foundation for UWG whether made for the annual operations or the comprehensive campaign.

Gifts will be accepted for purposes consistent with the objectives outlined in the annual giving and campaign goals. If unusual circumstances suggest the review of a particular gift, the Executive Director of the Foundation and the chair of the Resource Development Committee in consultation with the University President will consider the gift and determine whether or not it can be accepted.

The Executive Director of the Foundation will seek the advice of qualified legal and financial counsel whenever appropriate. Donors will be encouraged to consult with their own legal and financial advisors when considering special gifts. The Foundation complies with all applicable state and federal laws.

The Foundation considers the valuation of a gift in three ways:

1. The value of the gift for *tax purposes* is the responsibility of the donor.
2. The value of the gift *counting toward annual or campaign goals*, which is outlined in this document.
3. The value of the gift for *campaign crediting* in recognition of the gift, which is outlined in this document.

The following policy will govern the crediting and reporting of gifts and pledges to the University's annual and/or comprehensive campaign. All staff members and other individuals fundraising on behalf of the University are responsible for knowing and following this policy.

II. Definitions

Outright gifts – a donation in which the donor relinquishes all interest in the property donated.

Planned Gifts – a major gift that is structured and that integrates sound personal, financial, and estate-planning concepts with the prospect's plans for lifetime or testamentary giving. A planned gift has tax implications and is often transmitted through a legal instrument, such as a will or a trust.

Pledges – a promise that is written, signed, and dated, to fulfill a commitment at some future time; specifically, a financial promise payable according to terms set by the donor.

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III. Applicability

Reporting of annual giving covers gifts received in the fiscal year. All campaign commitments (gifts and pledges) will be counted if they:

- are received between the dates of the campaign period beginning January 1, 2013
- meet the gift acceptance guidelines
- includes select reach back gifts as specified in addendum on page 13

Planned gifts meeting certain criteria and committed during the campaign period also will be counted.

IV. Exceptions

Exceptions to this policy are determined on a case by case basis and approved by the Executive Director of the Foundation and the chair of the Resource Development Committee in consultation with the University President.

V. Policy Statement

Gift Acceptance Guidelines

The Foundation gratefully accepts the following gifts and all accepted gifts are counted according to the following guidelines. The following policies concerning the valuation of gifts closely follow accepted standards. In regards to valuation of assets transferred to the Foundation, we will adhere to current IRS regulations for the protection of our donors. As IRS regulations change, our gift valuation policies may also require modification. Accepted methods of giving include:

- **Cash:** Includes gifts made by currency, check, credit card, electronic funds transfer, and wire transfer. Will be counted and credited at full value on the date of the gift. Foreign currency will be reported as of the value in U.S. Dollars on the legal asset transfer date.
- **Publicly-traded Securities:** Publicly-traded (marketable) securities shall be valued at the mean of the high and low quoted selling prices on the date the donor relinquishes control of the asset to the Foundation. This is the gift date. This is the date the securities are in the Foundation account (for electronic transmission), the latter postmark date of the stock certificates and stock power (if mailed through USPS), or the latter received date of the certificates/power (if sent FedEx/UPS/courier).

The Advancement Services office will deposit the net proceeds into the appropriate accounting ledger and will record the net proceeds amount (sale less broker fee) for the Foundation financial reports. The net proceeds amount generally does not equal the amount of the gift; it may be higher or lower depending upon the sale date and any fees incurred.

Shares of mutual funds will be counted and credited at the net asset value of the shares on the gift date.

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Securities will be sold immediately by the Foundation through its agent or representative. Staff and volunteers will not make any commitment to a donor that a particular security will be held by the Foundation, unless otherwise determined directly by the Executive Director of the Foundation.

- **Closely Held Stock:** The Executive Committee of the Board must approve all gifts of closely held stock prior to acceptance. Such gifts will be accepted at the discretion of the Foundation on a case-by-case evaluation of the conditions affecting the eventual sale of the securities by the Foundation. Approved gifts exceeding \$10,000 in value shall be reported at the fair market value placed on them by a qualified independent appraiser as required by the IRS for valuing gifts of non-publicly traded stock. The appraisal is the responsibility and at the expense of the donor. Gifts of \$10,000 or less shall be valued at the per-share cash purchase price of the most recent transaction. Gifts without an assigned value will be reported as a gift of \$1 until an appropriate value is submitted.

