



Gift Policies

Guiding Principles of a Development Department

The *Boys & Girls Clubs of Tampa Bay's Fundraising Effort* is based upon a set of well-established fundraising principles. These principles are used to guide decisions about various aspects of the effort – from the role of staff and volunteers to prospect cultivation and solicitation. Every volunteer and staff member involved in fundraising should be trained in these principles.

The following are the guiding principles:

- A. Successful fundraising is the work of teams of committed volunteers and staff members.
- B. Volunteers must be cultivated, supported, and recognized.
- C. Successful fundraising is strategic – preparation precedes action, and cultivation precedes solicitation.
- D. Open, honest sharing of information is one of the most successful forms of cultivation.
- E. Concern for human dignity should be at the heart of every solicitation and at the center of every meeting.
- F. Major solicitations should be made in person. Philanthropy is grounded in relationships.
- G. Specific amounts should be requested when soliciting gifts.
- H. Saying “thank you” is a priority – in person, by phone, mail, and e-mail.
- I. A pledge is not counted until it is received in writing.
- J. Listen to counsel.

Policies Concerning Confidentiality

I. INTRODUCTION

It is assumed that in the course of preparing for and conducting fundraising efforts for the Boys & Girls Clubs of Tampa Bay, Executive Board Members, Corporate Board Members, members of the Unit Boards, and employees will have the opportunity and occasion to discuss information of a personal, financial, and confidential nature. The following policies are established to affirm the effort's commitment to protect the dignity and trust of BGC's benefactors, friends, and prospective donors.

II. POLICIES

- A. All fundraising-related discussions concerning major gift prospects – whether individuals, foundations, or corporations – are to be held in confidence.
- B. All information concerning financial capability, past giving patterns, specific gifts, and/or personal disclosures about giving interests are to be treated confidentially.
- C. All discussions and/or reports of gifts and endowment campaign commitments made during campaign committee meetings are to be held in confidence until the donor's desires concerning publicity or anonymity are expressed in the written confirmation of the pledge or gift.
- D. Policies regarding anonymity and the reporting of gifts are covered in *Policies Concerning Donor Recognition*.

Prospect Evaluation Guidelines

- A. The purposes of the evaluation procedure are to determine the appropriate volunteer to solicit a prospect and to establish a request amount that falls within a reasonable range for the prospect's financial capability that matches the prospect's level of engagement with the organization and campaign.
- B. Evaluation is an art – not a science – and it should be conducted in a careful and respectful fashion. Therefore, several knowledgeable individuals are asked to participate in the process. Some will work as a group; others will work independently. Analysis of the group and individual valuations usually provide an accurate guide to capability and readiness.
- C. Remember, ***the valuation is an estimate of the individual's "capability" to give, not "probability."*** Capability is the criterion.
- D. The evaluation means that the prospect is believed to be capable of giving that amount, if so inclined. **It is reasonable to assume that this inclination does not yet exist in the hearts and minds of most prospects.** Creating the inclination to give at these levels is our mutual challenge and that of the assigned solicitor.
- E. When evaluating, consider the individual's total wealth. Most major gifts involve the donor's non-cash assets. Consider the individual's total assets – cash, land, closely held stock, and publicly traded securities.

- F. Historically, individuals are rarely insulted when they are asked to thoughtfully consider giving an amount equated to their capability rather than being asked to "give whatever you want" or "any amount will do." The former wins campaigns. The latter results in campaign failures.

Policies Concerning Gift Acceptance

I. GENERAL

- A. Payment of commitments may take the form of one or a combination of the following: cash, marketable securities, or real property that can be reasonably expected to be converted to cash within a reasonable time period (1-3 years).
- B. Commitments will be publicly recognized and/or commemorated consistent with the donor's wishes. Requests by donors for anonymity will be honored. Permission to publicly recognize a donor and his/her gift will be assumed unless otherwise requested.
- C. Gifts will not be accepted where there is no charitable intent on the part of the donor.

II. PLEDGES

- A. No verbal pledges will be recognized as having been made. Either a signed pledge or letter of intent must be in the possession of Boys & Girls Clubs of Tampa Bay before a pledge is recorded.
- B. The normal pledge payment period for gifts will be five years.
- C. Permanent donor recognition will be based upon the full payment of pledge commitments within the allotted pledge period.

