

## GIFT SOLICITATION AND ACCEPTANCE POLICY AND PROCEDURE

1. Central Florida Speech & Hearing Center (“CFSHC” hereinafter) actively solicits and accepts gifts that are consistent with its mission and that support its core programs, as well as special projects. CFSHC’s mission is **“To provide the highest quality speech, language and hearing services, always in a caring manner.”**
2. Donations will generally be accepted from individuals, partnerships, corporations, foundations, government agencies, or other entities, without limitation – unless acceptance of gifts from a specific source is inconsistent with the organization’s beliefs, values and mission.
3. CFSHC urges all prospective donors to seek the assistance of personal legal and financial advisors in matters relating to their gifts, including the resulting tax and estate planning consequences.
4. Certain types of gifts must be reviewed prior to acceptance. CFSHC will not accept gifts that (a) would result in CFSHC violating its corporate charter, (b) would result in CFSHC losing its status as an IRS Code 501(c)(3) not-for-profit organization, (c) are too difficult or too expensive to administer in relation to their value, (d) would result in any unacceptable consequences for CFSHC or (e) are for purposes outside CFSHC’s mission. Decision on gift acceptance or refusal shall be made by the Board of Directors, in consultation with the President/CEO.

PROCEDURE FOR PROCESSING GIFTS  
AND MAINTAINING DATABASE ACCURACY

1. Send all checks to the Development Department for entry into the donor database and recording as necessary, then forward to Finance Department for accounting and depositing.
2. The Development Department will update donor information in database if information on the check/and or response form is different. Note the date of change in the record.
3. Record gift according to donor's intended use, i.e. unrestricted, restricted (specific program or project), endowment, etc.
4. Record in the system the source of the gift, i.e. direct mail appeal, special event, personal solicitation, capital campaign, etc.
5. Prepare periodic report of gifts to be circulated to appropriate staff for information and special acknowledgment attention.
6. Acknowledge all gifts within three business days using appropriate thank you letters. If receipts are included, they must feature the wording required by the IRS.
7. If no goods or services were received in exchange for the gift, insert "No goods or services were received in exchange for your gift. Therefore, the full amount of your contribution is tax-deductible as allowed by law." If a good or service was received, the organization must inform the donor of its fair market value in order for the donor to know the tax-deductible portion of the contribution. "In exchange for your contribution of \$500, you received a book with an estimated fair market value of \$75, so \$425 may be treated as a charitable donation.
8. A Board member will call donors of \$1,000 or more to thank them personally.
9. When gifts with restrictions are accepted, restrictions will be honored. These restrictions will be detailed in the donor's gift letter.

## DONOR PRIVACY POLICY

Central Florida Speech and Hearing Center respects the privacy and confidentiality of its donors. The type of information it collects and maintains are as follows:

- Contact information: name, address, telephone number and email address
- Giving information
- Information on events attended, services received and special requests for program information
- Information provided by the donor in the form of comments and suggestions.

CFSHC uses donor's information to understand their interests in its mission and to update them on the organizations' plans and activities. It is shared with staff, board members, volunteers and consultants only on a "need-to-know" basis.

All information concerning donors or prospective donors, including their names, addresses and telephone numbers, the names of their beneficiaries, the amount of their gift, etc., shall be kept strictly confidential by CFSHC, its staff and associated persons, unless permission is obtained from donors to release such information.

The Center does not sell or share donor information to third parties nor does the Center send donor mailings on behalf of other organizations. The Center graciously recognizes donors and their respective level of giving in Center materials and recognition areas, but only with express permission of donors. Donors are given the option of making their donation anonymous if they so choose.

A donor may have their name removed from the mailing list by notifying CFSHC in writing.

## DONOR ANNUAL RECOGNITION POLICY

Central Florida Speech and Hearing Center (CFSHC) will recognize and thank donors annually in a variety of public ways, when given permission by the donor. CFSHC will request in writing the manner in which the donor wishes to be listed – whether individually, with credentials, as a couple or anonymously. CFSHC shall collect this information in writing from the donor through the use of the following or similar format:

Sample Text:

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So we may recognize you properly for your gift, please write  
how you would like to be listed in the space above.