If restrictions are placed on the securities by the donor or by the terms of the securities themselves, acceptance of the gift shall be subject to prior approval by the Foundation. Commitments or arrangements will not be made by the Foundation for the repurchase or redemption of such securities by a third party prior to completion of the gift.

- **Gifts-in-Kind/Tangible Personal Property:** Gifts with a fair market value exceeding \$5,000 shall be counted at the value placed on them by a qualified independent appraiser as required by the IRS for valuing non-cash charitable contributions. The appraisal is the responsibility and at the expense of the donor, or of the estate if a bequest. Exceptions must be approved by the Executive Committee.

Gifts of \$5,000 and less shall be valued at the amount it would cost to purchase the item in its current condition at the time it is donated, as determined by the donor.

The Foundation shall comply with all IRS requirements in connection with disposing of gifts of tangible personal property and filing of appropriate tax reporting forms. If a gift of tangible personal property is sold, exchanged, consumed or otherwise disposed of by the Foundation within three years after the date of the gift, the Foundation must file IRS Form 8282 with the IRS that discloses that fact. The Foundation will also provide the donor with a copy of Form 8282.

Caution will be exercised to ensure that only gifts that are convertible to cash or that are of actual value in offsetting budget expenses are recorded and included in campaign totals. The exception to this policy is gifts of art.

- **Gifts of Works of Art:** The Executive Director of the Foundation in consultation with the University President may accept works of art on a case-by-case basis, subject to Foundation and University policies. Art works accepted under these terms shall have a use related to the Foundation's tax-exempt purpose and benefit the University as an object of cultural value.

If a work is donated to the Foundation and is not to be part of a permanent collection, it must be held by the Foundation for three years in order for the donor to get the related use tax deduction.

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It is the responsibility of the donor to complete IRS Form 8283 and to obtain the Foundation's signature as the donee on Form 8283. If the Foundation chooses not to hold the work of art for three years, the Foundation must complete IRS Form 8282 and provide the donor with a copy of Form 8282.

The appraisal is the responsibility and at the expense of the donor. It is also the responsibility of the donor to return all required documentation to the IRS. IRS requirements for gift substantiation place the responsibility for valuing property gifts on the donor for tax deduction purposes.

- **Gifts of Real Estate:** Gifts of real estate must be approved by the Executive Committee of the Foundation Board, or a sub-committee appointed by the Chair, in consultation with the Executive Director of the Foundation. A high level of due diligence is required prior to accepting Real Estate Gifts (Attachment C). Approved gifts that qualify as a charitable contribution shall be counted at fair market value on the date of the gift as determined by a qualified independent appraiser, as required by the IRS for valuing non-cash charitable contributions, less any mortgage indebtedness, including accrued interest. The appraisal is the responsibility and at the expense of the donor. Gifts without an appraisal will be reported as a gift of \$1 until an appropriate value is submitted.

Gifts of real estate may take the form of an outright, present gift of the donor's entire interest in the property, or the gift may be subject to a reserved life estate by the donor. Whether the gift is of a present interest or the remainder interest, an independent appraisal is necessary for both tax and campaign counting purposes. Acceptance of any gift of real estate is subject to the approval of the Foundation's Board, in consultation with the Vice President for University Advancement. A Phase I Environmental Impact Study must be included with this request at the donor's expense.

Generally, gifts of real estate will be liquidated on the public market as soon as possible, rather than held and managed for investment purposes.

Retained life use contracts must include provisions stipulating that the tenant-donor is obligated to maintain the property, that the tenant-donor is financially responsible for its physical upkeep in all respects, that the tenant-donor pays all taxes on the property as well as necessary insurance, and that the tenant-donor does not encumber the property with debt of any kind.

- **Other Property:** Other non-cash property of any description, including mortgages, notes, copyrights, royalties, patents, easements, fractional interests, and the like shall be accepted, counted, and credited at the sole discretion of the Executive Committee. Prior to the acceptance of any such property, due diligence will be exercised to determine whether the gift is in keeping with the tax-exempt purpose of the Foundation. The Foundation will decline those gifts in which issues surrounding the donor's title to the assets would make it difficult to manage those assets.

