

Board of Directors



Gift Counting, Reporting and Recognition

Honey Brook, PA

POLICY NO: THSI.GOV.0028

EFFECTIVE DATE: 2/24/09

Revised: 7/23/2013

1/26/2016

9/6/2016

8/7/2017

APPROVED:

A handwritten signature in blue ink, appearing to read "R. W. B.", is written over the word "APPROVED".

SUBJECT: Gift Counting, Reporting and Recognition

COVERAGE: Tel Hai Retirement Community

Purpose

The policy will set transparent standards for counting, reporting and recognizing charitable gifts to Tel Hai Development, Inc.

Policy

Tel Hai Development will count, report and recognize gifts in a manner that is transparent to all stakeholders and is in accordance with generally accepted practices of gift counting, reporting and recognition.

Procedure

Recognition

- Gift Acknowledgement: Tel Hai Development will send an acknowledgement letter and gift substantiation receipt to every donor without regard to the size of the gift. The exception to this is chapel offerings, which are substantiated cumulatively in January following the calendar year in which the offering was given. The acknowledgement will include the amount given, less any goods and services provided to the donor, the date of the gift, and the fund or purpose of the gift as directed by the donor. In the event that there is no notation with the gift indicating where the gift should be allocated, the gift is \$499 or less, the gift will be counted as an unrestricted gift. If the gift is over \$500, the Tel Hai Development Office will attempt to contact the donor to determine if it was the intent of the donor to not restrict the gift. For unrestricted bequests, see the policy below under counting unrestricted bequests.

- Heritage Society: Tel Hai Retirement Community will honor those who have included Tel Hai Retirement Community in their estate plan. In addition to those whose bequests have been realized, recognition will be given for the following:
 - Including Tel Hai Retirement Community in their will
 - Naming Tel Hai Retirement Community as owner and beneficiary of a life insurance policy
 - Naming Tel Hai as beneficiary of IRA or Annuity
 - Creating a charitable trust naming Tel Hai Retirement Community as a beneficiary
 - Making a gift through a Charitable Gift Annuity (usually administered through Everence Trust Co. or a bank Trust Department)
 - Contributing \$10,000 or more cumulatively
 - Designating proceeds from their Estate Preservation Agreement to Tel Hai Retirement Community

Counting and Reporting

The purpose of the following section is to set general guidelines that provide transparency and consistency to how gifts are recognized and how efforts by the Tel Hai Development Office are measured. It is important to understand that counting and reporting are not to be confused with valuation and crediting, which are calculations that are guided by IRS regulations and accounting practices. All valuations of gifts will follow policies and procedures established by the Tel Hai Services Accounting Department. The Tel Hai Development Office will use the *National Committee on Planned Giving* ® *Guidelines for Reporting and Counting Charitable Gifts – 2006* as its guide in establishing its policies. Tel Hai Development and the Board of Directors reserve the right to establish separate counting principles for specific campaigns if it is in the best interest of the organization and donors.

- Revocable Deferred Gifts: These are gifts which are either solicited by the Tel Hai Development Office or directed by the donor, but which the donor retains the right to change the commitment and beneficiary. Examples include:
 - Estate provisions in a will or living trust;
 - Charitable remainder trusts in which donor reserves the right to change beneficiaries and/or remainderman;
 - Charitable Gift Annuities where the donor retains the right to change beneficiaries;
 - IRAs and other retirement plan assets and any annuities in which the beneficiary's interest remains revocable;
 - Life insurance which the donor retains ownership and can change the beneficiary.

The primary form of recognition for revocable deferred gifts is membership in the Tel Hai Retirement Community Heritage Society. The society honors intent, and is available to any donor without respect to the revocability of the commitment. For the purpose of counting and reporting, the Tel Hai Development Office will measure the number of commitments.

The Tel Hai Development Office and the Board of Directors retain the right to include revocable commitments in campaign totals. If gifts are counted toward a campaign, the Tel Hai Development Office will credit the donor for the face value of the gift. The gifts are not eligible to be counted again at another time when they are realized.

- Irrevocable Deferred Gifts:
 - Charitable Gift Annuities: Tel Hai Development will credit a Charitable Gift Annuity or Charitable Remainder Trust at face value for the purpose of annual or capital campaign if a donor creates the vehicle with Everence Trust Co. or through their bank trust and signs the Tel Hai Development *Confirmation of Intent* form stating that the donor will not remove Tel Hai Development as beneficiary.
 - Life Insurance: Tel Hai Development will credit the donor for the death benefit value of the policy if the policy is paid up, and Tel Hai Development is both the owner and the beneficiary.
 - Lead trust distributions will count as cash when they are received, unless future distributions are pledged as part of a campaign.
- Perpetual Trusts: Tel Hai Development will count the face value of the trust at the time it was received as a gift toward the campaign or appeal for which it was solicited. Future earnings will only be recorded as trust earning in the Business Office, and will not be counted toward any future campaign or appeal.
- Realized Bequests will be treated as cash on the date that they are received. Tel Hai Development will review all documents that accompany realized bequests to ensure that any donor wishes are noted. The donor(s) will be recognized as Heritage Society members and given written remembrance at the next Heritage Society event. Tel Hai Development will coordinate written recognition in Tel Hai Retirement Community materials with family members or other known associates.
- Donors considering a restricted bequest for a use other than established funds or campaign are encouraged to speak with Tel Hai Retirement Community administrators or the Tel Hai Development Office staff to determine if the gift is likely to benefit and further the mission of the organization. In the event that the restriction creates undue burden on the organization or that it undermines or contradicts the stated or perceived values of the organization, Tel Hai Retirement Community reserves the right to decline restricted bequests.
- In the event that the bequest is without restriction or noted as a gift to be use “where needed most,” the following guidelines will apply:
 - For gifts under \$24,999, the contribution will automatically be applied to the Tel Hai Retirement Community unrestricted fund;
 - For gift between \$25,000 and \$74,999, the Tel Hai Development Office staff will consult with Tel Hai Retirement Community administration to determine the best use of the gift;
 - For gifts over \$75,000, Tel Hai Retirement Community staff will present a proposal for use of funds to the Development Committee for recommendation to the Board of Directors for approval.
- Event Sponsorship: These opportunities will be clearly advertised as a *quid pro quo* contribution with the goods and services provided in return for the contribution clearly stated. These goods and services may include entrance fees for golf outings, dinner, promotional clothing and other items.

Tel Hai Development will set the recognition in accordance with the internal policies related to the use of printed and on-line materials. Please note that vendors are invited to participate, but that the Tel Hai Retirement Community Corporate Compliance Policy is in force at all times, and in no way does sponsorship entitle an individual or entity to any special consideration for opportunities or contracts current or future.