**DEVELOPMENT**

**POLICIES AND PROCEDURES**

**FOR**

**[INSTITUTION]**

**[ADDRESS]**

**[CITY], [STATE] [ZIP]**

**TABLE OF CONTENTS**

**Page**

**TABLE OF CONTENTS** 1

**INTRODUCTION**  6

**FUND RAISING** **POLICY** 7

**HISTORY** 8

**MISSION STATEMENT** 9

**ARTICLES OF INCORPORATION** 10

**BY-LAWS AND AMENDMENTS** 11

**IRS TAX RULING** 12

**OFFICIAL NAME** 13

**FEDERAL TAX IDENTIFICATION NUMBER** 13

**GOVERNANCE** 14

**ORGANIZATION TABLE** 15

**[DIRECTOR’S or TRUSTEE’S] ROLE** 16

**RESPONSIBILITIES OF THE BOARD OF [DIRECTORS or TRUSTEES]** 17

**STANDING COMMITTEES** 18

**POLICY ON CONFLICT OF INTEREST** 19

Annual Conflict of Interest Statement 20

Determination Letter 21

**STAFF JOB DESCRIPTIONS** 22

**GUIDELINES ON AND POLICIES ON:**

Charitable Gifts 23

Solicitation and Acceptance of Charitable and Philanthropic Gifts 25

**TABLE OF CONTENTS** **(Continued)**

**Page**

Ethics - Donor Bill of Rights 26

[AREA RESPONSIBLE]'s Relationship with Patients 27

Reporting Systems 28

Call Reports 28

Individual Donor Information 28

Individual Prospect File 28

Expectancy File 28

Log of Non-Cash Gifts 29

Gifts of Cash 30

Corporate Matching Gifts 32

IRS Form 8300 33

Gifts of Life Insurance 34

Non-Cash Charitable Contributions (Gifts In-Kind) 35

In-Kind Gift Tax Verification Form 37

IRS Form 8283 39

Gifts of Merchandise (Special Rule Deduction) 40

Gifts of Securities 41

Gifts of Real Property 43

Property Inquiry Form 47

Field Checklist for Hazardous Waste 50

Budget Analysis 51

Specimen Acknowledgment Letter 53

Gifts of Medical Equipment 54

Gifts of Personal Property 55

Art and Other Collectibles 55

Automobiles 55

Watercraft and Marine Items 56

Aircraft 58

Furniture and Other Miscellaneous Personal Property 59

**TABLE OF CONTENTS (Continued)**

**Page**

**GUIDELINES AND POLICIES FOR:**

Capital Campaign 61

Campaign Gift Opportunities 63

Endowments 66

Endowment Fund Policy 66

Endowment Fund Procedures 66

Endowment Fund Naming Opportunities 68

Description and Listing of Endowment Funds 68

Year-End-Gifts 69

Memorial Giving 70

Raffles 71

Special Events 73

Budget Summary 76

Expense Sheet 77

Co-Sponsored Benefits 79

Application for Co-Sponsored Benefit 81

Special Events Check List 84

Approval Letter 89

Denial Letter 90

Former and Grateful Patient Solicitation Program 91

Donor Recognition Program 93

VIP Courtesy Cards 95

Request for [AREA RESPONSIBLE] Grants 96

Request for Outside Grants 97

**TABLE OF CONTENTS** **(Continued)**

**Page**

**PLANNED GIVING SECTION** 98

Introduction 99

Methods of Planned Giving 102

Gifts from Donor's Estate 102

Bequests 102

Suggested Language for Bequest 102

General Bequest 102

Specific Bequest 102

Residuary Estate 103

Endowment Bequest 103

Addition to Endowment Fund 103

Codicil 103

The Testamentary Trust 104

Unfunded Living Trust with "Pourover" Will 104

Life Income Agreements (Irrevocable Gifts Made Before Death) 104

The Charitable Remainder Unitrust 104

The Charitable Remainder Annuity Trust 105

The Tax-Exempt Income Trust 105

The Charitable Gift Annuity 105

The Charitable Q-TIP Trust 106

The Pooled Income Fund 106

The Charitable Lead Trust 107

Other Forms of Planned Giving 107

The Insurance Gift 107

Life Estate in Personal Residence 108

**GUIDELINES ON PLANNED AND DEFERRED GIFTS** 109

Acceptance and Approval of Planned and Deferred Gifts 109

Gift Types 110

Bequests 110

The Annuity Trust 110

**TABLE OF CONTENTS (Continued)**

**Page**

The Unitrust 110

The Tax-Exempt Income Trust 111

The Gift Annuity 111

The Pooled Income Trust Fund 112

Life Estates in Personal Residence or Farm 112

**GUIDELINES OF THE PLANNED GIVING ADVISORY COMMITTEE** 113

**GUIDELINES ON THE ADMINISTRATION OF GIFT INCOME** 114

**GUIDELINES ON THE INVESTMENT OF GIFT INCOME** 115

**EXCEPTIONS TO POLICIES** 117

**INTRODUCTION**

The ultimate purpose of this Manual is to provide a framework to facilitate a harmonious, efficient and productive relationship between all groups involved in the fund raising effort for [INSTITUTION].

Fund raising has always had a vital role in the history, tradition and mission of [INSTITUTION]. These policies reaffirm that role and seek to assist the [AREA RESPONSIBLE] as they deal with contemporary challenges.

This framework of policies, guidelines and procedures provides the parameters within which the [INSTITUTION] Board of [DIRECTORS or TRUSTEES] has the prerogatives of governing and managing the [INSTITUTION] fundraising effort.

**Definitions**

Policy: A principle of wise and prudent conduct or management.

The following policies establish the basic rules and relationships within the fund raising programs of [INSTITUTION] and set forth-basic management and financial practices that are vital to successful philanthropic development. It is expected that the [AREA RESPONSIBLE] will operate according to these policies.

Guidelines: A standard by which to make a judgment or determine a course of action or carry out a policy.

These guidelines are not policy or a mandate, but rather, they are recommendations. They are intended to be tools to help develop successful fund raising programs. They may be seen as goals for the [INSTITUTION]. They are intended to be specific enough to provide positive direction and flexible enough to accommodate the diversity of operations and circumstances.

Procedure: The method or manner of carrying on the business of an organization, system, etc.

These procedures are the suggested way to proceed with the business of fund raising in those areas where direction is indicated.

**FUND RAISING POLICY**

It is the policy of the [INSTITUTION], all affiliates and subsidiaries that the [AREA RESPONSIBLE] will conduct all philanthropic fund raising activities to maximize available financial resources for our mission.

Definition of Fund Raising. Any activity that involves solicitation of funds or in-kind donations for the support of or in the name of, the [INSTITUTION] from Foundations, Corporations, Individuals, Government Grants, or Special Events will be conducted by the [AREA RESPONSIBLE].

Procedure. Requests to initiate fund raising activities on behalf of all departments, affiliates or subsidiaries of [INSTITUTION] shall be submitted in writing to [AREA RESPONSIBLE]. All fund raising activities shall be approved by the [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] prior to such activities being executed. The [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] will route the request through the appropriate channels toward final approval by the [INSTITUTION] President. The request will be acted upon within 30 days of its receipt.

Receipt of Contributions. All gifts tangible or intangible shall be forward to the [AREA RESPONSIBLE] office within 24 hours of receipt.

Responsibility of Notification. It is the responsibility of all individuals within the [INSTITUTION] to notify the [AREA RESPONSIBLE] of Individuals, Corporations or Foundations that have expressed interest in supporting the philanthropic effort of the [INSTITUTION] or affiliates.

**HISTORY**

[INSERT A BRIEF HISTORY OF YOUR INSTITUTION HERE]

**MISSION STATEMENT**

[INSERT YOUR INSTITUTION'S MISSION OR CASE STATEMENT HERE]

**ARTICLES OF INCORPORATION**

(We suggest that you photo copy your original Articles of Incorporation

and insert in Manual here.)**BY-LAWS AND AMENDMENTS**

(We suggest that you photo copy your original By-Laws and Amendments

and insert in Manual here.)**IRS TAX RULING**

(Insert photocopy of IRS approval for your 501(c)(3) organization.**OFFICIAL NAME**

Individuals, attorneys, trust officers and others will need our official name and tax identification number for wills, bequest, trust and other charitable gifts. It is very important that we use the following name so that we will not be confused with another organization with similar a name.

The official name of [INSTITUTION] is:

**[INSTITUTION]**

**[ADDRESS]**

**[CITY], [STATE] [ZIP]**

**FEDERAL TAX IDENTIFICATION NUMBER**

[INSTITUTION]'s Federal tax identification number is:

**[-- --------------------]GOVERNANCE**

(Describe briefly the actual governance from the by-laws

and dates for meetings of the corporation.) **ORGANIZATION TABLE**

(Diagram your corporate structure.)**THE [DIRECTOR'S OR TRUSTEE’S] ROLE**

The [INSTITUTION] Board of [DIRECTORS or TRUSTEES] offers expertise and experience from a wide variety of fields and lends prestige to the [NAME] and to [INSTITUTION]. There are several specific areas where [DIRECTORS or TRUSTEES] contribute to the fund raising effectiveness of an institution.

The [INSTITUTION] relies on each [DIRECTORS or TRUSTEES]'s expertise in one or more areas to help plan and organize its fund raising strategy. A [DIRECTORS or TRUSTEES]'s input is valuable in determining the short and long range goals of the [NAME] program, as well as for gauging the effectiveness of specific fund raising activities.

Members of our Board of [DIRECTORS or TRUSTEES] are community leaders, who play an important role in fund raising, recruiting, and organizing volunteers for projects needing annual support, special events, and/or major capital or endowment gifts. As well, [DIRECTORS or TRUSTEES] should continually look for qualified candidates to serve as future [DIRECTORS or TRUSTEES] of the [INSTITUTION].

A [DIRECTORS or TRUSTEES]'s personal financial commitment to the institution is important not only for the funds directly provided but also for the example it provides in convincing others to contribute. This commitment is evidence to potential donors that [INSTITUTION] is a significant community resource, and a worthwhile recipient of philanthropic investment.

Enthusiasm on the part of the members of the board of [DIRECTORS or TRUSTEES] is essential to our ultimate success. The [DIRECTORS or TRUSTEES] serve as advocates of [INSTITUTION] in the community. Knowledge about the [INSTITUTION]'s role in our community will be provided through board meetings and other communications.

**RESPONSIBILITIES OF THE [DIRECTORS or TRUSTEES]**

[AREA RESPONSIBLE] exists exclusively for the benefit of [INSTITUTION]: its principal purpose being the solicitation, recording, management and disbursement of gift income to develop and expand the [NAME]'s capabilities in patient care, research and education. It is the responsibility of the [DIRECTORS or TRUSTEES] to set [NAME] policy, develop operational guidelines and procedures to assist in establishing specific objectives as they relate to the [NAME]'s primary purpose.

Individual [DIRECTORS or TRUSTEES] responsibilities are to:

1. Believe strongly in the mission of the [NAME] and serve as an active, public advocate of the [NAME], discussing significant [NAME] developments with friends, associates, and community groups.
2. Serve on at least one committee of the [NAME].
3. Work with other [NAME] [DIRECTORS or TRUSTEES] and the [INDIVIDUAL RESPONSIBLE] to establish policies that will ensure successful ongoing [NAME] fund raising programs to support the [NAME]'s long-range plans and financial requirements.
4. Help identify, cultivate and solicit individual, corporate, foundation and government prospects who have the potential for supporting the [NAME]'s development efforts.
5. Demonstrate personal commitment to the Annual Campaign, capital programs, and occasional special projects by being among the first to make a leadership gift.
6. Regularly attend a majority of the [NAME] meetings.
7. Accept major assignments in support programs, both Annual Campaign and special events whenever possible.
8. Actively identify and assist in recruiting volunteers for the Annual Campaign and other support programs.
9. Attend special events of [INSTITUTION] when the presence of [NAME][DIRECTORS or TRUSTEES] would serve one or more useful purposes (e.g., lend stature, convey an endorsement, etc.)
10. Support the [NAME] financially, although no minimum requirement as to the amount of financial support is to be designated or established.

**STANDING COMMITTEES AND PURPOSE**

(List all committees authorized in your by-laws, and include

the Chair and each individual member; dates for meetings.)

**Finance Committee:**

The purpose of the Finance Committee is to establish the investment policy for the [INSTITUTION]'s invested assets. The Finance committee is responsible for managing the investment processes in a prudent manner with regard to preserving principal while providing reasonable rates of return.

**Nominating Committee:**

The purpose of the Nominating Committee is to seek, interview and recommend potential candidates for officers and appointments to the Board of [DIRECTORS or TRUSTEES].

**Annual Giving Committee:**

The purpose of the Annual Giving Committee is to be responsible for the overall administration of our annual appeal program; including former patient mailings, and specific interest mailings that might be designed in conjunction with our annual appeal.

**Executive Committee:**

The purpose of the Executive Committee is to act on behalf of the Board of [DIRECTORS or TRUSTEES] during the period between stated meetings. This committee consists of the officers of the Board of [DIRECTORS or TRUSTEES].

**Special Events Committee:**

The purpose of the Special Events Committee is to plan, conduct and evaluate special events that promote the image and mission of [INSTITUTION].

**Public Relations and Recognition:**

The purpose of the Public Relations and Recognition Committee is to establish a positive and supportive perception of the [NAME] for its constituents for the purpose of generating contributions. The committee will facilitate the public and private recognition of gifts bestowed by others, regardless whether those gifts are tangible or intangible.

**POLICY ON CONFLICT OF INTEREST**

[INSTITUTION], serves the community as a non-profit fund-raising institution and as such operates in a role that calls for a high degree of community trust. Because the [INSTITUTION]'s activities are subject to public scrutiny, conscientious efforts must be continually taken to maintain the confidence of the community, and to avoid circumstances which might lead to a harmful conflict of interest and lessened credibility in pursuing the mission of the [INSTITUTION].

Therefore, it is the policy of the [INSTITUTION] that representatives of [INSTITUTION], including [DIRECTORS or TRUSTEES] and key employees, should not, on behalf of the [INSTITUTION], engage in any business or professional activity with persons or organizations outside the [INSTITUTION] where that activity might result in personal benefit to the [INSTITUTION] representative, and thereby result in a conflict of interest. A [INSTITUTION] representative should not accept gifts, monies, entertainment of significant value, or other gratuities from persons outside the [INSTITUTION], or otherwise deal preferentially with suppliers and others where personal gain accrues to the representative.

[DIRECTORS or TRUSTEES] and officers of [INSTITUTION], shall exercise their best judgment for the benefit of the [INSTITUTION], and shall refrain from being influenced by personal considerations of any kind in the performance of their duties. [DIRECTORS or TRUSTEES] and officers shall avoid employment, investments and personal interests which may work to the disadvantage of the [INSTITUTION].

This policy is not intended to prohibit [DIRECTORS or TRUSTEES], key employees and such other persons from furnishing services, merchandise, equipment or supplies to [INSTITUTION] pursuant to arm's-length arrangements or contracts for fair and reasonable consideration. However, all such contracts, arrangements or transactions, and the terms thereof, must be fully disclosed to the board of [DIRECTORS or TRUSTEES] and shall at all times be available for examination.