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Campaign Counting and Reporting

All gifts and pledges to the Foundation are appreciated. All gifts accepted by the Foundation will be counted according to the following guidelines. Methods of giving include cash contributions, appreciated real estate and securities, tangible personal property, and planned gifts.

Outright gifts will be reported only when the assets are transferred irrevocably to the Foundation. Pledges will be reported only when appropriate documentation of the pledge has been received. Planned gifts will be reported only when ownership of assets is irrevocably surrendered under a legally binding document or agreement; deferred pledges (bequest intentions) will be reported when documentation is received.

- Gifts or pledges received for annual operations (restricted and unrestricted) during the fiscal year will be recorded and recognized as annual giving and counted only in the aggregate campaign totals. To avoid double-counting, these commitments individually will not be included individually as gifts to the comprehensive campaign.
- The recommended pledge payment period is 5 years, although negotiation for a longer period is possible under certain circumstances. If a pledge is made at the end of the campaign period, payments may extend to up to 3 years following the campaign.
- Commitments are recorded and reported based on the donor's intention. All donors will be encouraged to consider an undesignated gift to the campaign, to allow the Foundation leadership in consultation with the University President to use the gifts where they are most needed to achieve campaign goals. Gifts to endowment are encouraged to be for general endowment.
- It is appropriate to permit a donor to take a charitable deduction while reserving the designation of purpose of the gift until a later date. The critical element is that the transfer must be irrevocable, and that the donor retains no possibility of having the gift revert.

Campaign Pledges

Pledges will be counted in the campaign at the face value of the commitment. To be counted, a pledge must be written, signed by the donor, and delivered to the Foundation office. This is usually accomplished by completing a Campaign Letter of Intent, Pledge Card or the equivalent. Documentation must commit the donor to a specific dollar amount that will be paid according to a fixed time schedule, usually the pledge period.

- Verbal pledges: Pledges made by donors verbally, without a pledge agreement or pledge form, will not be counted in campaign financial totals, but will be designated in reports as verbal commitments.
- Conditional Pledges: Pledges that will be paid dependent on certain conditions being met (i.e., matching grant or tied to construction date) will be counted if they are approved. These will be identified as conditional pledges for reporting purposes.

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- Pledges with anticipated match: When a portion of the pledge will be paid through a match, the donor's portion will be recorded as a pledge and the matching gift portion will be recorded as an anticipated match on that pledge. Recognition and reminders will include the anticipated match amount, which will be counted in the campaign totals when the matching gifts are received.
- Documented Intentions (when giving through a Donor Advised Fund): A donor cannot make a written pledge that will be paid by a foundation or through a donor advised fund, but donors can notify the Foundation that they intend to recommend distributions from either vehicle, which will then be recorded as a documented intention. These will be reported as conditional, but do not require prior approval.
- Closed pledges: Pledges will be closed (written off) when they are determined to be uncollectible. In this case, the campaign will only count the paid amount and the donor will only receive campaign credit for that amount.
- FASB Statement No. 116: Statement No. 116 issued by the Financial Accounting Standards Board prescribes rules for recognizing and reporting contributions on audited financial statements. FASB 116 is built on the concept that a gift is an unconditional, voluntary, non-reciprocal transfer of assets (including unconditional promises) to a not-for-profit organization. A promise, according to FASB, is a nonretractable commitment by the donor to the institution. This notion of a promise differs from a statement of intent, which is retractable. It is the advice of campaign counsel that campaign letters of intent are a statement of intent and are therefore not subject to the requirements of FASB 116. In special cases (such as when construction of a facility will begin based on a written pledge) it may be appropriate to enter into a legally binding pledge agreement.

Planned Gifts (Deferred or Legacy Gifts)

Commonly described as "split-interest" or "retained interest" gifts because these gifts often have both a charitable and non-charitable part. The charitable part of the gift is usually made available to the University at an undetermined time in the future. The non-charitable part is returned to the donor or passed to designated beneficiaries during the term of the gift, or in the future.

Because the actual use and control by the Foundation of the gifted asset is deferred, the gift value for income tax deduction purposes and for purposes of Foundation accounting is reduced (discounted). In most cases, the discounting is based on the life expectancy (ies) of the named beneficiaries or on a defined term of years, as well as interest and/or inflation assumptions.

