

# **Shelby County United Way Gift Acceptance Policy and Guidelines**

## **Purpose of Policies and Guidelines**

The Shelby County United Way (SCUW) solicits gifts from individuals, corporations and others to secure the future growth and mission of the SCUW. It is the purpose of these guidelines and policies to govern the acceptance of gifts. The provisions of these policies shall apply to all gifts received for any of SCUW's programs and services.

Exceptions to this policy, and proposed gifts not addressed herein, are reviewable by the Executive Committee, which has the authority to accept or reject gifts offered to the SCUW and acts as the gift-acceptance committee for SCUW. The General Counsel and Board of Trustees shall be consulted as needed.

## **Fundraising Activities**

SCUW receives gifts from activities which include, but are not limited to, the Annual Fundraising Campaign, investment interest, gifts in kind, special projects and sponsorships.

## **Privacy Policy**

SCUW values the trust its donors place in the organization and adheres to the highest standards in gathering, using and safeguarding donor information. This includes all of the donor's personal and gift information. Information learned by any representative of the SCUW about a donor or a donor's assets or philanthropic intentions shall be held in strict confidence by the staff, committees and Board.

Donors who reach special recognition levels (Cornerstone Society) may be acknowledged and their names published in SCUW publications and campaign materials. Donors at recognition levels may request to remain anonymous in these publications by indicating their wishes on their pledge card or by contacting SCUW. SCUW will use our best effort to honor all requests by donors to remain anonymous except to the extent that SCUW is required by law to disclose the identity of donors.

We will collect, use, and share information about donors among SCUW employees, volunteers, affiliated organizations, and the United Way Worldwide only on a need-to-know basis and for the sole purpose of carrying out SCUW's mission.

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, SCUW has put in place procedures to safeguard and secure the information we collect. Firewalls and the use of a calyptix router are used to prevent outside parties from accessing our database. Internal United Way access to the database is restricted to authorized individuals using industry best practices for password protection.

SCUW does not sell, rent or exchange donor information.

## **Limitations on Acceptance of Gifts**

SCUW may elect to refuse gifts such as securities, real estate or other items of value if there is reason to believe that such gifts are incompatible with the mission of the organization, conflict with its core values, or would create a financial, administrative or programmatic burden. Gifts other than money are not accepted by SCUW, unless such acceptance is reflected in writing by the SCUW Executive Director. SCUW may impose restrictions and conditions on its acceptance of any gift.

SCUW may elect to refuse gifts of any type if the potential gift poses a real conflict of interest or has the appearance to pose a conflict of interest.

All gifts and gift considerations must meet all applicable local, state and federal laws and regulations. In the event of a dispute between SCUW and another person or entity (other than the original donor), such as a will contest over a gift made to SCUW, SCUW may settle or compromise that dispute in its discretion.

### **Payment of Fees Related to Gifts**

Associated expenses of a gift made to SCUW are the responsibility of the donor.

### **Professional Advice**

Prospective donors shall be encouraged in all cases to consult with their own independent legal and/or tax advisors about proposed gifts, including tax and estate planning implications of the gifts.

### **Stewardship**

All gifts will be acknowledged within the required, or otherwise reasonable, period of time by either the Executive Director or Enhanced Giving Coordinator.

Files, records, and mailing lists regarding all donors are maintained and controlled by the SCUW.

### **Gift Valuations**

SCUW shall follow accepted guidelines for the valuation of gifts such as stock, real estate, personal property, and life insurance that require specific methods of valuation for the protection of both the donor and the SCUW.

### **Authority**

The Executive Director is authorized to enter into planned gift agreements on behalf of the SCUW and to execute any and all documents necessary or appropriate to consummate such agreements.

These gift acceptance policies may be amended by the SCUW Board of Trustees upon recommendation of the Enhanced Giving Committee, members of the Board or Executive Director.

# **Types of Gifts**

## **CASH**

1. All gifts by check or cash shall be accepted by the SCUW regardless of amount.
2. Checks shall be made payable to SCUW. In no event shall a check be made payable to an individual representing the SCUW.

## **PUBLICLY TRADED SECURITIES**

1. Securities, which are traded on a stock exchange, or other readily marketable securities shall be accepted by the SCUW.
2. It is the general intent that stock or other securities will be sold as soon as practicable and the net proceeds deposited into the campaign fund, a non-campaign fund, or as designated by the donor.

## **NON-CAMPAIGN FUND GIFTS**

1. Gifts such as Bequests, Trusts, Planned Gifts, etc. which cannot be accepted as part of the annual campaign, can be accepted by SCUW's Non-Campaign Designated Fund.

## **REAL ESTATE & PROPERTY GIFTS**

1. Real property including land and/or buildings may only be accepted upon approval of the Executive Committee and Board.
2. Donors of property gifts of over \$5,000, except for gifts of publicly traded stock, must obtain an appraisal by an independent third-party appraiser in accordance with current tax law requirements.

## **LIFE INSURANCE**

1. SCUW may be named as a beneficiary, secondary beneficiary or contingent beneficiary of a life insurance policy. SCUW will accept gifts of life insurance policies if the policy is paid up and has a minimum face value of \$5,000. All gifts of life insurance must comply with applicable state insurance regulations, including insurable interest clauses.

## **RESTRICTED GIFTS**

1. Gifts that may only be used for restricted purposes may only be accepted upon approval of the Executive Committee or Board.
2. Should a gift be restricted, the SCUW will provide the donor with a progress and financial report detailing the activities made possible by their support. This does not apply to donor designated gifts made during the annual campaign.

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