

Fundraising Gift Acceptance and Recognition Policy

Revised by Board Resolution March 21, 2008

General Policy Statements

Charitable Intent

All gifts to the Grand Traverse Bay YMCA must be based upon philanthropic intent.

Conditions Regarding Acceptance of Gifts

The Grand Traverse Bay YMCA will accept only those gifts that are consonant with the mission, goals and purpose, and which sustain the mission of the YMCA; and are deemed consistent with public laws, regulations, and public policy of the State of Michigan and the federal government. The Grand Traverse Bay YMCA will, in a timely manner, properly acknowledge all contributions.

Gift Appraisal

The Grand Traverse Bay YMCA will not appraise or in any way establish the value of any asset. The Grand Traverse Bay YMCA is not a “qualified appraiser” as defined by the United States Internal Revenue Service.

Ethical Fund Raising

All promotions and solicitations conducted by the Grand Traverse Bay YMCA will be conducted in a manner that is both ethical and professional.

Gift Confidentiality

Unless otherwise requested, the Grand Traverse Bay YMCA will treat donations as public knowledge, but will make every reasonable effort to comply with donor requests regarding confidentiality.

Use of Gifts and Associated Income

All gifts accompanied by a written statement identifying the donor’s desired use of the gift will be used for the stated purpose for which they were given and accepted to the maximum extent possible. All unrestricted or non-designated gifts will be available for use as determined appropriate by the Grand Traverse Bay YMCA Board of Directors.

Any interest or other income generated by a restricted gift will be considered as unrestricted or non-designated and will flow to the YMCA's general fund. The funds generated by the gift will be available for use, as any other non-restricted or non-designated funds, by the YMCA as determined appropriate by the Board of Directors.

Acceptance of Gifts

The Chief Executive Officer and/or the Executive Committee of the Grand Traverse Bay YMCA shall be responsible for approval and acceptance of all philanthropy to the YMCA, subject to the policies and procedures contained herein or adopted in the future by the Grand Traverse Bay YMCA Board of Directors.

Quid Pro Quo Statutes

Disclosure of benefits and/or services associated with a fundraising solicitation will be furnished, on a timely basis, to the donor as required by federal and state law.

Finder's Fee

The Grand Traverse Bay YMCA will not pay a commission or finder's fee for any gift.

Rejecting Gifts

The Grand Traverse Bay YMCA Board of Directors reserves the right to decline any gift.

Endowments

Endowment gifts will be accepted. Any interest or other income generated by an endowment gift will be considered as unrestricted or non-designated and will flow to the YMCA's general fund. The funds generated by the gift will be available for use, as any other non-restricted or non-designated funds, by the YMCA as determined appropriate by the Board of Directors.

Conflict of Interest

In all dealings with donors, Grand Traverse Bay YMCA staff and volunteers will provide full disclosure of interests, relationships, and holdings that could potentially result in even the appearance of conflict of interest or self-dealing. Board members will sign a conflict of interest statement to be kept in their file.

Acceptable Gift Types

Subject to the declination rights described in this policy, gifts types which are approved by the Grand Traverse Bay YMCA Board of Directors as acceptable contributions include, but are not limited to:

1. Gifts of cash or checks
2. Certificates of deposit
3. Securities – listed, unlisted, restricted, closely held, or mutual fund
4. Personal property (including inventory)
5. Real estate or real property
6. Gifts-in-kind (including but not limited to services such as advertising space, time, or legal services)
7. Planned gifts (including, but not limited to bequests, life insurance, trusts)
8. Retirement plans (including, but not limited to IRAs, Keoghs, 401-k plans)

The Grand Traverse Bay YMCA reserves the right to convert, sell, or exchange donated property at the discretion of the board of directors.

Gifts-in-kind, going to or for the benefit of the Grand Traverse Bay YMCA, may require prior Executive or Board approval before the YMCA can accept the gift.

Gifts of securities must be liquidated within 5 working days of receiving the gift.