Planned gifts will be credited to donors at their face value. These gifts will be reported at both face value and discounted value in campaign totals to present a complete picture of their value now and in the future.

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- Charitable Remainder Trusts: A Charitable Remainder Trust (CRT) is a separately invested irrevocable trust the donor creates by designating a person or persons to receive income payments for life or for a term of time not to exceed 20 years. Income is based on a percentage of trust assets valued each year, and can be structured to be fixed (charitable remainder annuity) or fluctuating (charitable remainder unitrust). When the trust ends, the principal is distributed to the Foundation.
 - The donor receives campaign gift credit for the trust’s full fair market value.
 - Real property subject to indebtedness cannot be used to fund a charitable remainder trust. Such a trust would be disqualified for federal tax purposes because of the prohibition against unrelated debt-financed income and other IRS regulations.
- Charitable Gift Annuities and Deferred Charitable Gift Annuities: The Foundation does not offer Charitable Gift Annuities of any kind.
- Remainder Interest in a Residence or Farm: See Gifts of Real Estate for details.
- Charitable Lead Trusts: A lead trust is a gift instrument that provides an annual cash payment to the Foundation for a set term of years, after which the principal of the trust reverts to the donor’s designated beneficiary.

Lead trusts may have fixed-income payments (annuity trusts) or less commonly variable payments (unitrusts). Income to be received will be credited and counted as a pledge for the full face value of the expected distributions.

- Wholly Charitable Trusts Administered by Others: The fair market value of the assets, or a portion of the assets, of a wholly charitable trust administered by an outside fiduciary shall be counted for the year in which the trust is established, *provided* that the institution has an irrevocable right to all or a predetermined portion of the income of the trust.

The amount to be reported, in the case where less than the entire income of the trust is to be distributed to the Foundation, is the percentage of the total income to be distributed (either calculated by the Foundation or as stated in the trust terms) multiplied by the value of the trust assets. The income of the trust is thereafter treated as endowment income and does not appear in the amounts reported under gifts.

Revocable trusts that are designated to the Foundation will be treated as Bequest Intentions.

- Bequest Gifts (Realized Bequests): Bequest Gifts will be recorded at the value of the assets received, as detailed in the sections above. If there is an existing bequest intention (see next section for details) on the donor’s or their spouse’s records, the bequest gift will be recorded as a payment against that intention. Any amount incremental to the existing intention will be recorded separately as a new gift. These gifts will be counted in the campaign totals as long as the distribution has not been counted or credited in a previous campaign.

Unacceptable gifts from donor estates (e.g. real estate with environmental hazards) will be disclaimed by recommendation of the Executive Committee to the Foundation Board.

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- **Bequest Intentions (including open estates):** Bequest Intentions will be counted in the campaign at the face value of the commitment. An increase to a previously recorded bequest intention is counted as a new bequest intention at the amount of the difference as of the date of the increase. A decrease to a previously recorded bequest intention is recognized in an adjustment to the existing bequest intention. Bequest intentions will be considered conditional unless the intention is irrevocable or if the bequest intention is counted as a result of notification from a representative of an estate. Bequest intentions without a dollar value will not be included in campaign totals, but all bequest donors will be recognized in the campaign through the University planned giving society, regardless of the amount of the intention.
- **Life Insurance:** The Foundation will accept all or a portion of the benefits of life insurance contracts that have been purchased on the lives of donors or family members. Policies that are not fully paid up may be accepted by the Foundation with the understanding that the donor will make further contributions to the Foundation to cover premium payments, and that the Foundation may cash in the policy at any time. Such policies become an asset of the Foundation and are an irrevocable gift from the donor. The Foundation will not, however, agree to accept outright gifts from donors for the purpose of having the Foundation purchase a new insurance policy on their lives.

For policies that name the Foundation as the primary beneficiary only, that is, ownership is retained by the donor/insured; the face value of the policy will be treated as a bequest intention and counted in the campaign at the face value of the commitment, if the donor will be age 50 or older by December 31, 2020. Donors will be recognized as members of the University's planned giving society.