**ANNUAL CONFLICT OF INTEREST STATEMENT**

Date:

Board of [DIRECTORS or TRUSTEES]

[INSTITUTION]

[ADDRESS]

[CITY], [STATE] [ZIP]

Annual Conflict of Interest Statement

I have read and I am familiar with the Conflict of Interest Policy of the [INSTITUTION] as related to conflicts of interest and contracts or transactions between the [INSTITUTION] and its [DIRECTORS or TRUSTEES] or Officers. To the best of my knowledge, I have had no interest nor have I taken any action, which would contravene this policy, except such interest, or action, which is fully disclosed below:

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Sincerely,

(Name)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Title or Position)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**DETERMINATION LETTER**

Date:

Board of [DIRECTORS or TRUSTEES]

[INSTITUTION]

[ADDRESS]

[CITY], [STATE] [ZIP]

Request for Determination Concerning Possible Conflicts of Interest

1. I have read and am familiar with [INSTITUTION]'s policy concerning conflicts of interest.
2. At this time I am seeking a determination of whether the contemplated course of action described below may constitute a conflict of interest in contravention of the policy:

Sincerely,

(Name)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Title or position)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**STAFF JOB DESCRIPTIONS**

(Insert your job descriptions for all staff members of the fund raising area)

**GUIDELINES ON CHARITABLE GIFTS**

1. A "Gift", as generally defined, is something of value that is transferred from one person to another without compensation.
2. A charitable contribution that meets the standards for deductibility must be a true gift for which the donor anticipates no benefit in return. Thus the donating of money or other property is not always allowable for tax purposes except that which is covered by existing Internal Revenue Codes.
3. In order for such gifts to qualify, the contribution must be made with detached or disinterested generosity or out of affection, respect or admiration for the organization. A gift must not be quid pro quo; that is, it cannot be motivated by any incentive of anticipated gain such as the donor expecting a bargained-for benefit. (IRS Section 170 (e) (3) (c)). A quid pro quo contribution is a payment made partly as a contribution and partly for goods or services provided to the donor by the charity.
4. Therefore, the [AREA RESPONSIBLE] will not routinely develop or engage in promising publicity or media coverage as a condition to receiving a charitable contribution. Gifts having such conditions attached will be referred to the Board of [DIRECTORS or TRUSTEES] for review, and final acceptance.
5. The [AREA RESPONSIBLE] will provide a written disclosure statement to donors who make a payment, described as a "quid pro quo contribution," in excess of $75.00. This requirement is separate from the written substantiation required for deductibility for gifts by check of $250 referred to in section VII (below) regarding Donor Substantiating Requirements. *(See the Gifts of Cash section of this manual for detailed instructions.)*
6. The needs and interests of the donor and the institution must be considered and unrealistic terms should be avoided by both parties. A prospective donor needs encouragement to give but must be counseled so that unwise conditions are not attached to a contribution. The [INSTITUTION] has a right to protect itself from unreasonable demands.
7. All gifts, regardless of value, form, or designated use, will be acknowledged by the [AREA RESPONSIBLE]. The acknowledgement represents to the donor the [INSTITUTION]'s official acceptance of the gift, its terms, conditions, as well as official certification for tax purposes.
   1. Each gift must be acknowledged as promptly as reasonably possible. The [AREA RESPONSIBLE] will send an official acknowledgment of all gifts over $50.
   2. Acknowledgment of all monetary gifts should state the dollar value of the gift and date of receipt as supporting documentation for tax purposes.
   3. Non-monetary gifts such as securities, real property, and gifts in kind will be acknowledged by describing the number and type of items involved. This documentation is useable by donors for tax purposes but may not always include valuation information.
   4. [DIRECTORS or TRUSTEES], employees of the [INSTITUTION] or [AREA RESPONSIBLE] staff shall not purchase or acquire donated gifts or property unless the sale of the gift has been approved by the Board of [DIRECTORS or TRUSTEES].

**GUIDELINES ON SOLICITATION AND ACCEPTANCE**

**OF CHARITABLE AND PHILANTHROPIC GIFTS**

1. The seeking of charitable and philanthropic funds from individuals, corporations and foundations will be accomplished with dignified, ethical, business and recognized fund development practices. Appeals to these entities who may have a current or potential commercial relationship with the [INSTITUTION] will be conducted in the spirit of philanthropy with no suggestion of withdrawing current or promising a future business relationship.
2. [AREA RESPONSIBLE] staff, volunteers, and persons employed or contractually retained by the [AREA RESPONSIBLE] shall refrain from all undue pressure when seeking gifts from potential donors. The responsibility of every [AREA RESPONSIBLE] representative is to create conditions of opportunity, not obligation, in assisting the donor to fulfill their philanthropic purposes.
3. All information relating to current and prospective donors including amount of gift, size of estate, beneficiaries, next-of-kin or family relationships will be kept in strict confidence. No information will be publicly released unless written permission is obtained from the donor.
4. Publicity regarding Life Estates, Trusts and Bequests will not be released without the written consent of the donor or surviving family members.
5. Prospective donors, particularly those wishing to make a substantial gift, shall be advised to seek the counsel of their attorney and/or financial consultant on matters relating to estate planning and tax liability. The [AREA RESPONSIBLE] shall also seek the counsel of its attorney - if needed - before executing certain kinds of documents with donors.
6. Charitable gifts will be accepted for unrestricted and restricted use. Restricted funds will be established according to the need as defined by the Board of [DIRECTORS or TRUSTEES], Senior Management and/or the President/CEO.

**ETHICS-DONOR 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 assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit 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 acknowledgment and recognition.

DEVELOPED BY

American Association of Fund Raising Counsel (AAFRC)

Association for Healthcare Philanthropy (AHP)

Council for Advancement and Support of Education (CASE)

Association of Fundraising Professionals (AFP)

VI.

To be assured that information about their donations 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.

ENDORSED BY

Independent Sector

National Catholic Development Conference (NCDC)

National Committee on Planned Giving (NCPG)

National Council for Resource Development (NCRD)

United Way of America

**GUIDELINES ON [AREA RESPONSIBLE]’S RELATIONSHIP WITH PATIENTS**

The [AREA RESPONSIBLE]'s contact with patients will be determined by the status of the individual patients existing relationship with the [NAME]. The two major categories of patients are:

1. Non-donors
2. Donors

Each category will be handled as follows:

**Non-donors**

The [AREA RESPONSIBLE] staff will not visit or solicit non-donors while they are patients of the Hospital unless a visit is requested by the patient, patients family or the admitting physician with permission of the patient.

One of the most simple and cost-effective ways for the [AREA RESPONSIBLE] to acquire new donors is to solicit former patients. The non-donors will be solicited 120 days after their discharge by direct mail by the [NAME].

**Donors**

The [AREA RESPONSIBLE] has an excellent opportunity to strengthen relationships with donors when they become patients. By offering them simple courtesies during their hospital stay, the [NAME] reinforces motives for continued support; possibly leading to even higher giving levels.

The recognition in some appropriate form of staff members, volunteers, philanthropist and others when admitted continues to be practiced in most hospitals throughout the country.

In order to accomplish this, a system is needed, first, to identify patients who are donors and second, to communicate with them at the beginning of their hospital stay. The [AREA RESPONSIBLE] will not have access to clinical records during the screening process for inpatient donors.

The goal of the [AREA RESPONSIBLE] is to create a VIP Program designed to promote goodwill and facilitate easy admissions and courtesy discharge privileges. In developing this program, the desire to balance courteous acknowledgement of a patient's admission with respect for privacy remains a determining factor. The [NAME] staff will not visit or solicit current donors that are admitted for psychiatry, plastic surgery (cosmetic surgery) and infectious disease, especially sexually transmitted diseases like HIV.

**GUIDELINES ON REPORTING SYSTEMS**

1. Call Reports

The [AREA RESPONSIBLE] will establish a call reporting system. The call reports will be completed by the [AREA RESPONSIBLE] staff when there is a meaningful contact with a prospective donor that could result in a potential gift of $500 or more.

The Report will be a 3-part form and will be used as follows:

1. Originals will be filed sequentially by date in a master file report folder.
   1. 2nd Copy will be filed in the prospects/donors file folder.
   2. 3rd Copy will be used as a tickler copy for follow-up.
2. Individual Donor Information

Will be input into the [AREA RESPONSIBLE] donor tracking system.

1. Individual Prospect File

A file folder will be maintained on all major donors and prospects for gifts of $500 or more. The files should be filed alphabetically by the name of the prospect or donor. Information to be filed will include call reports, financial data, notes on meetings with the donor/prospect, copies of wills, insurance policies, trust, etc. The [AREA RESPONSIBLE] will not maintain or obtain clinical information on prospects or donors.

1. Expectancy File

A separate file is to be maintained for all planned and deferred gifts. Information on Bequests, Charitable Remainder Trusts, Gift Annuities, Life Income Agreements, Life Insurance Trusts, Gifts of Life Insurance, Life Estate, etc. should be transferred to the expectancy file. The file folders for this area should be specifically identified, so they will receive special handling and will be filed separately from the regular donor files.

1. Log of Non-Cash Contributions

The [AREA RESPONSIBLE] will maintain a listing of all Non-Cash Charitable Contributions given to the [AREA RESPONSIBLE]. This log is to be maintained as permanent records of the [AREA RESPONSIBLE] for a period of seven years. The log will contain the following information:

1. Name and address of donor
2. Item Name
3. Description of Item
4. Date Item was received
5. Fair Market Value

**GUIDELINES ON GIFTS OF CASH**

1. Gifts in the form of checks or cash, intended for [INSTITUTION] should be sent to the [AREA RESPONSIBLE] office on the day they are received.
2. All gifts of checks or cash receipts received will be deposited in a financial institution as soon as possible and no later than the second business day after their receipt.
   1. Procedures for Handling Cash and Checks:
      1. Cash receipts are given immediately for all cash received.
      2. The envelopes are open in the presence of another [NAME] employee and the checks are endorsed and date stamped.
      3. After the checks for the day has been totaled, the second employee will double check the balances, initial the adding machine tape that the amount has been verified.
      4. The checks and photocopied and a deposit slip is prepared by (job description).
      5. (Job description) will make the deposit to the Bank prior to the cut off time for credit on the same business day, The deposit slip will be given to the donor tracking operator for reconciliation on a weekly basis with the donor tracking system.
      6. Correspondence relating to the gift will be attached to the photocopy of the check and forwarded to the [INDIVIDUAL RESPONSIBLE]. A second copy of the check and correspondence will be filed in the donor file folder.
      7. (Job description) enters the data into the computerized donor tracking system.
3. In instances where the specific use is unclear or inappropriate, the available details about the gift should be brought to the immediate attention of the [INDIVIDUAL RESPONSIBLE].
4. Upon receipt of any cash gift of $10,000 or more IRS Form 8300 (sample found in this manual) will be completed by the [INDIVIDUAL RESPONSIBLE] and forwarded to the Internal Revenue Service.
5. The [AREA RESPONSIBLE] will provide the donor a more detailed acknowledgement letters if the contribution is a "quid pro quo contribution" in excess of $75.00. A quid pro quo contribution is payment made partly as a contribution and partly for goods or services provided to the donor by the [INSTITUTION]. An example of a quid pro quo contribution occurs when a donor gives the [AREA RESPONSIBLE] $100.00 for a concert ticket valued at $40.00. In this example, $60.00 would be deductible. Because the donor's payment (quid pro quo contribution) exceeds $75.00, the disclosure statement must be furnished, even though the deductible amount does not exceed $75.00.
6. Separate payments of $75.00 or less made at different times of the year for separate fund raising events will not be aggregated for purposes of the $75.00 threshold.
7. The written disclosure statement must:
   1. Inform the donor that the amount of the contribution that is deductible for federal income tax purposes is limited to the excess of any money (and the value of any property other than money) contributed by the donor over the value of goods or services provided by the [INSTITUTION], and
   2. Provide the donor with a good-faith estimate of the value of the goods or services that the donor received.
   3. Provide the donor with a written acknowledgement of all gifts equal to or in excess of $250.00. Individual gifts in amounts less than $250.00 are not aggregated and, therefore, do not require written substantiation by the [INSTITUTION]. Although it is not required [INSTITUTION] will sent out a contemporaneous written acknowledgement for all donors having multiple contributions of $250.00 or more reflecting the total amount of the donor’s total contributions for the year.

**GUIDELINES ON CORPORATE MATCHING GIFTS**

1. The donor will receive an acknowledgement from the [AREA RESPONSIBLE] after the [INSTITUTION] receives the donor’s individual gift.
2. Corporate matching gifts [will/will not] apply to the individuals cumulative gift level.
3. The [AREA RESPONSIBLE] will apply for matching gifts to the matching Gift Company with the forms provided by the donor.
4. All corporate matching gifts will be acknowledged. Special acknowledgement will be made to the donor/employee who made the matched gift.

***Include example of IRS form 8300.*GUIDELINES ON GIFTS OF LIFE INSURANCE**

1. Gifts of insurance will be accepted and administered by the [AREA RESPONSIBLE]. When a gift of insurance is received, the [AREA RESPONSIBLE], the [AREA RESPONSIBLE] will establish an individual prospect file and add the donor's name to the expectancy file. Upon receipt of the life insurance policy, the following disposition may occur by recommendation of the [COMMITTEE RESPONSIBLE].
   1. When the [INSTITUTION] is designated as both the owner and beneficiary, the [INSTITUTION] has the choice of receiving any cash value or the equivalent in the form of paid-up insurance, or the [COMMITTEE RESPONSIBLE] may prefer to keep the policy in force by continuing to make policy payments. Each gift of this kind will be initially reviewed by the [COMMITTEE RESPONSIBLE] for a case-by-case decision on disposition of the gift. A copy of the policy should be maintained in the donor file.
   2. When [INSTITUTION] is the beneficiary, or contingent beneficiary, the [AREA RESPONSIBLE] will establish an expectancy file. It will be the responsibility of the [AREA RESPONSIBLE] to follow-up with this class of donor in order to up-grade them into an irrevocable gift. A copy of the policy or beneficiary record should be maintained in the donor file.

**GUIDELINES ON NON-CASH CHARITABLE CONTRIBUTIONS**

1. Noncash gifts less than $500 may be accepted by [INSTITUTION] staff for unrestricted use, providing they are approved by the [INDIVIDUAL RESPONSIBLE]. All noncash gifts in excess of $500 must be approved by the [COMMITTEE RESPONSIBLE].
   1. The following provisions for accepting gifts-in-kind must be considered:
      1. They are easily salable.
      2. They are useful to the [INSTITUTION].
   2. A valid independent appraisal should be provided by the donor and, if necessary, by the [NAME] to:
      1. Determine the donor's charitable income tax deduction.
      2. Establish an asking price for resale.
      3. Establish the value for carrying the assets on the [AREA RESPONSIBLE]'s records.
   3. Other considerations before deciding to accept or reject gifts of personal property will be:
      1. Cost of selling.
      2. Storage cost.
      3. Transportation cost.
      4. Maintenance and repair.
   4. The [AREA RESPONSIBLE] should encourage the donor to consult his/her financial advisor.
2. The [AREA RESPONSIBLE] will advise the potential donor of the following IRS requirements:
   1. The donor must complete IRS Form 8283 if the total claimed value exceeds $500. (Copy of Form 8283 found in this manual.)
   2. An appraisal summary must be submitted with the tax return.
   3. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.
   4. The appraisal summary must contain the following information:
      1. Donor's legal name, address and taxpayer Social Security or Tax Identification number.
      2. Description of the property sufficient to demonstrate that the property appraised is the property that was contributed.
      3. For tangible property, a brief summary of the overall physical condition of the property at the time of the donation.
      4. The manner and date of acquisition by donor.
      5. Donor's basis in the property.
      6. Date the [AREA RESPONSIBLE] received the property.
      7. Name, address and taxpayer Social Security or Tax Identification number of the qualified appraiser.
      8. The appraiser's fair market value of the property on the date of the contribution.
      9. The appraiser's declaration that he or she is a qualified appraiser.
      10. The appraiser’s declaration that the fee for the appraisal was not determined under a prohibited method, that the appraiser has not been disqualified from rendering appraisals for tax purposes.
3. The [INDIVIDUAL RESPONSIBLE] will complete Section B, Part I (Form 8283) (Donee acknowledgement) after document is properly completed by the donor.
4. The [AREA RESPONSIBLE] is required to complete IRS Form 8282 (Donee Information Return) and send a copy to the donor and the IRS under the following conditions:
   1. If the [AREA RESPONSIBLE] sells, transfers or disposes of the property within 2 years after the date of the receipt of the contribution if the original value declared exceeded $500.
5. Non-Cash Charitable Contributions are entered into the log for non-cash contributions.

**IN-KIND GIFT TAX VERIFICATION FORM**

[INSTITUTION] verifies that the following item(s) were donated, without reservation, for the [INSTITUTION]'s use, resale, or disposal; and that the [NAME] makes no determination as to value.

