


Hebrew SeniorLife Administrative Policy & Procedure

Policy Title	Age of Opportunity Campaign Counting and Crediting Policy
Responsible Department:	Development
Original Effective Date:	5/8/19
Review/Revised Date:	
Supersedes:	None
Approved By:	 Katelyn Quynn, Chief Development Officer and Vice President, Board Relations

I. PURPOSE:

The purpose of this Campaign Counting and Crediting Policy is to provide Hebrew SeniorLife (HSL) leadership, development staff, and volunteers with guidelines that enable them to assist prospective donors, their families, and advisors in making gifts to HSL.

II. SCOPE :

This policy applies to all HSL staff and volunteers through the end of the Age of Opportunity Campaign. The Development Office, in consultation with the HSL President and CEO, the Campaign Steering Committee, the Development Committee and others as needed will be responsible for the acceptance, documentation, counting, and reporting of campaign gifts.

III. POLICY:

This policy is intended to support, protect, and advance the relationships between HSL and its donors. HSL views donors as partners to the organization's success, and thus stands by a policy of adherence to accepted financial practices and donor stewardship. These procedures must be flexible and realistic in order to accommodate unpredictable giving situations and opportunities, as well as variability in donor expectations.

IV. PROCEDURES:

Campaign Counting Period

October 1, 2016 through September 30, 2023 or the end of the campaign (with select reach back gifts).

Goals and Initiatives:

- Overall working goal of \$125M-\$150M, encompassing four priority areas:
 - Memory Health
 - Research and Teaching

- Above and Beyond (i.e., elder abuse, expressive therapies, home- and community-based services, spiritual care, multigenerational programming, food, Visionaries fund, and other program support)
- Flagship Campus (Roslindale)
- Over the course of the campaign gifts may come in that are outside the fundraising priority areas, and they will be counted towards the working goal.
- All gifts received will be assigned to a specific restricted, temporary restricted, or unrestricted gift category. As needed, and in consultation with Fiscal Services, unrestricted gifts may be designated at the discretion of the President and CEO. Best efforts will be made to seek and receive gifts that place the least possible restriction on HSL.
- This working campaign goal will be periodically revisited as the campaign progresses, and prior to going public.

Acceptance and Recording of Campaign Gifts:

- Per HSL's campaign plan approved by the Board of Directors in October 2017, campaign gifts will be counted broadly, in keeping with both the reporting standards of the Association for Healthcare Philanthropy and the gift policies of similarly constructed local campaigns. HSL welcomes both current and deferred gifts including outright contributions, bequests, gifts of publicly traded stock, select gifts of closely held stock, gifts of retirement plan assets, entrance fee gifts, IRA rollovers, charitable gift annuities, charitable remainder trusts, charitable lead trusts, select gifts of life insurance policies and proceeds, gifts of residences and farms subject to retained life estates, bargain sales, select gifts of tangible personal property such as art and equipment, and such other gift arrangements as the HSL Campaign Steering Committee may from time to time approve.
 - Donors can make a gift of all or a portion of their Independent Living Entrance Fee to HSL. The Entrance Fee giving option allows a resident to leave a portion of their entrance fee to HSL during their lifetime. An Entrance Fee gift must represent a minimum \$100,000 commitment, unless otherwise agreed upon by the donor and Development staff. Entrance Fee gifts are counted at full face value at the time the gift is made.
 - Life income gifts such as charitable gift annuities and charitable remainder trusts shall be counted at full face value at the time the gift is made.
 - Bequests with written documentation will generally be counted at full face value, with some exceptions based on the donor's age and life expectancy.
 - HSL will accept gifts of life insurance when HSL is irrevocably named as both the beneficiary and owner where a) a Whole Term life insurance policy is paid in full or b) a life insurance policy is created and is a Guaranteed Policy. HSL will not accept gifts of term life insurance policies.
 - Non-NIH federal, state, and local grants as well as select tax credits will be included in campaign totals (but recognized/listed separately).
 - Questions regarding counting procedures for all other gift types may be referred to HSL's Development Office.

- Pledges will generally be payable over a period of three to seven years with some exceptions.
 - Multi-year commitments will be credited and counted in the full year in which the commitment is made, in accordance with IRS guidelines, and an annual payment schedule will be established at the time of the commitment.

Campaign Reporting:

Campaign progress will be reported regularly to the Development Committee, Campaign Steering Committee and the Board of Directors. Such reports shall include total dollars raised, and may also include a breakdown of total dollars raised for each campaign priority.

Donor Recognition:

In this campaign, HSL will selectively offer physical space, program, or other naming opportunities as a way to personalize a solicitation and to recognize a gift. In naming a space, it is understood that such recognition does not constitute “ownership” of the space. Decisions made regarding utilization of any space will be made solely by HSL.

It is possible to name a space that does not have direct correlation with a gift. For example, a donor could make an unrestricted campaign gift and be offered a naming opportunity as a “thank you.”

Recognition of a donor will remain associated with a physical space until such time as the space is relocated, substantially renovated or is no longer owned and used by HSL for the intended purpose. If a named space is relocated, substantially renovated or is no longer used by HSL, the donor will receive appropriate continued recognition, as determined by HSL, in the spirit of the donor’s original gift. HSL will make every effort to notify a donor of the space being relocated, substantially renovated, or ceasing to be used.

Physical space, program, or other naming opportunities may be awarded at the time of a fully executed gift or pledge agreement. HSL shall include good faith intent. Should the gift/pledge not be met, HSL maintains the right to remove the donor’s recognition and offer an alternate naming opportunity appropriate to the donor’s actual giving level. Further, HSL retains the right to remove the donor’s recognition promptly upon the first publication of a credible allegation that the donor: (i) committed an act of moral turpitude; (ii) committed a felony under federal or state law; or (iii) failed to act with due regard to social conventions, public morals and decency.

In keeping with HSL’s policy on Tax-Exempt Bond Post-Issuance Compliance, for-profit corporate donors may not be granted naming rights without review and approval by HSL’s Legal department and Fiscal Services.

Donors will be consulted when their name may appear in print. Donors will be given an opportunity to indicate how they would like their name to be listed. HSL will carefully adhere to a donor’s request for anonymity, and as requested ideally will not share an anonymous donor’s name or gift level for any reason other than legal or fiscal compliance.

Questions regarding additional types of donor recognition may be referred to HSL’s Development office.