- **Life Insurance Intention:** A life insurance policy with the Foundation designated as the beneficiary of the policy and where the policy owner is another entity will be recognized as a bequest intention and counted in the campaign according to the same policy. Reports will show the face value of the intention if the donor will be age 50 or older by December 31, 2020.
- **Life Insurance Policies:** The Executive Committee must approve all gifts of life insurance policies prior to acceptance by the Foundation. A life insurance policy with the Foundation designated as both the beneficiary and owner of the policy shall be recognized as an irrevocable bequest intention and counted in the campaign at face value and the donors will be recognized as members of the University's planned giving society and recognized as campaign donors through planned giving.
- **Life Insurance Payout (payment of policy benefits after death of insured):** If the policy was owned by the Foundation (see Life Insurance Policies above), the death benefits are not recognized for gift counting or crediting purposes, but are instead considered a return on investment. If the policy was not owned by the Foundation (see Life Insurance Intention above), the death benefits are recorded as a bequest gift using those guidelines.

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- Life Insurance Premiums: Gifts to pay life insurance premiums are recorded and reported as outright gifts at the time they are made. In this case, the donor sends a gift for the amount of the annual premium, which the Foundation pays. Because the gift is budget-relieving in that it covers an expense of the Foundation, and because the gift increases the value of the asset the Foundation holds (the surrender value of the life insurance policy), it is considered a charitable deduction. For campaign purposes, a pledge may be counted to record the donor’s intention to make gifts to cover the amount of the premium for a period of up to five years. (Such gifts do not qualify individuals for membership in annual giving societies.)
- Matching Gifts: Gifts received from organizations and corporations that participate in the Corporate Matching Gift Program will be credited to the organization or company that makes the matching gift. The corporate matching gift will be used for the same purpose as the recommending donor’s original gift, unless that use is prohibited by the matching gift organization’s guidelines. Matching gifts will count toward membership in annual giving societies unless the corporation’s policies prohibit the practice. Matching gifts also may count towards a donor’s campaign recognition level unless the corporation’s policies prohibit the practice.

Donor Rights and Ethical Standards

The Foundation does not provide personal legal, financial, tax compliance or other professional advice to donors. While gift officers may provide the donor with gift illustrations, including calculations, and draft documents prepared or approved by the Foundation or University’s legal counsel, donors will be advised to seek the assistance of their own legal counsel or other professional advisors in matters relating to the legal, tax and estate planning consequences of proposed gifts to the Foundation.

Ethical Standards

The Foundation is committed to the highest ethical standards. Development and Foundation staff shall adhere to the Donor Bill of Rights (Attachment A).

- Staff implementation of these policies is delegated to the Executive Director of the Foundation, who shall be responsible for the oversight of the acceptance of all gifts by the Foundation.
- Resource Development Committee. The Board of Trustees shall delegate to its Resource Development Committee the responsibility of approving Gift Acceptance procedures to implement these policies. The Campaign Steering Committee shall approve campaign recognition guidelines.

The Executive Director of the Foundation may from time to time propose to the Resource Development Committee revisions to the procedures.

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Exclusions

The following types of funds shall not be recorded as gifts, even if received under circumstances indicating that the payer regarded them as a contribution:

- Anything that does not meet the accepted standards for gift reporting
- Advertising revenue
- The non-deductible portion of memberships representing the tangible cost of benefits
- Appraisal costs
- Contract revenues
- Contributed services
- Discounts on purchases
- Expenses incurred while transferring a gift
- Gifts or pledges, outright and deferred, that already have been counted previously
- Investment earnings on gifts (the only exception being interest accumulations counted in guaranteed investment instruments that mature within the reporting year, such as zero coupon bonds)
- Money from an exclusive vendor relationship
- Sale of merchandise
- Rentals of the facilities
- Special events fundraisers where the proceeds are commingled
- Royalties from affinity agreements
- Sales tax on purchase of goods

Periodic Review

General

The Resource Development Committee and the Executive Director of the Foundation shall review these policies every year to ensure that they continue to accurately describe the policies of the Foundation with respect to acceptance of charitable gifts, and shall propose to the full Board of Trustees for adoption those revisions that the committee shall determine to be necessary or appropriate for the Statement of Policy to accurately reflect the policies of the Foundation.