Federal tax laws limit the income tax charitable contribution deduction to the fair market value of the property as of the date of the gift. Under certain circumstances, the amount of the deduction may be reduced. Examples of property for which the deduction is less than fair market value include, but are not limited to, inventory property, short-term capital gain property, and tangible personal property, the use of which is unrelated to the [INSTITUTION]'s exempt purpose. **The burden of proof regarding the amount of the deduction rests with the contributor.**

If a donor's non-cash contributions exceed $500, a Form 8283 may be required. If the donor's total non-cash gifts exceed $5,000 for the taxable year, an appraisal may be required.

Please consult your tax advisor regarding the substantiation, reporting, and deductibility of your contributions.

**CONTRIBUTIONS:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contributor: Phone:

# Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Received By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On behalf of [INSTITUTION], thank you for your In-Kind Contribution; please list the item(s) below.

$ Value **\***

***\* If any item has a value of more than $500, provide the donor with a receipt.***

Donor Name

If Corporation, Representative's Name

Address

City, State, Zip

Phone Today's date

Or

[INSTITUTION] Department [AREA RESPONSIBLE]

Representative Representative

**In-Kind Contributions:** A contribution of equipment, supplies, or other property in lieu of money. The donor may place a monetary value on In-Kind gifts for tax purposes.

**FORM 8283**

***Include example of IRS Form 8283.*(THIS SECTION MAY ONLY BE USED BY ORGANIZATIONS WHICH TREAT**

**THE ILL, NEEDY OR INFANTS)**

**GIFTS OF MERCHANDISE (SPECIAL RULE DEDUCTION)**

[INSTITUTION] will accept merchandise that qualifies for a charitable contribution deduction under section 170 (e)(3) provision of the Internal Revenue Code. That provision allows a Corporation to deduct up to twice the cost basis of the merchandise donated (or the cost basis plus half the unrealized appreciation, if less than twice the cost basis) if the following requirements are satisfied.

1. Stock in trade of the taxpayer or other property of a kind which would properly be included in the inventory of the taxpayer if on hand at the close of the taxable year, or property held by the taxpayer primarily for sale to customers in the ordinary course of trade or business.
2. Property used in the taxpayer's trade or business of a character, which is subject to the allowance for depreciation provided in section 167 or real property, used in the taxpayer's trade or business.

If the above provisions are satisfied, it will be the responsibility of the [AREA RESPONSIBLE] to furnish to the Corporate donor a written statement which:

1. Describes the contributed property, stating the date of its receipt.
2. Represents that the property will be used for the care of the ill, needy or infants and that the property will not be sold, bartered or traded for services.
3. Represents that [INSTITUTION] is a 501 (c)(3) corporation which is not a private foundation for tax purposes.
4. Represents that adequate books and records will be maintained and made available to the Internal Revenue Service upon request.

If transferred to another organization the transferee organization must furnish to [INSTITUTION] a written statement stating:

Thank you for the merchandise listed below which we received on . The merchandise will be used in accordance with the provision of the IRS Code 170 (e)(3). The merchandise will not be bartered, traded or sold, and will be used for the care of the ill, needy or infants. It is also understood that the institution will keep records of this transaction for the IRS in the event they wish to verify this transaction. The institution is a section 501 (c)(3) corporation which is not a private foundation for tax purposes.

**GUIDELINES ON GIFTS OF SECURITIES**

1. Gifts of readily marketable securities will be accepted by the [AREA RESPONSIBLE].
   1. Donated securities should be sent by certified or registered mail or hand delivered. A stock power of attorney form, signed by the donor and naming [INSTITUTION] as transferee, should be sent in a separate envelope, again using certified or registered mail.
   2. Donors may instruct their broker or agent to transfer securities to the [INSTITUTION] as gifts. The donors should instruct their broker to "immediately notify the [AREA RESPONSIBLE] of the gift" and to request instructions for correct handling of the securities. Securities and certificates do not need to be issued in the name of the [INSTITUTION]. Only a signed stock power of attorney is required by the [AREA RESPONSIBLE] to effect title transfer.
   3. The [AREA RESPONSIBLE] will maintain in the donor's file a copy of all contents and the instructions of security gifts transmitted, including the envelope. The postmark on the envelope determines the date for computing the value of the gift for the donor's charitable deduction.
   4. Upon receipt of marketable securities the following dispositions may occur by recommendation of the [COMMITTEE RESPONSIBLE] of the [INSTITUTION].
      1. As a general policy, the securities will be sold immediately upon receipt through a broker selected by the [AREA RESPONSIBLE]. If restricted by the donor, the cash realized will be applied to the appropriate fund in accordance with their wishes. If there is no donor restriction, it will be placed in the unrestricted fund. See II-A for exceptions.
      2. In selected instances, with the [COMMITTEE RESPONSIBLE]'s approval, the securities may be retained by the [INSTITUTION] for their dividend in paragraph 1, above.
      3. If determined to be advantageous, the dividends realized may be applied to a Dividend Reinvestment Plan to purchase additional stock. When sold, the cash received will be applied as in paragraph D-l.
      4. The [COMMITTEE RESPONSIBLE] of the [INSTITUTION] may authorize the sale of any security in whole or in part to fund approved projects or programs. The proceeds of sale shall be applied, as in paragraph D-1.
2. Gifts of securities that will not be accepted:
   1. Securities which, in the opinion of the [COMMITTEE RESPONSIBLE], have no apparent value, or in any way could create a liability for the [INSTITUTION].
3. Valuation and donor recognition of Gifts of stocks, bonds, debentures, etc., regularly traded on an exchange will be valued at the mean between the high and low prices at which the security was traded on the date of acceptance. If there were no sales on that date, the value shall be determined by taking the weighted average of the means between the highest and lowest sales on the nearest dates before and after the date of acceptance.
4. The federal tax identification number for [INSTITUTION] is .

**GUIDELINES ON GIFTS OF REAL PROPERTY**

1. Procedure For Initial Processing of Potential Gifts

The [INDIVIDUAL RESPONSIBLE] will have overall responsibility for handling inquiries, negotiating with donors, assembling the documentation, presenting the gift for acceptance to the [COMMITTEE RESPONSIBLE] and marketing real property gifts. All inquiries regarding real property will be referred to or coordinated with the [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE].

1. Authority to Negotiate

The [INDIVIDUAL RESPONSIBLE] will have the authority to negotiate with donors, retain appraisers, surveyors, realtors and other technical consultants, and to execute agreements subject to [INSTITUTION] approval. Assuming such activities follow approved procedures and assuming such agreements follow the form approved by the [AREA RESPONSIBLE]'s legal counsel, this authority to act will not require review or further approval.

1. Board of [DIRECTORS or TRUSTEES]s’ Responsibility

In all instances of gifts of real property, the Board of [DIRECTORS or TRUSTEES] has final determination of accepting or rejecting the gift.

1. Evaluation of Potential Gifts
   1. **Property and report form:** Upon initial inquiry, potential donors will be asked to complete a property inquiry form and return it to the [INDIVIDUAL RESPONSIBLE] with appropriate maps and documentation. (A sample form is included as Exhibit A.)
   2. **Liens and encumbrances:** Property which is subject to liens, unpaid mortgages, deeds of trust, judgment liens, unpaid taxes or assessments, mechanics' liens or other encumbrances will be evaluated as "bargain sales". (A bargain sale is an arrangement whereby a donor offers property to the [INSTITUTION] at a price significantly below its market value.)

Properties subject to encumbrances will be considered for acceptance only if evaluation convincingly demonstrates that the property can be sold at a price, which exceeds the aggregate amount of the encumbrances, and any costs associated with satisfying them and any selling costs.

* 1. **Field evaluation:** If initial information indicates that an offer is serious and if the property seems potentially profitable, a member of the [AREA RESPONSIBLE] staff or an authorized representative will visit the property. A representative may be a local realtor, as the [INDIVIDUAL RESPONSIBLE] may deem appropriate.

The purpose of the visit will be:

* + 1. To identify any potential problems not evident from initially supplied information.
    2. To identify any environmental conditions that would argue against [AREA RESPONSIBLE] sale of property.
    3. To identify any potential environmental problems (such as the presence of toxic chemicals or other pollution). The Field Checklist (annexed as Exhibit B) will serve as the basis for this analysis. If any indications of possible pollution exist, the [INDIVIDUAL RESPONSIBLE] will decide either to forego the gift or to retain consultants to undertake more detailed analysis.
  1. **Market evaluation:** Whenever practicable, arrangements will be made to have a realtor analyze the property to evaluate the existence of a market for such property. The [INDIVIDUAL RESPONSIBLE] may, at their opinion, request that the donor provide such an evaluation from a realtor acceptable to the [INDIVIDUAL RESPONSIBLE].
  2. **Expense budget:** [INDIVIDUAL RESPONSIBLE] will prepare a budget outlining all the projected expenses associated with the acceptance of all proposed real property. The budget will include consideration of the factors set forth in Exhibit C.

1. Authority to Accept Real Property
   1. Upon completion of the evaluation, the [INDIVIDUAL RESPONSIBLE] will present the proposed gift to the Board of [DIRECTORS or TRUSTEES].
   2. The Board of [DIRECTORS or TRUSTEES] will have the final authority to accept or refuse a real property gift.
2. Authority to Refuse Gifts of Real Property
   1. The Board of [DIRECTORS or TRUSTEES] may refuse any offered real property that is judged not to be in the best interests of the [INSTITUTION].
3. Procedure for Accepting Real Property
   1. Prior to agreeing to accept the gift of any real property, the [AREA RESPONSIBLE] will obtain title certification. Prior to acceptance, the [COMMITTEE RESPONSIBLE] shall consider the need for title insurance and require such insurance in appropriate cases. When deemed appropriate, the [AREA RESPONSIBLE] may purchase title insurance with approval of the [COMMITTEE RESPONSIBLE].
   2. Prior to, or upon transfer of title to [INSTITUTION], the donor and the [AREA RESPONSIBLE] will sign an agreement (approved by legal counsel) stating the terms of the gift, which shall specify that there are no restrictions of the [AREA RESPONSIBLE]'s right to use or convey the property.
   3. Prior to, or upon transfer of the property to [INSTITUTION], the [AREA RESPONSIBLE] will obtain sufficient insurance to protect the [AREA RESPONSIBLE] from losses due to physical damage or liability claims that might arise.
   4. The [AREA RESPONSIBLE] will have an appraisal prepared by a professional real estate appraiser (appraisers should be certified by Member Appraisal Institute) for the purpose of determining the market value of the property. When deemed appropriate, the [AREA RESPONSIBLE] may accept a statement by a realtor in lieu of a formal appraisal.
   5. [INSTITUTION] will not seek exemption from real estate taxes for real property unless the property is to be used for [NAME]-related purposes.
4. Responsibility of the Donor
   1. The donor will be responsible for complying with all applicable legal requirements.
   2. The donor will be responsible for obtaining his/her own appraisal for the purpose of establishing the value of the gift for federal income tax purposes.
   3. Donors will be encouraged to discuss contemplated bequest of real property before finalizing their Wills. Property that is bequeathed to the [INSTITUTION] will be evaluated like other real property gifts.
   4. The donor will provide a statement certifying that to the donor's knowledge no hazardous waste or materials have been used or stored on the property.
5. What [INSTITUTION] Will Not Do
   1. Except in extraordinary circumstances, the [AREA RESPONSIBLE] will not pay for legal assistance, appraisals or other services on behalf of the donor. In the event that [INSTITUTION] does contemplate making such payments in connection with a proposed conveyance, the property may be evaluated as though it were subject to liens and encumbrances (Paragraph IV. B.).
   2. [INSTITUTION] will not establish or corroborate the value of any property for the purpose of substantiating the donor's income tax charitable deduction.
6. Marketing Real Property
   1. After accepting real property, arrangements will be made to sell the property through a qualified real estate professional.
   2. Local zoning ordinances, land-use plans and community attitudes will be considered in marketing real property.
   3. While it is anticipated that in most circumstances the sale price will equal or exceed the appraised value of the property, the terms of the sale will take into account current market conditions, availability of financing and other factors.

Any offer that is below 70 percent of the appraised value must be approved by the Board of [DIRECTORS or TRUSTEES].

* 1. Any financing offered by [INSTITUTION] to a purchaser shall be approved by the Board of [DIRECTORS or TRUSTEES]. A mortgage or deed of trust on the property must secure such terms. The priority of such mortgage with respect to other liens or encumbrances will be within the discretion of the Board of [DIRECTORS or TRUSTEES], provided that, if such mortgage does not have first priority, then the total value of all liens or encumbrances shall not exceed 50 percent of the actual sale price (including the lien of [INSTITUTION]).

1. Internal Procedures
   1. All files pertaining to real property will be maintained by the [INDIVIDUAL RESPONSIBLE].
   2. Deeds to real estate properties will be stored in the [INSTITUTION] Finance Office and duplicate copies will be maintained by the [AREA RESPONSIBLE].
   3. Enter gift into the log of non-cash contributions file.

**PROPERTY INQUIRY FORM**

**EXHIBIT A**

I. Ownership**:** (full names and addresses of all owners; use additional pages, if necessary)

Name:

Address:

Telephone: [Business] ( ) [Home] ( )

Type of ownership: Sole and Separate  Joint General Partnership

Limited Partnership Community Property Other \_\_\_\_\_\_

Does ownership include mineral rights, water rights, any restrictive easements, covenants and Rights of Way etc.?

II. **Location:**

Is there an address?

City County State

How is the property designated on the tax maps?

What is the nearest large town or city? (if applicable)

Distance from nearest large town or city? (if applicable)

Directions from nearest large town or city (if applicable)

III. **Financial and title information:**

How did you acquire this property?

How long have you owned this property?

What did you pay for property?

Is there an unpaid mortgage? Yes No

Amount of unpaid mortgage $

Please describe any liens or encumbrances

Is there any pending litigation with regard to the property? If so, please describe:

Are there tenants on the property? Yes No

Annual rental income $

Do you have a recent appraisal? Yes No

Appraisal date: Appraised (approximate) market value $

***(Please provide a copy of the appraisal, if possible.)***

Amount of annual taxes $ When are taxes due?

Zoning?

Has the property been the subject of any regulatory designations (such as wetlands)? If so, please list type of designation and regulatory agency:

Do you have title insurance? Yes No

Name of title insurance company:

What is the policy number?

***(Please provide a copy of the policy, if available.)***

Have any insurance claims been made with regard to the use of this property? If so, please describe.

IV. **Description:** Residence Vacant Land Condominium Rental

Commercial Other

Number of acres: Approximate Dimensions:

Boundaries (roads, water, development, etc.)

Natural features (vegetation, water, geological formations, etc.)

Improvements (buildings, roads, utility easements, etc.)

**Usage**: Please give a brief history of how property was used before and during your ownership.

Is the property benefited by any rights of way or easements? Please describe:

Describe uses on adjacent parcels:

V. **Supporting information:** Please attach any information that will help [INSTITUTION] evaluate the property, such as:

topo map tax map aerial photo soil survey survey

latest tax notice

**EXHIBIT B**

**FIELD CHECKLIST FOR INITIAL DETERMINATION OF POSSIBLE PRESENCE OF HAZARDOUS WASTE ON PROPERTY TO BE ACQUIRED BY [INSTITUTION]**

1. **On-site Conditions.**
   1. Present or past industrial use of property.
   2. Proximity to industrial facilities likely to generate waste.
   3. Road access (to facilitate dumping).
   4. Presence of barrels, drums, fragments, paint cans, etc.
   5. Presence of other debris from past or present waste dumping.
   6. Presence of oil ponds or other liquids or oil slicks on puddles.
   7. Presence of stressed vegetation (different coloration, stunted growth, bare spots, etc.).
   8. Examine both sides of all roads and paths (for their full lengths) for signs of waste disposal
   9. Presence of mounding or unusual soil disturbances.
   10. Presence of surface or underground storage tanks.
   11. Presence of asbestos insulation in buildings or utility installations.
   12. Automobile parking, truck storage, railroad storage or other possible sources of spilled oil or gasoline.
   13. Is groundwater in proximity of property potable?
   14. Presence of high voltage electric lines.
2. **Other Investigations**
   1. From owner, neighbors, or "old timers," obtain history of use of property.
   2. Check title history for industrial ownership.
   3. Check regional office of U.S. Environmental Protection Agency, state and local environmental agencies and local health departments for record of problems and complaints.
   4. Talk to local police to see if there have been problems or complaints.
   5. Obtain aerial photograph from local tax assessor, U.S. geological survey or local flying club.
   6. Talk to local planning and/or zoning officials regarding current and projected plans for the area.
   7. Have site checked for levels of PCBs and other environmental hazards.