III. PROPERTY GIFTS

- A. In order for property gifts to be recognized, complete transfer of ownership must have occurred.
- B. All property gifts received will be converted to cash at the earliest opportunity. Generally, property gifts will not be accepted by Boys & Girls Clubs of Tampa Bay where conversion to cash is not likely prior to five years unless the donor guarantees such a conversion.
- C. Associated expenses of any property gifts are to be borne by the donor, including environmental testing and appraisal fees.
- D. All property gifts received by BGC and disposed of within two years from the date of receipt will be duly reported to the IRS when required.
- E. All property gifts will be subject to environmental evaluation prior to acceptance by BGCT. The extent of that review will be determined for each property, and the expense will be borne by the donor.
- F. Property encumbered by a mortgage or other indebtedness will not be accepted as a gift.

IV. GIFT VALUATIONS

- A. Cash**
In cases where gifts are made in cash, the valuation is the amount of the cash.
- B. Publicly Traded Securities**
Gifts of securities will be valued at the average market value on the date the full interest in the transferred property is transmitted or postmark date if mailed.
- C. Privately Held Securities**
Gifts of closely held stock will be valued based on a qualified independent appraisal at the time of transfer. Generally, gifts of privately held securities will be accepted only when conversion into cash within a five-year time frame is expected.
- D. Real Property**
Gifts of real property will be reported based on the appraised value as determined by a qualified independent appraiser within 60 days of the date of transfer.
- E. Life Insurance**
Gifts of life insurance will be valued, for recognition purposes, based on the surrender value as of the date of the transfer.
- F. Gifts-In-Kind**
Gifts-in-kind are tangible gifts other than cash, marketable or privately held securities, or real property. Gifts-in-kind of an undetermined value will be recorded at zero dollar (\$.00) and acknowledged as received with no value stated.
- G. Service**
Gifts of service are contributions of actual, billable service directly related to the business or profession of the provider. Gifts of services will be recognized at the level of actual expenses invoiced but not to be paid. Evidence of a gift of service will be a voided or canceled invoice stating the date, type of service rendered, quantity cost, total cost, and amount to be contributed or forgiven.

V. APPRAISAL REQUIREMENTS

- A.** Gifts of property, other than publicly traded securities, must be accompanied by an appraisal if the estimated value exceeds \$1,000. A qualified independent appraiser must provide the appraisal. The appraiser cannot be associated with Boys & Girls Clubs of Tampa Bay or any of its employees. When the gift is to fund a specific recognition opportunity, donors agree to make up any short falls upon conversion to cash.
- B.** Donors of property gifts must seek their own legal and tax counsel in regards to all property gifts. BGCT reserves the right to refuse gifts of property when it is determined that the donor has not complied with IRS appraisal requirements or that the advice of the independent counsel is not being obtained.
- C.** Donors of property gifts will receive an acknowledgment of the gift only when complete transfer has occurred. The acknowledgment will not include any reference to the value of the gift.
- D.** All costs associated with obtaining a qualified appraisal will be borne by the donor.

VI. RESPONSIBILITY OF DONORS

- A. Information concerning gift planning is to be for illustrative purposes only and is not to be relied upon exclusively in individual circumstances. A letter of understanding from a donor of a property gift may be required along with proof of outside advice being rendered before such a gift will be accepted.
- B. All potential or proposed planned gifts or restricted gifts may be individually reviewed by the President and Chairperson of the board of Boys & Girls Clubs of Tampa Bay. Prospective donors are encouraged to request, and may expect to receive a letter regarding agreements to restrictions placed upon the proposed gift by the donor.
- C. Although representatives of BGCT will provide all appropriate assistance, the ultimate responsibility regarding evaluations, tax deductibility, and/or such counsel as the donor may wish to secure is the responsibility of the donor.
- D. To avoid conflicts of interest, the unauthorized practice of law, the rendering of investment advice, or the dissemination of income or estate tax advice, all donors of property gifts must indicate the professional advisors rendering opinion on the gift.

VII. GIFT ACCEPTANCE

- A. The BGCT President and development staff are authorized to accept all gifts of marketable securities and cash gifts.
- B. Property gifts other than real estate may be accepted in amounts under \$25,000 by the President of BGCT. Property gifts other than real estate valued over \$25,000 require formal approval by BGCT boards of directors.
- C. Gifts of real property require the formal approval of the boards of directors.

VIII. STOCK TRANSFERS AND SALES

- A. In the case of the gift of or pledge payment in the form of marketable securities, the stocks will be sold immediately upon transfer of ownership and no less than 24 hours from the date and time of transfer.
- B. As previously noted in Section IV.B. of these policies, the gift will be evaluated on the basis of the average market value of the stocks on the date of transfer.
- C. Any loss or gain in the value of the stock, resulting from the timing of the sale, will not be added or subtracted from the gift evaluation.
- D. It is understood that the donor, in transferring ownership of the stock, is making a charitable contribution and, as such, has no rights concerning the disposition, sale, or retention of any stocks given on behalf of the campaign.