Specified Review

These policies shall be reviewed and ratified by the Foundation's Board of Trustees each time the University will embark on a comprehensive or other fundraising campaign. These policies shall also be reviewed upon any new major legislation or regulatory rules affecting fundraising and gift acceptance by the University and Foundation to assure continued compliance by both with relevant legislation and rules.

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Gift Acceptance, Counting and Reporting Summary

Type Outright Gifts and Grants	Development Gift Acceptance, Counting & Reporting	Campaign Gift Acceptance, Counting & Reporting
Cash	Face Value	Face value
Publicly-traded Securities	Average of hi/low on date transferred	Average of hi/low on date transferred
Closely Held Stock	Appraised value (over \$10K) - Needs approval before accepted Per-share cash purchase price of most recent transaction (\$10K or less)	Appraised value (over \$10K) - Needs approval before accepted Per-share cash purchase price of most recent transaction (\$10K or less)
Grants (non-government)	Face Value	Face value
Government Grants	n/a	Face Value for campaign purposes
Gifts of Works of Art	Donor recognized as donor of gift of art but value of gift not counted toward annual giving goals Subject to Collections guidelines, which include acceptance policies, and related to University's purpose	Donor recognized as donor of gift of work of art but no valuation of gift counted in campaign totals Subject to Collections Guidelines and related to University's purpose The Campaign may establish goals for gifts of works of art, but these shall not be monetary nor count toward the campaign's dollar goals.
Gifts in Kind	Appraised value (over \$5K) Donor estimated value (\$5K or less) Must be budget-relieving Need Executive Director of Development approval before accepting	Appraised value (over \$5K) Donor estimated value (\$5K or less) Must be convertible to cash or budget-relieving for a campaign purpose Need Executive Director of Development approval before accepting
Gifts of Service	Not counted	Not counted
Gifts of Real Estate or Other Property	Subject to Board approval, only after due diligence	Subject to Board approval, only after due diligence
Bequest Gifts (realized)	Face value	Face value

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Matching Gifts	Face value	Face value
Pledges	Face value	Face value
Gifts for Annual Premiums of Life Insurance	Face value in year in which they are made. Pledge may be recorded reflecting the amount of the expected gift each year.	See next section

Campaign Reporting Only:	
<i>Planned Gifts (Deferred Gifts)</i>	<i>Planned gift donors receive campaign recognition for the face value of their planned/deferred gift. These gifts will be internally reported/counted at the net present value (also referenced as ‘discounted value’) in the accounting records for the campaign as outlined below.</i>
<ul style="list-style-type: none"> Charitable Remainder Trusts 	Donors who will reach age 50 by 12/31/2020 will receive campaign recognition at trust’s fair market value. If a bequest is contingent on the death of a spouse, then the age of the younger spouse should be 50.
<ul style="list-style-type: none"> Charitable Gift Annuities and Deferred Charitable Gift Annuities 	The Foundation does not offer Charitable Gift Annuities
<ul style="list-style-type: none"> Charitable Lead Trust 	The total expected amount of the disbursements/distributions over the term period of the trust will be internally reported/counted at face value and donors will receive campaign recognition at face value.
<ul style="list-style-type: none"> Wholly Charitable Trusts Administered by Others 	Donors will receive campaign recognition at face value of the portion irrevocably designated.
<ul style="list-style-type: none"> Bequest Intentions 	For documented bequest intentions: Gifts will also be reported at discounted value for internal reporting/accounting purposes.
<ul style="list-style-type: none"> Life Insurance 	<p>Donors who will reach age 50 by 12/31/2020 will receive campaign recognition at face value.</p> <p>Gifts will also be reported at discounted value for internal reporting/accounting purposes.</p> <p>When the donor makes a gift to the Foundation for the purpose of paying an annual premium, this gift is counted as an annual gift for the year in which it is made (see previous section).</p>

Note: Planned gifts are essential to the Foundation in that they provide for the future. The donor may stipulate that a planned gift be directed to a named endowed fund, to an existing endowed fund, for general endowment or unrestricted.

UWG Foundation, Inc. (Foundation) – Development Gift Acceptance and Reporting Policy; Campaign Gift Acceptance Counting and Reporting Policy Addendum to the Gift Counting Policy

The following gift secured prior to January 1, 2013 will be counted as part of the campaign.