**EXHIBIT C**

**REAL ESTATE BUDGET ANALYSIS**

Property Name and Location:

**ACQUISITION COSTS**

Appraisal $

Survey:

Title Closure:

Legal Fees:

Closing Cost:

Taxes:

Travel:

Lien or Mortgage:

Other:

Total $

**ONGOING**

Taxes:

Insurance:

Other:

Total $

**SELLING COSTS**

Transfer Taxes:

Advertising:

Travel:

Legal Fees:

Realtor Fees:

Other:

Total $

**EXHIBIT D**

**SPECIMEN ACKNOWLEDGEMENT LETTER OUTLINING CONDITIONS OF GIFT**

Date

Donor

Address

City, State, Zip

Dear :

The purpose of this letter is to acknowledge receipt of your gift of the captioned property to [INSTITUTION] and to confirm that you have made an unconditional gift of the property to [INSTITUTION]. In other words, you have not imposed and [INSTITUTION] has not accepted any conditions, restrictions or limitations on the manner in which [INSTITUTION] may use or dispose of the property. [INSTITUTION] may sell or otherwise transfer or dispose of any or all of its interest in the property at any time, at its sole discretion and when it does so it shall comply with any and all applicable reporting requirements, including those of the Internal Revenue Service.

If the foregoing accurately reflects our understanding, please sign this letter in the space provided below.

Very truly yours,

[INSTITUTION]

Accepted and agreed as of the date set above:

Donor

NOTE: This letter is to be transmitted with a personal letter of appreciation to the donor.

**GIFTS OF MEDICAL EQUIPMENT**

1. New and used medical equipment will be accepted when there is a need within the [INSTITUTION].
2. Acceptance of all gifts will be coordinated with the Vice President for Medical Affairs.
3. The donor shall be responsible for the cost of packing, transportation, and storage of the equipment prior to acceptance by [INSTITUTION].
4. The [INDIVIDUAL RESPONSIBLE] may assume expenses of packing, transportation, storage, and repair of equipment when it may be economically advantageous to [INSTITUTION].
5. The item or items will be carried at cost less estimated depreciation.
6. The [AREA RESPONSIBLE] will advise the potential donor of the following IRS requirements:
   1. The donor must complete IRS Form 8283 if the total claimed value exceeds $500. (Copy of Form 8283 found in this manual.)
   2. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.
      1. A qualified appraiser cannot be the donor, the [AREA RESPONSIBLE], a [NAME] [DIRECTOR or TRUSTEE], or person employed by or related to the donor or [AREA RESPONSIBLE].
      2. The qualified appraiser will be required to certify Form 8283 for the donor.
      3. The appraiser agrees that his/her fee was not based upon a percent of the appraised value.
7. The [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] will complete Section B, Part I (Form 8283) (Donee Acknowledgement) if properly completed by the donor.
8. The [AREA RESPONSIBLE] is required to complete IRS Form 8282 (Donee Information Return) and send a copy to the donor and the IRS under the following conditions:
   1. The [AREA RESPONSIBLE] sells, transfers or disposes of the property within two years after the date of the receipt of the contribution if the original value declared exceeded $500.

IX. Enter the gift into the log of non-cash contributions.

**GUIDELINES ON GIFTS OF PERSONAL PROPERTY**

I. Gifts of Works of Art and Other Collectibles

A. Art, and other collectibles purchased and self-created, will be accepted with the following conditions:

1. No commitment will be made to keep the art or other collectibles if not suitable for display in the facilities of [INSTITUTION]. The [AREA RESPONSIBLE] retains the right to sell the gifts.

2. If a work of art or other collectibles have appreciated since being acquired by the donor, the donor will be informed that the gift may not be related to the [AREA RESPONSIBLE]'s "charitable purpose" and that the same tax deduction may be less than if given to an art museum.

3. It is the donor's responsibility to secure, arrange, and pay for appraisals to establish their charitable income tax deduction.

4. Unless an independent appraisal is provided, the gift will be carried on the [AREA RESPONSIBLE]'s financial records at $1.00.

5. Recognition of the gift will be the same as for others with no special or individual plaques displayed on the work itself unless otherwise authorized by the [AREA RESPONSIBLE].

6. Enter the gift into the log of non-cash contributions file.

7. If art is donated by the person who created it, the tax deduction is limited to the cost of the materials used for that piece of art.

B. The [NAME] will advise the donor of the following IRS requirements:

Individuals who donate art works with an aggregate value of at least $20,000 must attach to their tax returns a completed copy of a qualified appraisal of the work plus an 8 x 10 color photograph or a color transparency no smaller than 4 x 5 inches. The appraisal and the photograph will be reviewed by the IRS art advisory panel, composed of experts in the field. “Art” includes sculptures, water colors, prints, drawings, ceramics, antique furniture, decorative arts, textiles, carpets, silver, rare manuscripts and historical memorabilia.

II. Gifts of Automobiles and Other Vehicles

A. Automobiles and other types of vehicles with a retail book value of $2,500 will be acceptable by the [AREA RESPONSIBLE] only if they are in working order and easily salable. Prior to its acceptance, the [AREA RESPONSIBLE] or its assignee will make a physical inspection.

B. Vehicles that are not practical for [INSTITUTION]'s use will be sold.

1. The [AREA RESPONSIBLE] will sell the vehicles to a wholesale dealer in an "as is" condition with the condition on the sale that the [AREA RESPONSIBLE] is to be held harmless for all representations, and condition.

C. The [AREA RESPONSIBLE] will advise the potential donor of the following IRS requirements:

1. It is the donor’s responsibility to determine the value of the charitable gift. (A suggestion for determining that value would be the Retail Blue Book value that can be obtained from your Bank Loan Department.)

2. The donor must complete IRS Form 8283 if the total claimed value exceeds $500. (Copy of Form 8283 found in this manual.)

3. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.

a. A qualified appraiser cannot be the donor, the [NAME], a [NAME] [DIRECTOR or TRUSTEE], or person employed by or related to the donor or [AREA RESPONSIBLE].

b. The qualified appraiser will be required to certify Form 8283 for the donor.

c. The appraiser agrees that their fee was not based upon a percent of the appraised value.

D. The [INDIVIDUAL RESPONSIBLE] will complete Section B, Part I (Form 8283) (Donee Acknowledgement) if properly completed by the donor.

E. The [AREA RESPONSIBLE] is required to complete IRS Form 8282 (Donee Information Return) and send a copy to the donor and the IRS under the following conditions:

1. The [AREA RESPONSIBLE] sells, transfers or disposes of the property within two years after the date of the receipt of the contribution if the original value declared exceeded $500.

2. Enter the gift into the log on non-cash gifts contributions file.

III. Gifts of Watercraft and Marine Items

A. Watercraft and other marine items will be acceptable by the [AREA RESPONSIBLE] only if they are in working order and easily salable. Prior to acceptance, the [AREA RESPONSIBLE] or its assignee will make a physical inspection.

B. The asset value of the watercraft will be determined by the retail price in the "Official Marine Guide" and/or any other recognized marine appraisal guide. However, if the value of the gift is more than $5,000, it is the donor's responsibility to secure, arrange or pay for appraisals to establish their charitable income tax deduction. The appraisal must be made by a competent appraiser.

C. The [AREA RESPONSIBLE] will assume the cost of maintenance, insurance, mooring and storage from the date of acceptance forward.

D. The [AREA RESPONSIBLE] will insure the watercraft for its appraised value upon receipt of proof of ownership.

E. The [AREA RESPONSIBLE] may use this appraisal to determine a reasonable asset value for the [AREA RESPONSIBLE]'s books and a suggested retail sales price. The [AREA RESPONSIBLE] may request a second independent appraisal or may require its own appraisal prior to establishing gift value.

1. The [AREA RESPONSIBLE] will obtain three bids from watercraft and marine dealers for the item.

2. The [AREA RESPONSIBLE] will sell all watercraft to the highest bidder in "as is" condition, with the condition of the sale that the [AREA RESPONSIBLE] is to be held harmless for all representations and condition.

F. The [AREA RESPONSIBLE] will advise the potential donor of the following IRS requirements:

1. The donor must complete IRS Form 8283 if the total claimed value exceeds $500. (Copy of Form 8283 is found in this manual.)

2. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.

a. A qualified appraiser cannot be the donor, the [AREA RESPONSIBLE], [INDIVIDUAL RESPONSIBLE] or person employed by or related to the donor or [AREA RESPONSIBLE].

b. The qualified appraiser will be required to certify Form 8283 for the donor.

c. The appraiser agrees that their fee was not based upon a percent of the appraised value.

G. The [INDIVIDUAL RESPONSIBLE] will complete Section B, Part I (Form 8283) (Donee Acknowledgement) if properly completed by the donor.

H. The [AREA RESPONSIBLE] is required to complete IRS Form 8282 (Donee Information Return) and send a copy to the donor and the IRS under the following conditions:

1. The [AREA RESPONSIBLE] sells, transfers or disposes of the property within two years after the date of the receipt of the contribution if the original value declared exceeded $500.

2. Enter the gift into the log of non-cash contributions file.

IV. Gifts of Aircraft

A. Aircraft will be accepted under the following conditions:

1. The owner has an airworthy certificate for the aircraft from the Federal Aviation Authority (FAA) and there are no outstanding liens on the aircraft.

2. The owner will furnish the last annual inspection report and log books for the airframe and engine.

3. The owner will furnish the [AREA RESPONSIBLE] an affidavit that he/she is the rightful owner of the aircraft and the logbooks are correct.

B. The [AREA RESPONSIBLE] will verify with the FAA that the aircraft is free of liens prior to acceptance.

C. The [AREA RESPONSIBLE] will assume the cost of maintenance, storage, and insurance from the date of acceptance forward.

D. It is the donor's responsibility to secure, arrange or pay for appraisals to establish their charitable income tax deduction. The appraisal must be made by a competent and recognized appraiser.

E. The [AREA RESPONSIBLE] may use this appraisal to determine a reasonable asset value for the [AREA RESPONSIBLE]'s books and a suggested retail sales price. The [AREA RESPONSIBLE] may request a second independent appraisal or may require its own appraisal prior to establishing gift value.

F. The [AREA RESPONSIBLE] will advise the potential donor of the following IRS requirements:

1. The donor must complete IRS Form 8283 if the total claimed value exceeds $500. (Copy of Form 8283 found in this manual.)

2. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.

a. A qualified appraiser cannot be the donor, the [NAME], [NAME] [DIRECTOR or TRUSTEE], or person employed by or related to the donor or [AREA RESPONSIBLE].

b. The qualified appraiser will be required to certify Form 8283 for the donor.

c. The appraiser agrees that his/her fee was not based upon a percent of the appraised value.

G. The [INDIVIDUAL RESPONSIBLE] will complete Section B, Part I (Form 8283) (Donee Acknowledgement) if properly completed by the donor.

H. The [AREA RESPONSIBLE] is required to complete IRS Form 8282 (Donee Information Return) and send a copy to the donor and the IRS under the following conditions:

1. The [AREA RESPONSIBLE] sells, transfers or disposes of the property within two years after the date of the receipt of the contribution if the original value declared exceeded $500.

2. Enter the gift into the log of non-cash contributions file.

V. Gifts of Furniture and Other Miscellaneous Personal Property

A. General provisions of accepting any gift rests with the [INDIVIDUAL RESPONSIBLE] under the following conditions:

1. They are easily salable.

2. They are useful to the [INSTITUTION].

3. No commitment will be made to keep this item.

B. A valid independent appraisal will be provided by the donor to:

1. Determine the donor's charitable income tax deduction.

2. Establish an asking price for resale.

3. Establish the value for carrying the assets on the [AREA RESPONSIBLE]'s records.

C. Other considerations before deciding to accept or reject gifts of personal property will be:

1. Cost of selling.

2. Storage cost.

3. Transportation cost.

4. Maintenance and repair.

5. Location of property.

VI. The [AREA RESPONSIBLE] will advise the potential donor of the following IRS requirements:

A. The donor must complete IRS Form 8283 if the total claimed value exceeds $500. (Copy of Form 8283 found in this manual.)

B. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.

1. A qualified appraiser cannot be the donor, the [NAME], [NAME] [DIRECTOR or TRUSTEE], or person employed by or related to the donor or [AREA RESPONSIBLE].

2. The qualified appraiser will be required to certify Form 8283 for the donor.

3. The appraiser agrees that his/her fee was not based upon a percent of the appraised value.

VII. The [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] will complete Section B, Part I (Form 8283) (Donee Acknowledgement) if properly completed by the donor.

VIII. The [AREA RESPONSIBLE] is required to complete IRS Form 8282 (Donee Information Return) and send a copy to the donor and the IRS under the following conditions:

A. The [AREA RESPONSIBLE] sells, transfers or disposes of the property within 2 years after the date of the receipt of the contribution if the original value declared exceeded $500.

B. Enter the gift into the log of non-cash contributions file.

**CAPITAL CAMPAIGNS**

A capital campaign is an organized program that is structured to solicit funds for a designated capital objective, such as construction, equipment or endowment with an identified dollar goal. It is a project involving extensive use of volunteers and many potential donors. It may be a single-purpose or multi-purpose campaign.

There are three main periods of a capital campaign:

1. A period of planning in which the feasibility of a fundraising effort is determined by a preliminary discussion, fact finding, and donor interest testing.
2. A period of preparation for the campaign in which the organization is planned and established; campaign literature is prepared; the field of prospective donors is defined, measured, and cultivated; and pacesetting gifts are sought.
3. A period of active, well-publicized solicitation and cleanup in which the volume solicitation for small and medium gifts takes place.
4. Wrap-up.

A capital campaign is not to be confused with established annual giving or other special purpose appeals.

1. Approval Procedures
   1. [AREA RESPONSIBLE] policy requires approval by the Board of [DIRECTORS or TRUSTEES] of [INSTITUTION] before any capital fundraising program in the name of the [INSTITUTION] can be undertaken.
   2. If a capital campaign is approved, the personnel to staff the campaign, its budget, case statement and other publications, timetable and procedures to be followed must be approved by the [INDIVIDUAL RESPONSIBLE].
2. Feasibility Studies

Capital campaigns with objectives of $2,500,000 or more normally will not be undertaken until after a feasibility study by a competent professional consulting firm has shown the objective to be feasible. The selection of an outside professional firm, definition of its responsibilities, and conduct of the study shall be done with the advice and approval of the appropriate Board of [DIRECTORS or TRUSTEES].

1. Campaign Planning Committee

The [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] or his/her designated representative shall serve as a member of each capital campaign planning committee. The [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] or his/her designated representative will be consulted regarding personnel involved with a campaign, its budget, timetable and procedures.

**CAMPAIGN GIFT OPPORTUNITIES**

The [INSTITUTION] recognition of charitable gifts to campaign is an essential expression of the gratitude that creates public awareness of the general support the [NAME] has received from the community we serve. It shall be the policy of the [INSTITUTION] to recognize the significance of certain events, individuals, or groups, by naming [INSTITUTION] facilities or parts thereof after said event, individual, or group.