Tax Deductibility of Gifts

The Grand Traverse Bay YMCA is a 501 (c) (3) non-profit corporation, and as such gifts to the Grand Traverse Bay YMCA may be tax deductible. Donors should check with their tax advisor, however, as to the deductibility of each particular gift.

Gift Credit

All gifts to the Grand Traverse Bay YMCA will be acknowledged in a timely fashion and recognized in an appropriate manner outlined in “Gift Recognition” below. Cumulative gifts over multiple years and/or for multiple designations (annual campaign, capital campaign, etc.) may also be recognized based on level of cumulative giving. “Gift Credit” is the term used to signify which gifts are counted as credit toward cumulative giving.

Any of the seven “Acceptable Gift Types” above qualify as forms of Gift Credit. Special considerations for matching gifts, gifts-in-kind, and planned gifts are:

1. Matching gift credit applies only to the actual donor of the matching gift. Recognition, however, will be extended to both the donor of the matched gift and the donor of the matching gift.
2. Gifts-in-kind gift credit will be estimated for gifts of hard-to-value assets until the asset is converted into cash or some other form of marketable security. Gifts of services will be recognized at the level the gift reduces the actual expenses that would have been incurred by the YMCA.
3. Planned gifts will be credited at the present value of the gift.

Accumulated gift credit qualifies the donor for inclusion in one of these YMCA Donor Societies:

\$1 - \$999	YMCA Donor
\$1,000 - \$4,999	YMCA Friend
\$5,000 - \$9,999	YMCA Supporter
\$10,000 - \$24,999	YMCA Sponsor
\$25,000 - \$49,999	YMCA Champion
\$50,000 - \$99,999	YMCA Guardian
\$100,000 - \$249,999	YMCA Protector
\$250,000 - \$499,999	YMCA Benefactor
\$500,000 - \$999,999	YMCA Philanthropist
\$1,000,000 +	YMCA Founder

Gift Recognition and Acknowledgement

All gifts to the Grand Traverse Bay YMCA will be acknowledged in a timely fashion (within 2 business days of receipt) and recognized in an appropriate manner. All donors will be acknowledged with a letter of thanks from the CEO, board chair, senior YMCA staff, and/or campaign chair. This letter will also serve as a gift receipt for tax purposes. Recognition may include listing donors in certain Grand Traverse Bay YMCA publications, inclusion on a donor wall, or with special signage (“Naming Opportunities”), or with membership in a specific ‘Donor Society’ (see “Gift Credit” above). An individual donor recognition piece will not exceed 3% of the value of the gift. Recognition of all types of gifts is the responsibility of the CEO.

Annual campaign gifts will be recognized at the following levels:

\$1 - \$499	YMCA Corporate Sponsor
\$500 - \$999	YMCA Strong Kids Sponsor
\$1,000 - \$4,999	YMCA Strong Families Sponsor
\$5,000 - \$9,999	YMCA Strong Communities Sponsor
\$10,000 - \$24,999	Y Triangle Advocate
\$25,000 - \$49,999	YMCA Values Advocate
\$50,000 - \$99,999	YMCA Vision Advocate
\$100,000 +	YMCA Mission Advocate

Capital campaign gifts will be recognized at the accumulate gift credit levels above, with additional recognition available through naming opportunities.

Only the YMCA Board may approve the permanent naming of a program, room, area or building. Donors who contribute may be considered for permanent recognition through dedication of a specific YMCA program, room, area, or building as approved by the YMCA Board of Directors.

The Grand Traverse Bay YMCA Legacy Club

The Legacy Club is the Grand Traverse Bay YMCA organization that recognizes an individual’s commitment to the YMCA by means of a testamentary gift.

Ways to Thank a Donor (Recognition Protocol)

Letter of Thanks

Personal thank you from solicitor, board member, campaign volunteer, or staff

Recognition at annual meeting and other special functions

Inclusion in YMCA literature

Plaque or other form of recognition on site

Newspaper ad, feature article, op ed piece, or editorial

Plaque, trophy, picture, or other recognition piece to be kept by donor

Acknowledgement and signage at fundraising events or annual meeting

Additional for capital campaign: Naming Opportunities