Intended Bequest by William A. (Tony) Moyer in the amount of \$2,500,000

Attachment A – Donors Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The Donor Bill of Rights was created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. It has been endorsed by numerous organizations.

**UWG Foundation, Inc. (Foundation) – Development Gift Acceptance and Reporting Policy; Campaign Gift Acceptance Counting and Reporting Policy
Attachment B – Sample Named Endowment Gift Agreement**

ENDOWMENT AGREEMENT

between

Donor's Name

and the

UNIVERSITY OF WEST GEORGIA FOUNDATION, INC.

Item 1

This Endowment shall be known as the **NAME OF ENDOWMENT** Fund. The **NAME OF ENDOWMENT** was established in **20XX** by **(ADD INFORMATION ON INDIVIDUAL(s) ESTABLISHING ENDOWMENT AND THEIR REASON(s) FOR ESTABLISHING)**

Item 2

BIO ON DONOR(S) or INDIVIDUAL(s) BEING HONORED OR MEMORIALIZED.

Item 3

The **NAME OF ENDOWMENT** will benefit for perpetuity, deserving University of West Georgia students majoring in **ADD**.

Item 4

The **NAME OF ENDOWMENT** shall be awarded annually by a committee within the **College of X**. When choosing the recipient; the following criteria shall be applied:

- 1. ADD DEGREE TYPE REQUIREMENTS (if desired)**
- 2. ADD INCOMING FRESHMAN/GRADUATE STUDENT (if desired)**
- 3. ADD GPA REQUIREMENTS (incoming/maintain - if desired)**
- 4. ADD RESIDENCY REQUIREMENT (if desired)**
- 5. ADD OTHER RECIPIENT REQUIREMENTS AS DESIRED**

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Item 5

By its acceptance of contributions to this Endowment, the Foundation acknowledges this and other property that may be contributed to this Fund shall be held by it according to the terms of this Agreement. Contributions made now and in the future to this Fund shall go into the corpus of this Endowment unless otherwise specified by the donor. Expenditures may be used, in accordance with this agreement, by the University of West Georgia (“UWG” or the “University”) in conformance with State of Georgia Statutes, Board of Regents rules, and the Foundation policies and procedures. The Foundation is an independent 501(c)(3) organization, chartered to serve the University and to enhance and strengthen its human and financial resources.

Item 6

At any time hereafter, any person, firm or corporation may add to this Fund, by cash gift, by Will, or other gifts of securities or real estate. These gifts, along with the proceeds from the sale of any securities or real estate, shall be added to the Fund. All contributions should be made payable to the Foundation, Inc. and designated for the **NAME OF ENDOWMENT** fund. Any such additional contributions shall be made subject to the provisions of this Agreement, and governed by the conditions set forth herein.

Item 7

If, in the judgment of the Foundation, circumstances should, at some future time, render the designated use of the Fund impracticable, unwise or inappropriate, then the Board may use the Fund to further the objectives and purposes of the University, giving consideration to purpose described above.

Item 8

The property comprising the Fund may be merged with the general investment assets of the Foundation for investment purposes, but the identity and value of the Fund shall be preserved and designated on the Foundation’s books and records as the **NAME OF ENDOWMENT Fund**.

Item 9

The Endowment Fund shall be managed by the Foundation in accordance with its investment policies and federal and state guidelines, as amended from time to time. In managing these funds, the Foundation strives to maintain a balance between the current needs of the University and the endowment’s long-term value. Distributions and expenditures will be in accordance with approved policies and procedures of the Foundation, as amended from time to time.

The intent of establishing this endowment is to preserve the original corpus. The Foundation will apply the following: (1) the original corpus is **(MINIMUM ENDOWED IS \$25,000)** (2) up to 4.5% of

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the prior year ending adjusted corpus balance will be applied annually toward the intent of the Donor, so long as the original corpus is preserved and (3) an administrative charge of 1.3% will be assessed to the adjusted corpus balance. The guidelines are subject to revision and change by the Board of Trustees of the Foundation, court rulings or administrative decrees; and it is the intent of the Foundation to abide by these regulations as they are continually developed, again taking into consideration, as much as possible, the intent of the Donor. The endowment policy may be reviewed annually and revised appropriately.