1. The purpose for campaign gift naming opportunities is to provide incentives for donors to make gifts to the campaign and, in return, have appropriate units named for them. Gift naming opportunities are critical to the success of the campaign for the following reasons:
   1. They present the largest possible leadership gift incentives.
   2. They provide the campaign with the best opportunity for unrestricted gifts.
   3. They are the most visible forms of recognition for donors.
2. There are significant opportunities for donors to be honored by naming various [INSTITUTION] facilities, roadways, streets, programs, rooms, scholarships, etc. after them.
3. Where appropriate plaques, or nameplates or other recognition vehicles honoring the donor (s) will be prepared and displayed on the appropriate facilities.
4. Some examples of named gifts units are as follows:
   1. Major Facilities
      1. Buildings 4. Athletic Stadiums
      2. Plazas 5. Athletic Fields
      3. Parks
   2. Rooms or Floors
      1. Galleries 5. Surgical Suites
      2. Library Collections 6. Out-patient Clinics
      3. Performance Halls/Auditoriums 7. Reception Areas
      4. Conference and Seminar Rooms 8. Laboratories
   3. Programs
5. Colleges 6. Cancer
6. Schools 7. Heart
7. Departments 8. Emergency
8. Centers 9. Nursing
9. Institutions 10. Children
   1. Special Equipment
      1. (List)
   2. Outdoors
      1. Streets & Roads
      2. Walkways & Promenades
      3. Courtyards
   3. Endowments
      1. Chairs
      2. Professorships
      3. Fellowships
      4. Scholarships
10. Facilities and/or parts thereof may be names for an individual living or deceased who has distinguished himself or herself through significant contributions to the [INSTITUTION] in material gifts, special service, outstanding achievement in health care, or magnanimous dedication to the betterment of the [INSTITUTION] or society.
11. No facility, building or part thereof shall be named after an individual who is currently employed by the [INSTITUTION] or receiving remuneration from the [INSTITUTION] for services or counsel rendered.
12. Buildings or facilities may be named for a donor to or of [INSTITUTION], a group of individuals or an organization provided the gift of the donor, group, or organization:
    1. Exceeds 50% of the total construction cost of the building or facility if said building or facility is under construction or being planned (if the gift is received within one year of occupation of the facility and is more than 50% of the original total construction cost, the same conditions apply), or,
    2. Exceeds $500,000 in cash, marketable securities or real estate, or other property the proceeds of which was dedicated to the facility or building: or,
    3. Is a significant portion of the total contribution by a group or organization when the total contribution of the group or organization meets the criteria in (a) or (b) above and the group or organization requests such recognition?
13. Parts of building or facilities may be named for a donor to the [INSTITUTION] provided the donor's gift represents a substantial portion of the cost to construct, furnish, or equip the part.
14. Nominations for buildings or facilities or parts thereof shall be made in writing to the Executive Director of the Foundation who shall provide final recommendation to the Board of [DIRECTORS or TRUSTEES]. Each nomination shall be acknowledged and acted upon by the Executive Director or [COMMITTEE RESPONSIBLE].
15. In every case where a nomination for a building or facility or part thereof is successful, appropriate recognition activities and events shall be initiated. The Executive Director of the Foundation shall be responsible for planning and coordinating such activities and events in cooperation with the appropriate administrator in whose realm of responsibility the building, facility or part resides.
16. The final responsibility for naming such facilities or parts thereof shall be that of the Board of [DIRECTORS or TRUSTEES] of the [NAME] subject to final approval by the [INSTITUTION] Board of [DIRECTORS or TRUSTEES].

**GUIDELINES AND POLICIES FOR ENDOWMENTS**

**Endowment Fund Policy**

The "Endowment Fund" of [INSTITUTION] is a specifically designated pool of assets held and invested by the [DIRECTORS or TRUSTEES] to provide long-term growth interest and dividends.

The policy of [INSTITUTION] for endowment gifts is; "endowment gifts are those for which the principal amount of the gift is invested. Only the income from the Endowment Fund portfolio is used, at the direction of the [NAME] [DIRECTORS or TRUSTEES], to provide financial support for activities of the [INSTITUTION] or expenses associated with managing the [NAME]."

The Endowment Fund will be composed of endowment gifts where specified by the donor for this purpose as well as other gifts and investment earnings as directed to the fund by the [DIRECTORS or TRUSTEES]. Therefore, the Endowment Fund will contain contributions and other income, which in the true sense of the Hospital Audit Guide (published by the American Institute of Certified Public Accountants) do not qualify as pure endowment. This does not, however, conflict with the intent of the Fund and does not compromise formal accounting responsibilities.

Interest earnings from the Endowment Fund will be made available on a regular basis for discretionary use by [DIRECTORS or TRUSTEES] in support of the [INSTITUTION] or as additions to the Endowment Fund.

As a general matter of policy, Endowment Fund principal may not be invaded to provide operation funds for the [INSTITUTION] except in the case of a financial emergency; and in such case only by an affirmative vote of three-fourths of the [NAME] [DIRECTORS or TRUSTEES].

(As an exception, and as outlined in the Audit Guide, [DIRECTORS or TRUSTEES] may not penetrate that part of the principal which comes from contributions of third party donors where the gift is specified as endowment by the donor(s).

**Endowment Fund Procedures**

1. A specified endowment fund may be established only with the approval of the Board of [DIRECTORS or TRUSTEES] and upon completion of a memorandum of understanding by the [AREA RESPONSIBLE], donor and other parties (if appropriate).
2. An endowment fund is established to provide financial support for a purpose that represents an integral part of the Development program.
3. All inquiries regarding establishing an endowment should be directed to the [INDIVIDUAL RESPONSIBLE] for initial discussion.
4. Guidelines on Charitable Gifts and Solicitation and Acceptance of Charitable Gifts should be included when the [AREA RESPONSIBLE] provides information on establishing an endowment.
5. Endowment accounts and/or funds will be established upon the recommendation of the Board of [DIRECTORS or TRUSTEES]. Each endowment fund will have specific guidelines detailing the purpose of the endowment. A memorandum of understanding that has been mutually agreed upon by the donor and the [COMMITTEE RESPONSIBLE] will be developed prior to acceptance of the endowment gift.
6. Contributions accepted in support of an endowment will be considered part of the principal of the fund. Unless specifically stated in the memorandum of understanding, principal will not be invaded. The income generated by the investment of the fund will be available for the particular use and support of the endowment.
7. The investment of endowment funds will be at the direction of the Board of [DIRECTORS or TRUSTEES]. See Guidelines on the Administration of Gift Income and Guidelines on Investment of Gift Income.
8. Endowment funds in excess of $25,000 may bear the name of the principal donor or such individual as designated by the principal donor. In lieu of such a designation by the principal donor and with the written approval of the principal donor, Board of [DIRECTORS or TRUSTEES] may designate the name of the endowment fund. The Board of [DIRECTORS or TRUSTEES] may designate the name of the endowment when the endowment fund has no principal donor.
9. Endowment gifts totaling less than $25,000 but more than $10,000 may be classified as an endowment fund upon approval of the Board of [DIRECTORS or TRUSTEES] if future additions to this fund are anticipated.
10. A principal donor is defined as an individual, foundation, or corporation who has contributed one/fifth or more of the total initial goal attributable to the particular endowment.
11. Endowment funds may be established through a testamentary bequest, trust agreement or an outright cash gift. (An endowment fund established through an outright gift will be documented to designate the particular terms and conditions, which will apply to the principal donor and [INSTITUTION] with respect to the use of the funds contributed to the particular endowment). (See number 1 above).
12. It is recognized that in rare instances the need for the established endowment fund may cease to exist, in which event the following procedure will be substantially adhered to:
    1. Notify the principal donor, if still available, that the Board of [DIRECTORS or TRUSTEES] of [INSTITUTION] has determined that the particular endowment fund can no longer serve the purpose originally intended.
    2. Have the principal donor select such other form of endowment, which may then be available for immediate implementation by [INSTITUTION].
    3. The use of the original endowment fund will be transferred to the selected endowment and shall bear the name of the original principal donor.
    4. If for any reason the original donor is unavailable or should there be no agreement as to the disposition of the endowment fund as originally contemplated, then in that event said fund shall be transferred to be used for [NAME] purposes as the Board of [DIRECTORS or TRUSTEES] of [INSTITUTION] may determine.
13. Should [INSTITUTION] cease to exist, then the funds shall be transferred in accordance with the by-laws of [INSTITUTION].
14. Individual levels for naming opportunities are:

Building = Minimum of 50% of the construction or renovation cost.

Wing = Minimum of 65% of the construction or renovation cost.

1. **PLEASE LIST YOUR NAMED ENDOWMENTS AND GIVE A BRIEF DESCRIPTION OF EACH ONE HERE**

**YEAR-END-GIFTS**

1. A charitable contribution can be deducted by an individual for income tax purposes only in the year in which it is actually given. Envelopes bearing gifts in excess of $250 received by mail during the final weeks of the year will be retained in the donor's file to substantiate their tax deduction. Gifts received by the [AREA RESPONSIBLE] or its representatives must be postmarked no later than December 31, or must be delivered or transferred to the [AREA RESPONSIBLE]'s account by this date.
2. If cash or securities are personally delivered by the donor, a notation should be made on the document(s) by the person accepting the gift which reads: "hand-delivered on December , 20 ", and a receipt given to the individual describing the gift.

**MEMORIAL GIVING**

Memorial gifts are promoted by the [AREA RESPONSIBLE] through the brochures and giving envelopes available at the [INSTITUTION] [AREA RESPONSIBLE] office and through special mailings. This information is made available upon request to area funeral homes, churches and interested organizations.

All Memorial Gifts are usually smaller gifts in the form of remembrances for the following situations:

1. In lieu of flowers
2. To remember persons at the time of death
3. To say "thank you" for good care and concern
4. To honor an individual
5. To mark an anniversary or birthday

Gifts are acknowledged to both the donor and the family of the remembered person. No dollar amounts are revealed to the family. When there are multiple memorial gifts the names and address shall be included in the letter to the family of the remembered person. All additional gifts will be acknowledged at least weekly.

Donor's names will be included in ( ).

All memorial gifts will be placed in the unrestricted funds account unless otherwise indicated.

**GUIDELINES AND POLICIES FOR RAFFLES**

1. [AREA RESPONSIBLE] will conduct raffles as a fund raising event with the following policies:
   1. The [AREA RESPONSIBLE] will conduct all raffles so that they will be in compliance with the rules established by the (Organization in your state responsible for raffles, bingo, games of chance etc.).
   2. The cost of raffle tickets is not tax deductible to the purchaser.
   3. All printed material and tickets will clearly state that the raffle donation is not tax deductible.
   4. [AREA RESPONSIBLE] staff members are not eligible for prizes.
   5. The [NAME] will file Internal Revenue Form W2-G by January 15 in the same manner that issued in filing W-2 forms for employees, and furnish a copy to winner of prizes with a fair market value of $600.00 or more.
   6. The [NAME] will submit to the IRS as it would for employees payroll withholding.
2. The [NAME] will request the Taxpayer ID# (Social Security Number) if winnings exceed $600. If the winner cannot or refuses to provide the taxpayer ID#, then the [NAME] will withhold 28% of the winnings of $5,000 or more, minus the cost of the raffle ticket.
3. Gifts of Merchandise for Raffles will be accepted under the following conditions:
   1. The donor must complete IRS Form 8283 if the fair market value exceeds $500.
   2. The [AREA RESPONSIBLE] Board of [DIRECTORS or TRUSTEES] reserves the right and responsibility to require an independent evaluation or appraisal of all gift items.
   3. The donor must have a written appraisal by a qualified appraiser on all gifts in excess of $5,000.
      1. A qualified appraiser cannot be the donor, the [INSTITUTION], a [AREA RESPONSIBLE] [DIRECTOR or TRUSTEE], or person employed by or related to the donor or [NAME].
      2. The qualified appraiser will be required to certify Form 8283 for the donor.
   4. The [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] will complete Section B, Part I Form 8283 (Donee Acknowledgement) if properly completed by the donor.
   5. The [NAME] will maintain a separate file of completed Form 8283 for gifts of merchandise used as prizes for raffles.
   6. For gifts of prizes under $5,000, the [NAME] will provide the donor with an in-kind gift form, and a description of the item, but not including the value. See section on handling of noncash contributions.

**GUIDELINES FOR SPECIAL EVENTS**

**SPONSORED BY THE [AREA RESPONSIBLE]**

In order to schedule appropriate activities that will continue to establish [INSTITUTION]'s presence in the community, needed special events will be systematically planned. The following criteria will be used to evaluate each event:

1. The event maintains the image and integrity of the [INSTITUTION].
2. The event is promoted and operated in an ethical and professional manner.
3. To schedule events in a suitable way that will be in harmony with other activities of the [AREA RESPONSIBLE] and will not be a burden on its donor base.

To this end, policy and procedures have been established as follows:

**The [INDIVIDUAL RESPONSIBLE] must approve all special events prior to implementation of any plans to have an event.**

The [INDIVIDUAL RESPONSIBLE] must approve the date and location of the event. The [INDIVIDUAL RESPONSIBLE] will take responsibility for signing any contracts or agreements, which may be required.

At least one member of the [AREA RESPONSIBLE] will be assigned to the steering committee for the event.

Once the event is approved, a memo of understanding will be signed by the chairperson of the steering committee, who will act as liaison with [AREA RESPONSIBLE] staff in coordinating the event from start to finish.

The [COMMITTEE RESPONSIBLE] requests regular status reports during the planning and promotional period which may be presented by the chairperson of the event or the [AREA RESPONSIBLE] liaison.

The [INDIVIDUAL RESPONSIBLE] or a person designated will approve all promotional material, brochures and ticket copy to maintain the proper image for the event.

All entry tickets and raffle tickets must be paid for in advance by cash, check, or acceptable charge cards.

All revenue will be turned in to the [AREA RESPONSIBLE] prior to the event, or within 15 days of the event and the [AREA RESPONSIBLE] will pay all expenses.

The accounting records pertaining to the event will be kept by the [AREA RESPONSIBLE].

The [AREA RESPONSIBLE] will take responsibility for obtaining all licenses and insurance as needed and as is warranted by the type of event being held. The committee will agree to abide by the rules set by governing organizations controlling such things as gaming rules and liquor licenses, etc.

Suggested Guidelines for Planning and Evaluating Special Events:

1. The [NAME] will be responsible for completing the required IRS Forms (i.e. W-2G or 1099 misc.) for raffle winners and silent auction participants.
2. A special event should net at least 50% of gross income.
3. Assign approximately five tickets for every person actively selling tickets by personal solicitation. Do not ask anyone to sell who is not interested in the project, or unwilling to purchase a ticket for themselves.
4. The vast majority of the participation in special events will come from foundation donors, hospital family, and local community, so:
   1. Make sure the event is within the means of these constituencies.
   2. Make sure it will be of interest to these groups.
   3. Make sure the event will take place in a location that is convenient to these people.
5. Don't mimic another organization's traditional event. A traditional event sells itself - a new event will not, and it will look like a failure by comparison.
6. Special care should be taken in the use of promoters at special events. You may consider a promoter who charges flat fee or a percentage of the net proceeds, but under no circumstances should a promoter be used who charges a percentage of receipts.
7. Never promote something as tax deductible if it isn't.
8. Make special events fun so people will want to attend again next year.
9. Don't try to force people to spend more than they expected.
10. Don't belabor people with long introductions or speeches about how great your organization is.
11. Do tell people how great they are for participating and always explain how the proceeds will be used. Thank everybody!
12. Organize special events like a business venture. A committee structure with conscientious committee chairs is essential. A written list of the duties and responsibilities of each committee and its chair should be produced.
13. Formulate a realistic, detailed budget in advance and stick to it. Never guess about what expenses will be.
14. Collect the names and addresses of all the participants and volunteers for the event. These people are now friends of the hospital and can be cultivated in the future.