Policies Concerning Donor Recognition

I. PURPOSE

The purposes of donor recognition policies are twofold: (1) to provide a genuine and lasting form of recognition for the generosity of benefactors to Boys & Girls Clubs of Tampa Bay; and (2) to encourage potential donors to raise their level of giving in order to achieve some form of recognition.

II. PEERAGE

One of the principles behind the successful use of donor recognition is that of peerage. Individuals, corporations, and foundations often wish to be seen among their peers, and this includes being viewed as peers in their level of giving. To over-encourage anonymity sometimes diminishes the effectiveness of donor recognition policies because of the loss of peerage.

III. ANONYMITY

Benefactors will be given the opportunity to choose anonymity, and this anonymity will be reflected in all published lists and other forms of donor recognition. The following will be those individuals who, for reasons of stewardship and security, will be informed of the amount of all pledges including those who request anonymity:

BGCT President	BGCT Chief Financial Officer
BGCT Board Chairs	VP of Development
BGCT Counsel	Development Manager
Director of Public Relations	Donor Services Manager

Donors who elect anonymity should be made aware of the select individuals who will be informed of their pledge, before news of the gift is communicated. Donors should then have the opportunity to further limit this list. Donors of \$5,000 or more will be reported on the organization's 990 form.

IV. PROVISIONS FOR RECOGNITION

A. Summary

Provisions will be made to recognize donors of \$1,000 or more to Boys & Girls Clubs of Tampa Bay while recognizing the wishes of those who choose to remain anonymous.

B. Forms of Recognition

BGCT will utilize the following three forms of donor recognition: (1) named gift opportunities; (2) donor recognition levels on the Wall of Honor; and (3) publications.

C. Named Gift Opportunities

Named gift opportunities are the designation of clubs, rooms and programs in recognition of a specified and agreed upon level of financial support.

D. Donor Recognition Levels

Donor recognition levels are groupings of donors according to levels of giving in two categories as outlined below:

LIFETIME DONORS *Based on cumulative giving of \$25,000 or more and reflects contributions recorded from the inception of our computerized database in 1984*

Platinum - \$1,000,000+

Gold - \$500,000-\$999,999

Silver - \$100,000-\$499,999

Bronze - \$25,000-\$99,999

ANNUAL DONORS *Based on annual giving of \$1,000 or more.*

Chairman's Club - \$100,000+

President's Circle - \$50,000 - \$99,999

Benefactors - \$25,000 - \$49,999

Champions - \$10,000 - \$24,999

Guardians - \$5,000 - \$9,999

Pacesettters - \$2,500 - \$4,999

Associates - \$1,000 - \$2,499

Donors who give at these levels will be honored with their name on the Wall of Honor in the Steinbrenner Center Metro Office and in our quarterly newsletter, Talk About Life.

E. Publications

Periodically, the names of members of donor recognition levels or reserved named gift opportunities will be published. Again, the purposes of these publications will be twofold: (1) to show appreciation for pledges made and to encourage others to make significant and stretching philanthropic commitments; and (2) to show appreciation for commitments made.

F. Pledge Payment and Recognition

All forms of permanent recognition will be based upon pledges paid. Conversely, those donors with unpaid pledges will not be given permanent recognition until such pledges are fulfilled.

G. Highest Level of Recognition

Donors who contribute at levels to designate a named gift opportunity will be acknowledged using each of the three donor recognition techniques. These benefactors will be honored with the designated gift. They will be included at the highest of the donor recognition levels and, thus, will be listed on the permanent plaque and in publications.

V. EXCEPTIONS

The BGCT boards of directors are empowered to grant any exception to these general policies in order to encourage significant gifts or improve benefactor relationships.

Policies Concerning Matching Gifts

A. Solicitation of Matching Gifts

Whenever and wherever possible, donors to the endowment campaign will be encouraged to seek out and take advantage of corporate or foundation matching gift programs.

B. Designation of Matching Gift

Unless otherwise directed by the donor corporation or foundation, income from matching gifts will be designated for the same restricted purpose as the original gift of the individual donor.

C. Donor Recognition

The corporate or foundation matching gift donor will receive credit and appropriate named gift recognition and/or will be categorized in the appropriate donor recognition level. The amount of the matching gift will be added to the record of the donor who initiated the gift for recognition purposes.