Item 10

The Dean of the **College of X** at the University of West Georgia shall notify **Donor’s name** or their designee, of the recipient’s name each time an award is made.

Executed this _____ day of _____, 20XX.

DONORS

Donor’s Name

Witness signature

Date _____

Date _____

UNIVERSITY OF WEST GEORGIA and UNIVERSITY OF WEST GEORGIA FOUNDATION, INC.

xxx, Dean or President
University of West Georgia.

Witness signature

Date _____

Date _____

xxx, Chair
University of West Georgia Foundation, Inc.

Witness signature

Date _____

Date _____

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Attachment C – Sample Real Estate Guidelines

- A. Approval. Acceptance of all real estate gifts requires approval by the Foundation Board of Trustees Executive Committee.
- B. Information. Before any commitment is made to a donor, University staff shall compile relevant information, including (but not limited to):
1. The copy of the Deed conveying the property to the donor.
 2. The copy of the current property tax bill.
 3. A preliminary title insurance report.
 4. A copy of each promissory note, mortgage, deed of trust or other liens on the property.
 5. A copy of each lease of other contracts affecting the property.
 6. If the property is income producing, a copy of the profit and loss statements for the two most recent years.
 7. A summary of current insurance coverage for the property.
 8. Copies of correspondence with governmental authorities, tenants or prospective purchases concerning the property.
 9. A current independent market analysis of the property.
 10. Phase I Environmental Audit of property.
 11. Other documents deemed necessary.

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Attachment D – Sample Letter of Intent to Document a Bequest**

THE MCINTOSH SOCIETY

University of West Georgia Foundation Confidential Reservation Form

In consideration of the impact that the University has made in providing an outstanding educational experience for current students and alumni, I/we wish to invest in a new generation of excellence at the University of West Georgia! In consideration of this goal, I/we have made provisions for a gift to the University of West Georgia Foundation, Inc. in my/our estate plans. Understanding that the Board of Trustees of the Foundation has established the McIntosh Society to recognize alumni and friends of the University who have made such a commitment, I/we are pleased to authorize the Foundation to include me as a member of the McIntosh Society.

My gift arrangement has been made as follows:

- Intended Bequest
- Charitable Remainder Trust
- Charitable Gift Annuity
- Other:

- Life Insurance
- Gift of Property
- Retirement Plan

Amount of Gift: \$

- Unrestricted
- Restricted as Follows:

My relationship with the University of West Georgia: (please check all that apply)

- Foundation Board (current or past)
- Alumnus/a
- Parent/Grandparent
- Friend
- Faculty/Staff
- Other:

Please Print or type

Name(s) as you would wish to appear for recognition purposes

Mailing address

City / State / Zip

Daytime Telephone

Evening Telephone

Class Year (if alumna/s)

Date of Birth

Email Address

I would prefer to remain an anonymous member of the McIntosh Society.

Signature _____

Date _____

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Attachment E – Suggested Campaign Letter of Intent

Donor Name

Mailing Address

Anywhere, State zip

To advance the vision and mission of the University, I/we want to contribute to the **Campaign for UWG**. I/we commit our support as follows:

Campaign

Gift of \$ _____ First payment of \$ _____ enclosed

Balance payable as follows:

\$ _____ in _____ (month/year)	\$ _____ in _____ (month/year)
\$ _____ in _____ (month/year)	\$ _____ in _____ (month/year)
\$ _____ in _____ (month/year)	

(We will remind you of your scheduled pledge payment one month in advance.)

Gift designation or special terms, if any _____

Please recognize our gift as: _____
(Name as it should appear for acknowledgement purposes)

I intend to make a gift through my estate plans with the UWG Foundation as beneficiary.
[We will follow up with you to confirm and document your intended gift.]

Check here if you wish your gift to remain anonymous.

THANK YOU!

Please make checks payable to the UWG Foundation. For gifts of stock please contact Bart Gillespie at 678-839-4109. Gifts may be made over a five-year period. All gifts to the campaign are eligible for a tax deduction to the full extent allowed by law.

For questions please contact Diane Homesley at 678-839-5035.

Please return this form to: UWG Foundation 1601 Maple Street Carrollton, GA