**Special Event Budget Summary**

**Revenue**

1. Registration/Entry Fees $

2. Tickets $

3. Pledges $

4. Corporate Sponsorship $

5. Donations $

6. Auctions $

7. Advertising in Program $

8. Other Income $

Total Income $

**Direct Expenses** **Indirect Expenses**

1. Location/Facility $ 1. Printing $

2. Food/Beverage $ 2. Postage $

3. Entertainment $ 3. Insurance $\_\_\_\_\_\_

4. Prizes/Awards $ 4. Other $

5. Other Expenses $\_\_\_\_\_\_

Total Expenses $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Profit: $**

**% Fund Raising Costs: $**

**Special Event Expense Sheet**

**Direct Benefit Costs**

1. Location:

a. Rent $

b. Installation Charges $

c. Clean-up Charges $

d. Permits/Licenses $

e. Police/Barricades $

f. Electronic Timing Equipment $

g. Equipment Rental $

h. Other $

Total $\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Food/Beverage:

a. Meals (price per person X

number of participants) $

b. Bar (corkage/set-up,

bartender, etc.) $

c. Snacks/Appetizers $

d. Caterer $

e. Gratuity $

f. Other $

Total $

3. Entertainment:

a. Speaker $

b. Singers/Dancers/Actors $

c. Band $

d. Special Lighting $

e. Sound Equipment $

f. Audio Visual Equipment $

g. Decorations/Flowers $

h. Photographer $

i. Other $

Total $

4. Prizes/Awards:

a. Trophies $

b. Plaques $

c. Certificates $

d. Other $

Total $

**Non-Direct Benefit Costs**

1. Printing:

a. Invitations $

b. Tickets $

c. Flyers $

d. Posters/Banners $

e. Programs $

f. Promotional Materials $

g. Pledge Forms $

h. Other $

Total $

2. Postage:

a. First Class $

b. Bulk Mailings $

Total $

3. Insurance: $

4. Other:

a. Travel $

b. Meetings $

Total $ \_\_\_\_\_\_\_\_\_\_\_\_

**GUIDELINES FOR CO-SPONSORED BENEFITS**

1. Co-sponsored benefits are those activities through which another organization or a group of individuals offers to hold a fund raising event for the benefit of [INSTITUTION]. Prior to submitting approval the [INDIVIDUAL RESPONSIBLE] will determine if the event meets the following requirements:
   1. Will maintain the image and integrity of [INSTITUTION].
   2. The event will be promoted and operated in an ethical and professional manner.
   3. Will ensure that the date selected is in harmony with other activities of the [AREA RESPONSIBLE].
   4. The event will net at least 50% of gross income.
   5. The organization or group will follow as closely as possible [INSTITUTION]’s Suggested Guidelines for Planning & Evaluating Special Events.
   6. Will secure an event application providing a written description of the proposed event from the sponsoring group. (Sample application follows this section.)
2. Any individual, group, committee, or outside organization wishing to have a special event with [INSTITUTION] must fill out a special event application providing a written description of the proposed event. This document will include projected financial statements of the revenue and expenses for the event.
3. The completed event application and recommendation will be submitted to the [INDIVIDUAL RESPONSIBLE] for approval.
   1. When approved, a memo of understanding will be signed by an officer of the sponsoring organization, who will act as liaison with the [AREA RESPONSIBLE] staff in coordinating the event.
   2. At least one member of the [AREA RESPONSIBLE] will be assigned to the committee for the event if deemed appropriate by the [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE].
   3. The [AREA RESPONSIBLE] [COMMITTEE RESPONSIBLE] must approve the date and location of the event.
   4. The sponsoring organization will take responsibility for obtaining all licenses and insurance needed by the type of event being held. The sponsoring organization will agree to abide by the rules set by governing organizations controlling such things as gaming rules and liquor licenses, etc.
   5. The [AREA RESPONSIBLE] will receive regular reports from the sponsoring organization and a comprehensive final evaluation.
   6. The [AREA RESPONSIBLE] must approve all promotional material prior to use.
   7. Usage of [INSTITUTION] logo by the sponsoring organization must be approved by the [AREA RESPONSIBLE].

**[INSTITUTION]**

**APPLICATION FOR CO-SPONSORED BENEFIT**

PROPOSED EVENT:

DATE (or approx.): TIME:

PROPOSED LOCATION:

ARE YOU A 501(C)(3) ORGANIZATON? IF YES, WHAT IS YOUR TAX ID #?

SPONSORING ORGANIZATION:

CHAIRPERSON: PHONE:

LIST OTHER COMMITTEE MEMBERS:

PURPOSE OF THE EVENT:

DESCRIPTION OF EVENT:

PLEASE LIST COMPONENTS OF EVENT FOR PURPOSES OF DETERMINING AMOUNT OF STAFF AND VOLUNTEER SUPPORT NEEDED: i.e. Ad Book, Raffle, Ticket Sales, Entertainment, Food, Auction, etc.:

PROMOTION PLANS:

PROPOSED TIME FRAME FOR PLANNING:

PROPOSED BUDGET:

PROJECTED REVENUE:

POSSIBLE IN-KIND DONATIONS:

PROPOSED RESTRICTION OF NET PROCEEDS (if applicable):

FINANCES:

Do you intend for this event to net at least 50% of the gross income?

Estimated Expenses $

Estimated Income $

Estimated Profit $

Funds will be raised through:

Ticket Sales $

Sponsorships $

Other $ (attach detail)

In-kind Support $ (attach detail)

Will local residents and businesses be solicited? If yes, please attach a general listing.

PROMOTION:

1. Check all that apply: group members , general mailing ,

TV , radio , posters , other .

Please explain promotional plan

1. Anticipated number of participants

3. Will this event require any assistance from [INSTITUTION] staff?

If yes, please explain:

4. You may attach any additional information you have regarding the event.

As the official representative of, I have read and understand the Special Events Policy of the [INSTITUTION]. I have obtained any necessary approval from my group's membership and/or officers. If the event is approved by the [NAME], we agree to comply with all the stipulations of the policy statement.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Title

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**For [INSTITUTION] Use**

Approved Disapproved Date

Signature Title

One copy of this form will be returned to the sponsoring group and one copy will remain on file in the [INSTITUTION] office.

**SPECIAL EVENT CHECKLIST**

Prepared By [INSTITUTION] For the Use of Groups Sponsoring Events In Behalf Of the [INSTITUTION].

Name of Event:

Support Group:

Date and Time:

Site of Event:

Room of Event:

( ) Existing Event ( ) New Event

**Step One**

Assessing the event

Assess the previous year's event or make estimates for new event.

**FINANCES:**

( ) Gross Income $ ( ) Expenses $ ( ) Profit $ \_\_\_\_\_

( ) Funds raised through: ( ) Ticket sales ( ) Drawing ( ) Auction

( ) Sponsorships ( ) Other:

( ) No prizes ( ) Door prize ( ) Drawing prizes

( ) Prizes donated by:

( ) No budget ( ) Limited budget ( ) Detailed budget

( ) Event promoted through members-only mailing ( ) General mailing

( ) Some promotion ( ) Major promotion ( ) Vehicles used for promotion

( ) All cost incurred by support group

( ) Some cost incurred by [INSTITUTION] (indicate in-house or outside expense):

( ) Proceeds transferred to [INSTITUTION] Date: **PEOPLE**

( ) Attendance ( ) Number of active members

Attendance mostly:

( ) members, family and [INSTITUTION] personnel

( ) members and [INSTITUTION] personnel

( ) mix of members, family, friends, and guests

( ) members and outside people

( ) others:

( ) Event Chair

( ) All tickets were sold by members

( ) Tickets were sold by members and guests

( ) Tickets were sold by members and [INSTITUTION] personnel

( ) Names of those who contributed most names/tickets sales, etc.

( ) Names of members who donated significant time and talent:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TIME:**

( ) Event did not conflict with another major event.

( ) Event conflicted, either directly or indirectly, with another event.

Event planning: ( ) began immediately after previous event

( ) Nine months before ( ) six months ( ) three months

( ) other:

[NAME] staff time required? Estimated amount

**STEP TWO**

Planning and Organizing the Event

**FINANCIAL:**

( ) Money will be raised primarily through ticket sales

( ) Drawing ( ) Both ( ) Sponsorships

( ) Other:

( ) No prizes ( ) Door prizes ( ) Drawing Prizes ( ) Prizes solicited by support ( ) [INSTITUTION] staff group members

( ) Prizes donated by:

( ) Prizes delivered ( ) Picked up by volunteers ( ) By [INSTITUTION]

( ) Promotion handled by support group (cleared with [INSTITUTION])

( ) Promotion handled jointly

( ) Promotion handled entirely by staff

( ) Press invitation ( ) Press kit ( ) Press release

( ) Promotion limited to ticket sales/word-of-mouth

( ) Event promoted through members-only mailing including family and friends and

[INSTITUTION] personnel

( ) General mailing (purchased list)

( ) Vehicles used for promotion:

( ) Cash box required for door ( ) For cocktails Amount $

( ) How much of the ticket price is tax deductible: $

**EVENT CHECKLIST:**

**Food:**

( ) Ordered Date Amount $

( ) Name of supplier Contact name/phone

( ) Breakfast ( ) Brunch ( ) Lunch ( ) Cocktails ( ) Dinner

( ) Menu: (Include wine service, salad, entree beverages, etc.):

( ) Linen ( ) Color tablecloths ( ) Color napkins

( ) Color of tableware ( ) Table set-up:

( ) Centerpieces ( ) No centerpieces

( ) Place cards required on head table ( ) All tables

( ) Tables must be numbered

**Physical Set Up:**

( ) Tables and chairs rented ( ) Provided by facility

( ) Name of supplier \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact name/phone

( ) Date ordered Estimated cost $

( ) Number and type of set-up (round tables, lecture, classroom, etc.):

**Printing:**

( ) Ordered Date

( ) Name of supplier

Contact name/phone

Items to be printed: ( ) Event Tickets ( ) Drawing tickets ( ) Door prize tickets

( ) Invitations ( ) Programs ( ) Brochures ( ) Print advertisements

( ) Posters ( ) Direction signs ( ) Other:

**Audio Visual:**

( ) No equipment necessary ( ) Provided by facility

( ) Outside contractor

( ) Name of supplier

Contact name/phone

( ) Date ordered Estimated cost $

( ) List equipment needed/ordered:

**Speakers:**

( ) Speakers invited:

( ) Invitations sent: (date)

( ) Written speeches required

( ) Speeches written by:

( ) List of invited speakers:

( ) Confirmations:

( ) Honorarium(s) required $ (each) Total: $

( ) Travel Reimbursements $ **Entertainment:**

( ) Talent provided by:

( ) Talent was auditioned on (date):

( ) Entertainment consist of:

**People:**

( ) Estimated number of attendees:

( ) Number of active members:

( ) [INSTITUTION] board/personnel invited:

( ) [NAME] staff attending:

Invitations sent to: ( ) Support group members ( ) Board members

( ) [INSTITUTION] personnel ( ) Primarily family and friends of members

( ) Other support group presidents and members ( ) Outside groups

( ) Event Chairperson: Phone:

( ) Name of primary volunteers: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

( ) Tickets sold at the door

( ) Tickets sold by members only

( ) Tickets sold by members and others

**SAMPLE RESPONSE**

(DATE)

Mr./Ms.

Dear :

We acknowledge receipt of your application for [special event] and have reviewed it. After careful consideration, it is the decision of the [COMMITTEE RESPONSIBLE] of [INSTITUTION] to approve your plans for the (NAME of special event) to take place on (date) based on the parameters set forth in your signed application, enclosed. (CHAIRPERSON) has been assigned to work with you as liaison on the steering committee.

It is the understanding of the [COMMITTEE RESPONSIBLE] that the sponsoring organization for this event has read and agrees to the Policy and Procedures for Special Events of [INSTITUTION]. It is further the understanding of the Committee that this event will be carried out according to the details on the signed application. Any modifications or changes must be submitted in writing to the [COMMITTEE RESPONSIBLE] for approval prior to implementation.

Please sign and date one copy of this letter, representing a contractual agreement, and return in the enclosed postage-paid envelope before any plans are set in motion.

We thank you for your support of [INSTITUTION] and look forward to working with you on the on this special event.

Sincerely,

Enclosures

I have read [INSTITUTION] Special Event Policy and Procedures and agree to uphold them and this contract for the [special event].

Chairperson Date

**SAMPLE RESPONSE**

(DATE)

Mr./Ms.

Dear :

We acknowledge receipt of your application for [special event] and have reviewed it. After careful consideration, the [COMMITTEE RESPONSIBLE] of [INSTITUTION] has decided that this event will not fit into the [AREA RESPONSIBLE]'s plan (for this year, at this time, etc.).

[State reasons]

[Offer to help revise plans or assign someone to help revise plans so that they meet policy guidelines, if applicable]

We thank you for your support of [INSTITUTION] and look forward to working with you in the future.

Sincerely,

Chairperson Date

**FORMER AND GRATEFUL PATIENT SOLICITATION PROGRAM**

I. Former and Grateful Patient Solicitation is a simple, cost-effective way for [INSTITUTION] to acquire new donors. Former and Grateful patients are one of the better sources for new donors for three reasons:

A. They have already benefited most from the services and should already understand the need for support.

B. They are one of the easiest groups to identify.

C. They constitute a continuous source of new prospects.

II. The Former and Grateful Patient Solicitation Program guidelines are as follows:

A. Age [We suggest 45; you choose the age that best fits your institution] and over.

B. Patient paid cash, has private insurance, Medicare, etc.

III. Procedures for developing the actual Former Patient Solicitation Program:

A. [INSTITUTION] Data Processing will provide the [AREA RESPONSIBLE] office with a monthly report of all discharged patients with the following specifications:

1. Alphabetized Name with street address, city, state and zip code

2. Selected Service Area and/or Patient Type (In-Patient and Out-Patient)

3. Other selections: i.e. Birth date and admitting Physician.

B. The resulting list is screened electronically 120 days after discharge by Data Processing for:

1. Known Deceased

2. Medicaid

3. Patients under 35

4. Current [INSTITUTION] and [AREA RESPONSIBLE] Employees

5. Current Donors (from previous mailings and those already on file with the [AREA RESPONSIBLE]

6. Bad Debt

7. Duplication

C. A hard copy of the list is screened by:

1. Risk Management (Litigants)

2. Public Relations (Dissatisfied Customers)

3. [AREA RESPONSIBLE] (Additional review for recent donors).

D. The [AREA RESPONSIBLE] will be responsible for mailing a personalized letter, response card and return envelope.

E. When the Former Patient contributes to the [AREA RESPONSIBLE], they will receive a personal letter of thanks.

F. Donors will be sent mailings throughout the year informing them of upcoming events sponsored by the [AREA RESPONSIBLE]. They will be sent a year-end letter. They will be asked to renew their support every year.

**DONOR RECOGNITION PROGRAM**

The recognition of charitable gifts to [AREA RESPONSIBLE] is an essential expression of the gratitude, which creates public awareness of the general support the [NAME] has received from the community we serve. Appropriate donor recognition also represents one of the most important keys to motivating continued substantial contributions.

The [AREA RESPONSIBLE] recognizes and appreciates all gifts received, no matter how small the amount, yet supports the logic of appropriate recognition for various gift levels.

All annual gifts are recognized in the (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_).

Donors are classified according to the magnitude of their gifts made on a (annual or cumulative) basis for giving levels and the (Donor Recognition Societies, Clubs etc).

Individuals and businesses whose cumulative giving to the [NAME] is $??????? or more shall be recognized as follows:

(PLEASE LIST YOUR DONOR LEVELS)

???????Society, Club, etc. - Recognizes those individuals that have included [INSTITUTION] in their will or estate plan.

Members of the lifetime giving levels and ????????? Society receive the following benefits:

• A [AREA RESPONSIBLE] VIP Card to facilitate speedy admission and discharge for Hospital Services.

• A commemorative gift designed especially for members.

• Recognition in all [NAME] donor lists, if desired.

• Invitation to [NAME] special events.

• Confidential, personal assistance in estate planning seminars.

• Invitation to [AREA RESPONSIBLE] financial planning seminar.

• [NAME] and Hospital Publications.

Gifts other than cash will be valued for recognition purposes as follows:

1. Stocks, bonds, debentures will be valued at the price of the securities on the date the gift is accepted.
2. Life Insurance will be valued at current cash value until total premiums are satisfied or maturity occurs.
3. Real Estate will be recognized at the appraised value.
4. Gifts of Merchandise will be recognized at a cost basis.
5. Gifts of Vehicles will be valued at the retail Blue Book value on the date of receipt.
6. Boats, Marine items, aircraft and personal property will be valued at the appraisal value for recognition purposes.
7. Trust, life estates, and future interest gifts will be assigned a stated dollar level by the [COMMITTEE RESPONSIBLE].
8. Bequests will be recognized in the (\_\_\_\_\_\_\_\_) Society without a stated dollar value.
9. Sponsorship, contributions, etc. for special events will not be credited toward donor recognition levels.

**VIP COURTESY CARD**

[AREA RESPONSIBLE] VIP Courtesy Card Program has been designed to promote goodwill and facilitate easy admission and courtesy discharge privileges.

I. Who are Potential VIP's

A. Broad Definition: "Individuals who have the potential to lend positive influence on the internal and external image of [AREA RESPONSIBLE]. It should not be construed that VIP's are only highly influential community and business leaders."

B. VIP Categories

1. Hospital employees/volunteers/board/doctors

2. [NAME]/staff/volunteers/board

3. Legislators

4. City/County government leaders

5. Public figures

6. Major donors/prospects

7. Religious leaders

8. Regional business CEO's

II. All VIP Courtesy cards are to be issued by the [AREA RESPONSIBLE].

III. The following criteria shall be used for issuing VIP Courtesy cards:

1.

2.

3.

IV. Benefits for VIP Members

1. Courtesy admission/discharge

2. Greeting on arrival

3. Daily newspaper

4. Free valet parking

5. A gift basket, flowers or balloons (purchased from our gift shop)

6. Parking passes for family and friends

7. Business support, access to fax, phone, secretarial service, etc

**REQUEST FOR [AREA RESPONSIBLE] GRANTS**

I. Request from the [INSTITUTION] to the [AREA RESPONSIBLE]

As funds become available, the following procedure will be followed:

A. A written request from the [INSTITUTION] signed by the President and Chairman of the Board will be presented to the [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE]. The request must be fully documented giving details and information as follows:

1. Introduction: What funds are for; who benefits; amount needed; why funds are not available from [INSTITUTION] Operating budget.
2. Problem Statement: Documents the needs to be met or problem to be solved; goals to be achieved; do not include unsupported assumptions.
3. Objective: Establishes the benefits of the funding in reasonable terms; projects period of time needed for project; defines future funding (is this a one-time funding vs. continuing and for how long); states research and/or experience with the request; shows statistics.
4. Budget: Estimates of costs (personnel, non-personnel and indirect); if capital request, attach bids.

B. After request for grant is reviewed by [INDIVIDUAL RESPONSIBLE], it is presented with recommendation to the [COMMITTEE RESPONSIBLE] for review and/or approval/denial.

C. When request/grant is approved by the [COMMITTEE RESPONSIBLE], the [INDIVIDUAL RESPONSIBLE] of the [AREA RESPONSIBLE] is instructed in the processing of funds, etc., and carries out the instructions or delegates.

D. When a request/grant is NOT approved, the notification of rejection is in letterform from the [AREA RESPONSIBLE] dictated by the [INDIVIDUAL RESPONSIBLE] and signed by same.

E. A request for grant can be modified and an alternate plan presented again to the [AREA RESPONSIBLE] for evaluation when the previous/original request was rejected.

**REQUEST FOR OUTSIDE GRANTS**

All grant requests by all entities of [INSTITUTION] to private organizations, foundations and government agencies must be approved by the [AREA RESPONSIBLE] prior to submission. The following procedures must be observed to avoid wasteful and embarrassing multiple applications to the same source.

Before any effort is expended on a formal proposal, permission to do so must be given by the [INDIVIDUAL RESPONSIBLE] of [INSTITUTION]

I. Request to the [AREA RESPONSIBLE] from the [INSTITUTION] for Third Party Funding.

A. Requests for funding for programs or equipment should be generated by [INSTITUTION] staff members and put in writing. Preliminary research on the proposed program should be done and submitted in a grant application to [INSTITUTION] with a budget section included in the application. All requests must use the [AREA RESPONSIBLE]'s Grant Application Guidelines. Complete package is available from the [AREA RESPONSIBLE] office.

B. Approvals are required from the following individuals prior to submission:

1. Department Head

2. Vice President

3. President

Approved projects must fit in with the priorities of the [INSTITUTION] and the strategic plan of the institution.

C. When all signatures are acquired, the application should be presented to the [INDIVIDUAL RESPONSIBLE] of [INSTITUTION]. It will then be assigned to a grantwriter, who will research possible funding sources and write a specific proposal to fit the funding source's requirements.

**PLANNED GIVING SECTION**

**INTRODUCTION**

Corporate, Foundation, and annual giving programs are standard elements of fund raising. Another form of voluntary financial support that has risen in popularity with both donors and institutions is planned giving. It is the Institution's intent to offer an active planned gifts program which will provide donors with an alternative means of giving while furnishing them with an additional source of long-term support. This document establishes the program's structure and purpose while providing a thorough outline of its policies and administrative guidelines.

A planned gift can be defined, in general, as one legally provided for during the donor's lifetime, but whose principal benefits are not received by the Institution until some future time, usually the death of the donor and/or other income beneficiaries. Such gifts may be conveyed by any of the following means:

• A Gift by Will

• A Gift by Insurance

• A Life Estate in Personal Residence

• A Charitable Remainder Unitrust or Annuity Trust

• A Pooled Income Fund

• A Tax-Exempt Income Trust

• A Charitable Q-Tip Trust

• A Gift Annuity

Planned giving as a mechanism for philanthropy presents distinct advantages to both [INSTITUTION] and the contributor. For such a program represents:

• The most promising of all philanthropic fields to cultivate in terms of gift dollars available.

• A unique opportunity to assist the donor through

1. Offering the opportunity for income and estate tax deductions,

2. Assuring income to the donor or his/her beneficiaries while at the same time providing a way to fulfill the [AREA RESPONSIBLE]'s goals, and

3. Providing estate-planning assistance, which often leads to bequests not previously planned.

• A realistic way to build the [INSTITUTION]'s unrestricted funds in the "roller coaster" economic environment which has developed over the past decade and which has made people of substantial means increasingly reluctant to give up sources of income.

From the standpoint of the donor, planned giving may have greater appeal than other forms of philanthropy because such a gift:

• Offers well-intentioned prospects an opportunity to assist [INSTITUTION] when they might not feel financially able, or be willing to do so on a current basis.

• Utilizes tax laws expressly written for this purpose to reduce the cost of a gift or to increase the size of the gift which had been contemplated.

• Presents the opportunity to further increase the spendable income which donors and/or their beneficiaries can enjoy during their lifetimes by minimizing capital gain taxes.

• Provides beneficiaries with sound management of income producing assets to guarantee a source of income throughout their lives.

• Allows donors to enjoy in their own lifetime a feeling of participation in the [INSTITUTION]'s commitment.

A planned giving program should benefit by:

• Substantially increasing additional funds over a period of years while providing, from investment income, money for worthwhile [INSTITUTION] Office projects.

• Stimulating a measurable increase in cash gifts to current giving programs.

• Creating new potential sources of additional planned gifts and other forms of support.

• Involving larger numbers of people in the informed, supportive, interested constituency of [INSTITUTION].

• Establishing or enhancing the special relationship between [INSTITUTION] on one hand and the planned gift donor on the other, providing a close bond between them--which significantly improves the donor's potential for further support.

A planned giving program for [INSTITUTION] is the most effective means of increasing the number and size of gifts from a broad and diverse constituency. With a relatively modest investment in staff, time and materials, we should be able to look forward to substantial voluntary support in both the near and long-range future, little-affected by passing or seasonal economic slowdowns which can bring failure to short-term campaigns dependent on immediate cash gifts.

As a cautionary note, it should be remembered that, although some gift agreements may be written during the early months of the program, the real results in terms of current income to [INSTITUTION] should not be expected for some time, perhaps two to five years or even beyond.

**METHODS OF PLANNED GIVING**

A variety of means for conveying the planned gift makes it possible for the donor to choose a method best suited to their philanthropic purposes and personal circumstances. The principal methods to be suggested by [INSTITUTION] (with the opportunities for modification and combination, which exist,) should make it possible to present an attractive avenue for nearly every friend of [INSTITUTION] who is genuinely interested in making a gift. The following brief descriptions are of gift types, which will play a part in the growth of [INSTITUTION]. Specific guidelines for the administration of these gifts can be found in the Guidelines Section of this document.

I. GIFTS FROM THE DONOR'S ESTATE

A. The Bequest

1. Cash, securities, real estate or property of any description may be bequeathed to the [INSTITUTION] by a clause in the donor's Will or by a Codicil added to the Will. The donor using this method retains full control and use of the property during his lifetime and may alter or revoke the bequest at any time.

2. At the time of the donor's death, the bequest qualifies as a charitable deduction for estate tax purposes. The bequest does not, however, provide the donor with any tax advantages during their lifetime. Neither does it provide an assured income for donors or their beneficiaries, as other plans may.

a. The following are recommended clauses that may be used to make a gift to [INSTITUTION] through your will. The following clauses, of course, are only examples. Be sure to contact your attorney for proper legal advice.

**General Bequest**

I give and bequeath Dollars ($ ) to [INSTITUTION], a not-for-profit organization incorporated in the State of [STATE] the principle office at [ADDRESS], [CITY], [STATE], for its general purposes.

**Specific Bequest**

I give, devise, and bequeath all my right, title, and interest in and to (describe the specific property), to [INSTITUTION], a not-for-profit organization incorporated in the State of [STATE] the principle office at [ADDRESS], [CITY], [STATE], for its general purposes.

**Residuary Estate**

I give my residuary estate, which is all the rest, residue, and remainder of my property, real and personal, of every kind and description and wherever located (including all legacies and devises that may for any reason fail to take effect), belonging to me at the time of my death or subject to my disposal by will to [INSTITUTION], a not-for-profit organization incorporated in the State of [STATE] the principle office at [ADDRESS], [CITY], [STATE], for its general purposes.

**Endowment Bequest**

I give, devise, and bequeath (describe the specific property or amount) to [INSTITUTION], a not-for-profit organization incorporated in the State of [STATE], the principle office at [ADDRESS], [CITY], [STATE], to establish an endowment fund (to be known as the Fund); the principal amount to be invested and the annual income therefrom to be used for the benefit of [INSTITUTION].

**Addition to Endowment Fund**

I give, devise and bequeath to [INSTITUTION], a not-for-profit organization incorporation in the State of [STATE] and located in [ADDRESS], [CITY], [STATE], and its successors forever, the sum of $ \_ Dollars (or otherwise describe the gift) and direct that this bequest be added to the endowment fund of [INSTITUTION]. (Where the bequest takes this form, only the income may be used).

**Codicil**

Having hereinbefore made my last Will and Testament dated and being of sound mind, I hereby make, publish and declare the following Codicil thereto: (here insert clause in same form as if it had been included in body of Will). Except as hereinbefore changed, I hereby ratify, confirm and republish my said last Will and Testament.

(It is strongly recommended that a competent lawyer be employed to prepare the Will or Codicil and to supervise its execution in order to comply with all the requirements of the law of the state in which the maker of the Will resides, as well as the provisions of the Internal Revenue Code governing the deduction of charitable gifts and bequests. It is also wise to give [INSTITUTION] considerable latitude in the use of any fund so that a change of circumstances may not impair the usefulness of the gift. The [INDIVIDUAL RESPONSIBLE] of [INSTITUTION] will be glad upon request to review the phrasing of any proposed form of bequest, subject to your attorney's approval).

A. The Testamentary Trust

The Will may also provide for establishment of one or more charitable unitrusts or annuity trusts to become effective at the death of the donor. Such trusts are managed in accordance with terms set forth during the donor's lifetime, and the [INSTITUTION]'s remainder interests are treated as charitable deductions for estate tax purposes, but do not entitle the donor to any income tax deduction during his lifetime.

B. Unfunded Living Trust with "Pourover" Will

The same result can be accomplished with more privacy to the donor through a Will which leaves the estate's residue to a separate trust containing provisions for the distribution of income and delivery of the remainder interest to [INSTITUTION].

II. LIFE INCOME AGREEMENTS (IRREVOCABLE GIFTS MADE BEFORE DEATH)

A. The Charitable Remainder Unitrust

Cash, securities, real estate and other property (including investments yielding tax-free income, but not tangible personal property) may be used to fund a Charitable Remainder Unitrust. Each Unitrust is managed as a separate legal entity and is never co-mingled with other funds. Donors or their designated income beneficiaries receive a specified fixed percentage of the full market value of the trust's assets, as determined annually.

The donor will not be subject to the capital gains tax liability which would have been incurred had he/she sold the donated property at its appreciated value, and federal gift and estate taxes are completely avoided for the full amount of the gift. Furthermore, an important advantage of a trust over a gift by Will is that the donor receives a charitable deduction for income tax purposes in the year of the gift. This deduction is based on IRS formulas and is less than the face value of the gift.

As in the case of outright cash gifts, such a deduction may be claimed for up to 50 percent/30 percent if the gift is in the form of appreciated property--of the donor's contribution base (generally, the adjusted gross income in the year of the gift). Any amount in excess of the 50 percent/30 percent ceiling may be carried over as a tax deduction for up to five additional years.

Tax-free investments may be used to fund the trust in whole or in part (but conversion by the trustee of investments used to fund the trust and producing taxable income to tax-exempts will result in recognition of any capital gains by the donor, in accordance with the distribution schedule which follows). Distributions are taxed to the donor or other income beneficiaries first to the extent of the trust's ordinary income, then capital gain income, then other trust or tax-free income, and finally as a tax-free distribution of principal.

A second form of the Unitrust ensures that the trust principal need never be invaded in order to make the periodic payments to income beneficiaries. This alternate form provides that in a period when the trust does not itself realize income equal to the pay-out percentage specified in the trust agreement, only income actually realized by the trust will be paid to the beneficiaries.

A third method is similar to the second, but includes a "catch-up" clause. In the first subsequent year for which income to the trust exceeds the pay-out percentage specified in the trust agreement, the surplus earnings must be applied to make up the earlier deficiencies, and this continues through additional years until the stipulated income for every year has been paid.

B. The Charitable Remainder Annuity Trust

The Charitable Remainder Annuity Trust is funded and managed in much the same way as the Unitrust. It also provides the donor a charitable gift deduction for income tax purposes, computed from Federal tables, and subject to the same limitations and carryover privileges. Income to the beneficiaries is taxable to them in the same manner as in the case of a Unitrust. However, instead of providing a specified percentage of the trust assets to the beneficiaries by way of income, the annuity trust agreement stipulates a fixed dollar amount to be paid annually. This return must be paid in full each year and does not vary in amount even though income to the trust may fluctuate. The same estate and gift tax advantages apply, as in other types of charitable trusts, and upon maturity of the trust, the remainder becomes available for use by the [INSTITUTION]. Additions may not be made to an annuity trust.

C. The Tax-Exempt Income Trust

The tax-exempt income trust is another form of the charitable remainder net income Unitrust with donated assets invested in tax-free bonds. The income paid to the donor retains its tax-free status for Federal income tax reporting. Gifts for this plan are usually made with cash, tax-free bonds or other unappreciated property.

D. The Charitable Gift Annuity

The Charitable Gift Annuity is an irrevocable, binding agreement between the donor and [INSTITUTION]. It is not a trust, and should not be confused with the Charitable Remainder Annuity Trust to which it bears little resemblance despite the similarity in names. In transferring cash, securities, real estate, or other property to the [INSTITUTION], the annuitant is guaranteed a fixed dollar income return each year for his lifetime or those of other designated income beneficiaries. The rate of return is stipulated in the annuity contract, and should not exceed the rates published from time to time by the American Council on Gift Annuities, except with the consent of the Board of [DIRECTORS or TRUSTEES]. The older the annuitant(s) at the time of the agreement, the higher the rate of return. As in the case of a charitable trust, the donor is entitled to a charitable gift deduction for income tax purposes in an amount determined by IRS formulas and the same limitations and carry-over privileges prevail. Computations at the time of the transfer also determine what portion of the income paid out shall be treated, for income tax purposes, as earnings of the annuity investment and what portion shall be treated as a tax-free return of the investment principal. These predetermined schedules apply to the tax treatment of the annuity through its life despite differences in actual experience of the investments or other factors, which may occur.

This is the only form of planned giving under which the charitable institution guarantees to continue financial returns to the beneficiaries from its own operating funds, if necessary, in the event that income to the Charitable Gift Annuity reserve fund should be insufficient and the fund itself ultimately becomes exhausted.

E. The Charitable Q-TIP Trust

A relatively new tool for estate planning is the so-called Q-TIP Trust, which allows the person who creates one to transfer property to a surviving spouse and have the principal qualify for the unlimited marital deduction while at the same time retaining control over the final disposition of the principal. When [INSTITUTION] is the final beneficiary, this method works like the Unitrust and annuity trust mentioned earlier, with the same estate and gift tax advantages, but with these differences:

• The surviving spouse gets all the income, rather than a fixed dollar or fixed percentage payout.

• The Trustee has the power to use the principal, if necessary, for the benefit of the surviving spouse.

• The Trust is created through a Will and provides no income tax benefits to the donor.

F. The Pooled Income Fund

Cash, securities, real estate, and other types of property (except for tangible personal property or investments yielding tax-free income) may be placed in the [INSTITUTION]'s Pooled Income Fund. Accounting for such a fund is accomplished in much the same way as for a mutual fund in the commercial investment market: each donor is assigned the number of shares or "units corresponding to the fair market value of his gift on the day it is transferred into the pooled fund"

The Pooled Income Fund has a special attraction for the less- affluent donor because the minimum initial gift required is lower than those for other methods and he may make additions to this investment. All ordinary income accruing to the pooled fund is returned to the income beneficiary’s quarterly, distributed according to the number of units in the fund held by each. The fund's total income must be returned in this way each year, but no part of the trust principal or capital gain is paid out. In the pooled fund, each unit participates in the collective investment growth or decline and receives income, which may fluctuate with the investment performance. The income paid to each beneficiary is taxable as ordinary income.

Upon maturity of the individual donor's life income agreement (usually occurring at his/her death) an amount equal to the current value of the units assigned to that agreement is withdrawn from the pooled fund and applied to the [AREA RESPONSIBLE]'s charitable purposes. The value of units remaining in the pooled fund is unaffected by this transfer.

By using the Pooled Income Fund, the donor receives an income tax deduction for a portion of each amount placed in the fund and creates a source of regular income, which presumably reflects economic conditions in the country.

Due to the start-up cost and administrative time involved, a Pooled-Income Fund will not be established until an initial sum of $500,000 has been designated for this purpose and authorized by the Board of [DIRECTORS or TRUSTEES].

G. The Charitable Lead Trust

The charitable lead trust is another significant form of charitable giving. In essence, it is the reverse of deferred giving. In a charitable lead trust transaction, a donor transfers property into a trust, creating an income interest in the property in favor of a charitable organization for a period of years or for the life or lives of an individual or individuals. The remainder interest is either retained by the donor or given to a non-charitable beneficiary (usually a family member). The charitable lead trust can be used by individuals both for lifetime charitable giving and for charitable bequest.

III. OTHER FORMS OF PLANNED GIVING

A. The Insurance Gift

A donor may sometimes find advantage in assisting the [INSTITUTION] by assigning to it the beneficiary interest in a life insurance policy. Such a circumstance might typically arise when the purpose, which led to the purchase of a policy no longer, exists or is greatly diminished. By simply changing the named beneficiary to [INSTITUTION] donors may accomplish their philanthropic purpose. The donor thus obtains an estate tax deduction on the policy's value at their death, and retains the right to change or revoke their gift and to exercise all the privileges of policy ownership. The donor also has the responsibility for making the periodic premium payments. With this method, the donor does not realize any charitable gift deduction or other tax advantage during their lifetime, since the arrangement is completely revocable. Further, there is risk that a disruptive circumstance such as the donor's extended illness or their inability to keep up premium payments might cause the policy to lapse and result in failure to accomplish their charitable purpose.

A more positive approach to insurance giving is legal assignment of the policy ownership, with all its rights and privileges to the [INSTITUTION]. This entitles the donor to an immediate income tax deduction for the policy's charitable value (the lower of its current cash value or total of premiums paid to date). If the donor chooses to discontinue premium payments on the policy, the [AREA RESPONSIBLE] has the option of cashing it in for current value or continuing to pay the premiums from institutional funds in the expectation of eventually collecting the larger face value of the policy. However, if the donor decides to continue making the premium payments, the donor is entitled to a charitable gift deduction for each payment made after the transfer.

2. Life Estate in Personal Residence or Farm

This works much like a Unitrust or annuity trust, except that (1) instead of being funded with cash or securities, the donor's real estate becomes the principal, and (2) the donor's "income" is the right to use the property for the rest of his/her life (and that of a surviving spouse, if applicable).

Such a gift qualifies for an income tax deduction based on a formula which involves a number of factors, including the donor(s) age(s), value of the building(s) and land at the time of the gift, and estimated value at the time the [INSTITUTION] is expected to receive it. The gift also qualifies for the full gift and estate tax deduction.

**GUIDELINES ON PLANNED AND DEFERRED GIFTS**

**Acceptance and Approval of Planned & Deferred Gifts**

I. In every instance, official acceptance of all planned and deferred gifts will be made by the [COMMITTEE RESPONSIBLE], based upon the recommendation of the [INDIVIDUAL RESPONSIBLE]. Only those planned and deferred gifts which are in conformity with the needs of the [INSTITUTION] will be accepted.

A. The [INDIVIDUAL RESPONSIBLE] will seek changes through probate to any bequest or planned gift that is in violation of any statutory regulation.

B. In the event that the need for a restricted bequest or an established endowment ceases to exist, the [INDIVIDUAL RESPONSIBLE] will exercise the following options:

1. Notify the principal donor, if still available, that the Board of [DIRECTORS or TRUSTEES] of [INSTITUTION] has determined that the particular endowment fund can no longer serve the purpose originally intended.

2. Have the principal donor select such other form of restricted or unrestricted use, which may then be available for immediate implementation by the [NAME].

3. The use of the original restricted fund will be transferred to the selected fund and shall continue to bear the name of the original principal donor.

4. If for any reason the original donor is unavailable or should there be no agreement as to the disposition of the restricted fund as originally contemplated, then in that event said fund shall be transferred to be used for [NAME] related purposes of [INSTITUTION] as the Board of [DIRECTORS or TRUSTEES] of [INSTITUTION] may determine.

II. The [AREA RESPONSIBLE] reserves the right to refuse any gift, which is judged to be inconsistent with [INSTITUTION]’s needs or for which [NAME] resources are to limited to properly administer the gift. In addition, only those gifts from which disbursements are to be made on a nondiscriminatory basis in conformance with affirmative action programs and policies are to be accepted.

**GIFT TYPES**

I. Bequests

A. Representatives of the [AREA RESPONSIBLE] are authorized to solicit Wills with provisions to establish gift annuities and trusts, as well as Wills making provisions for outright gifts to [INSTITUTION].

B. [INSTITUTION] is responsible for maintaining a confidential record of information about known provisions in Wills for bequests to [INSTITUTION].

II. The Annuity Trust

A. Gifts for annuity trusts may be invested in stocks, bonds or other holdings that meet the interests of the donor.

B. Investment policy shall be to first provide income equal to the commitment to the donor and secondly provide asset growth.

C. The holdings of each trust are to be reviewed by the Board of [DIRECTORS or TRUSTEES] at least annually.

D. A statement of holdings of the trust are to be sent to the donor and/or the beneficiary annually.

E. It shall be the responsibility of donor's Legal Counsel to prepare the final agreement so that it will be available for execution at the time of the gift.

F. Agreements are limited to two beneficiaries.

G. Minimum age for a beneficiary is 50 years.

H. At the death of the last beneficiary, the assets of the trust shall be released for use as provided in the trust agreement, or as determined by the Investment Committee if no such provision is contained in the trust agreement.

III. The Unitrust

A. Particular care will be exercised in recommending basic unitrusts because of the danger of invasion of principal to the extent that the gift principal is drastically reduced.

B. Investment policy for a basic Unitrust shall be to maximize income and/or capital gain, depending on the current investment objectives, in order to minimize the invasion of principal.

C. The holdings of each trust are to be reviewed by the Board of [DIRECTORS or TRUSTEES] at least annually.

D. A statement of holdings in the trust is to be sent annually to the donor and/or the beneficiary.

E. A sample trust agreement, with a letter highlighting the salient points in the agreement shall be provided to the donor's legal counsel before a gift is accepted.

F. The agreement shall be limited to two beneficiaries.

G. Minimum age for a beneficiary is 50 years.

IV. The Tax-Exempt Income Trust

A. Only cash, tax-free bonds or other unappreciated property shall be accepted as an asset to create a tax-exempt income trust.

B. Representatives of the [AREA RESPONSIBLE] are authorized to solicit gifts with a rate of annual payment of not less than 5 percent of the fair market value of trust assets valued annually. Maximum rate shall be determined by the rate available at time of the gift on securities to be purchased or contributed but shall never exceed 10 percent without prior approval of the Board of [DIRECTORS or TRUSTEES].

C. Agreements are limited to two beneficiaries.

D. Minimum age of beneficiaries shall be 50 years.

E. Minimum original gift shall be $250,000.

F. At the death of the last beneficiary, the trust will be dissolved with the principal used as determined by the agreement or by the Board of [DIRECTORS or TRUSTEES] if no such provision is made.

V. The Gift Annuity

A. Gift Annuity Agreement will not be completed until Board of [DIRECTORS or TRUSTEES] and regulatory approval has been obtained

B. The uniform annuity rates as recommended by the Committee on Gift Annuities will be used.

C. If appreciated property is offered by the donor, the [AREA RESPONSIBLE] must inform the donor what portion of the gain is taxable before the agreement is signed. Usually appreciated property can better be handled to the donor's advantage through the use of a charitable remainder annuity trust.

D. The initial minimum gift for an annuity agreement shall be $10,000.

E. At death of the last annuitant, the principal will be removed from the invested funds and released for the [INSTITUTION] purposes as designated by the donor.

F. Annuity gift agreements will be limited to two beneficiaries.

G. Annuity agreements shall be written in conformity with the insurance code and regulations as required by the State of \_\_\_\_\_\_\_\_\_\_\_.

H. A license to issue gift annuities is to be obtained from the Insurance Commissioner of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

VI. The Pooled Income Trust Fund

A. The Pooled Income Trust fund will not be established until the Board of [DIRECTORS or TRUSTEES] approves the establishment of the fund.

VII. Life Estates in Personal Residence or Farm

A. The same guidelines will apply as Gifts of Real Property (see Section Guidelines on Gifts of Real Property) with the following additions:

1. Household furnishings or other tangible property may not be included in determining the value of a personal residence or farm.

2. A gift of a remainder interest in a personal residence or farm must be in the residence or farm itself; it cannot be in the proceeds from the sale of the property.

3. In unusual situations where there may be difficulty in selling the property, [INSTITUTION] may not want to accept a gift of a Life Estate.

4. In all instances of Life Estates in Personal Residences, the Board of [DIRECTORS or TRUSTEES] has final determination of accepting or rejecting gifts.

**PLANNED GIVING ADVISORY COMMITTEE**

I. The day-to-day work of implementing the planned giving program at [INSTITUTION] is a function of the [INDIVIDUAL RESPONSIBLE]. Vital to the success of the program, however, is the assistance of the Planned Giving Advisory Committee.

A. Planned giving programs require a high degree of technical experience in taxation, law, real estate, insurance, stock transfer and estate planning. The [INDIVIDUAL RESPONSIBLE] must balance request for information on this complex subject with an accurate, factual, and punctual response.

To assist the [INDIVIDUAL RESPONSIBLE] in this area, a Planned Giving Advisory Committee should be formed from the following professions:

1. Attorneys (Estate Planning)

2. CPAs

3. CLUs

4. CFPs

5. Real Estate Brokers

6. Stockbrokers

7. Bankers (Trust New Business Officers)

It is recommended that this committee may have two or three individuals from each of the above categories for the following reasons:

1. To prevent conflicts of interest.

2. Allows for second opinions.

3. Allows for adequate response within a very limited time frame.

This committee is designed to assist the [INDIVIDUAL RESPONSIBLE] and is purely advisory in nature and reports only to the [INDIVIDUAL RESPONSIBLE].

**GUIDELINES ON THE ADMINISTRATION OF GIFT INCOME**

I. The purpose of these guidelines is to:

A. Establish reasonable realistic funding priorities.

B. Determine the best method of funding a particular proposal.

C. Insure the fair consideration of all proposals.

D. Assure the timely transfer of funds to approved projects.

II. [INSTITUTION] is the official recipient of and repository for all charitable and philanthropic gifts. All contributions (cash, stocks, bonds, real estate, etc.) received will be for use by the [INSTITUTION] for equipment acquisition, improving patient facilities and care, education, training, research and other worthy projects and programs which are designed to promote the general health and welfare of the public and support for [INSTITUTION].

III. [INSTITUTION] and affiliated [NAME] services, subsequent to the formation of yearly budgets, shall present to the [INSTITUTION] Board of [DIRECTORS or TRUSTEES] a list of projects to be considered within the current fiscal year for funding.

All items referred to the [AREA RESPONSIBLE] will be assigned funding priorities by the Board of [DIRECTORS or TRUSTEES].

IV. The [INSTITUTION] Board of [DIRECTORS or TRUSTEES] will consider all requests from the [INSTITUTION] which are endorsed by the Executive Staff and will determine the feasibility and best method of funding.

A. The funding options include but are not limited to:

1. Direct funding from existing [AREA RESPONSIBLE] assets.

2. Seeking outside resources for a specific purpose of a one-time nature.

3. A special event.

4. A capital campaign.

5. A combination of the above.

**GUIDELINES ON THE INVESTMENT OF GIFT INCOME**

I. The responsibility for the investment and management of the assets of [INSTITUTION] will be vested in the Board of [DIRECTORS or TRUSTEES].

II. Historically, performance records show the best investment for long-term appreciation of endowment funds is a professionally managed equity portfolio. However, [INSTITUTION] recognizes that there is risk involved in equity investment and that the value of such investments of the [INSTITUTION] will necessarily fluctuate.

The Investment Policy of the [INSTITUTION] seeks to provide a productive balance between maximum rate of return on investments, continuous growth and endowment principal, and a prudent degree of security and stability.

The following are guidelines to be used in the creation of the Investment Policy for the control and investment of [AREA RESPONSIBLE] assets:

1. Long-Term Assets (Five years or longer)

Long-term endowment funds may be placed in professionally managed equities and other financial instruments such as the Common Fund or fixed income securities such as bonds and CD’s.

B. Other Short-Term Assets (Less than Five years)

Short-term funds shall be placed in insured interest-bearing accounts; insured CD’s or other fixed income securities with appropriate maturities, which are either insured, government guaranteed or AAA rated.

C. Stocks, Bond, and Other Financial Instruments

It is not the intent of the [INSTITUTION] to buy stocks and bonds or other investments in individual companies. Gifts of stocks, bonds, and other instruments may be maintained until such time as, with professional guidance, it is determined that a timely sale and reinvestment of the proceeds will be in the best interest of the [INSTITUTION].

D. Real Property

It is not the intent of the [AREA RESPONSIBLE] to buy improved or unimproved property for investment. Gifts of Real Property shall be appraised, evaluated, and held or sold, as determined by Board of [DIRECTORS or TRUSTEES] action.

E. Personal Property

Gifts of personal property shall be appraised and sold in a manner that will maximize their value. Proceeds will be appropriately reinvested.

F. Life Insurance

Life Insurance, annuities and trusts shall be reviewed quarterly from records maintained by the [AREA RESPONSIBLE] office. Proceeds from such interests shall be appropriately invested in keeping with the nature of the gift.

III. The Board of [DIRECTORS or TRUSTEES] shall be empowered to delegate its responsibility for investment and management of the [INSTITUTION] assets to an appropriate corporate fiduciary.

**EXCEPTIONS TO POLICIES**

I. Any exceptions to the approved guidelines and policies of the program must be authorized by the Board of [DIRECTORS or TRUSTEES] or its designee before execution of the agreement.