For donors who wish to remain anonymous, CFSHC will have procedures in place that address how anonymous donors will be coded in the database, how they will continue to receive mailings and how their gifts will be included in fundraising reports.

Examples of possible annual fundraising campaigns to be considered by the Board for public recognition are provided in the attached document.

## AVENUES FOR DONOR ANNUAL RECOGNITION

Unless the Board decides otherwise, all gifts will be recognized for a twelve month period after the gift is received by CFSHC. For gifts that are made over a multi-year period, recognition will continue throughout the period of the gift.

Recognition may include:

- 1) Recognition on donor wall in the CFSHC facility, with various levels of prominence,
- 2) Listing in annual report that is published in the fiscal year of the gift,
- 3) Recognition at fundraising events,
- 4) Recognition in print material,
- 5) Naming rights for fundraising events,
- 6) Naming rights for a designated space at CFSHC,
- 7) Naming rights for a position of speech and language pathologist or audiologist,
- 8) Naming rights for scholarship for speech and language pathology or audiology services to children under 18 years of age,
- 9) Naming rights of building where CFSHC is located.

Refer to the policy on Donor Naming Opportunities for more detail on recognizing major gifts.

CFSHC retains the right at all times to rescind and discontinue any and all public recognition of a previously honored donor who becomes tainted by scandal.

## POLICY AND PROCEDURE FOR ACCEPTING

## PLANNED / DEFERRED GIFTS

1. CFSHC will accept a variety of advanced planning gift methods, including but not limited to those identified below.
2. CFSHC will not accept a Charitable Gift Annuity, in which CFSHC issues an annuity to the donor.
3. CFSHC will accept the following types of deferred gifts:
  - a) Bequests in Last Will and Testament,
  - b) Beneficiary designation on financial accounts, stocks, bonds, life insurance, IRA, 401K or other qualified plans,
  - c) Charitable Lead Annuity Trust (CLAT)
  - d) Charitable Lead Trust (CLT)
  - e) Charitable Lead Unitrust (CLUT)
  - f) Charitable Remainder Annuity Trust (CRAT)
  - g) Charitable Remainder Trust (CRT)
  - h) Charitable Remainder Unitrust (CRUT)
4. CFSHC encourages donors to consult with their personal legal, financial and tax specialists to determine how planned giving may benefit them and help them achieve their estate planning goals.

## DONOR NAMING OPPORTUNITIES POLICY

Financial commitments may be made over a multi-year period. CFSHC will recognize donors of various commitment levels in appropriate ways on an annual basis, with the donor's permission.

Annual available naming opportunities for major commitments may include naming scholarships, publications, programs and new initiatives.

Major financial commitments may include available opportunities for naming rights for designated space or services. Naming opportunities may allow donor to include their name or the name of a loved one in a designated facility space or in connection with a program for a term to be agreed upon by the Board and the donor.

Opportunities for annual recognition will be determined on a case by case basis. Available naming opportunities may include the following:

1) Naming rights of building where CFSHC is located.

This gift can be made as a multi-year period commitment. The donor may be recognized with signage on the exterior of the building housing the CFSHC. The signage will be in compliance with any restrictions, regulations, ordinances and requirements of the landlord, city, county or other municipality or government entity involved. Naming rights of the building will be for a term agreed upon by the Board and the donor.

2. Naming rights of a space in CFSHC facilities

This gift can be made as a multi-year commitment. The donor will be recognized with a plaque placed in one room or space in the CFSHC agreed upon by the Board and the donor.

All recognition plaques must be approved by the donor before ordering, but it should conform to the Style Guide adopted by CFSHC. The language for the

plaque must be approved by the donor, but should be along the lines of :

*“Mr. and Mrs. John Doe Room”*

*Central Florida Speech and Hearing Center gratefully  
acknowledges the generosity of Mrs. and Mrs. Doe*

Naming rights of the space will be for a term agreed upon by the Board and the donor.

3) Named Annual Fundraising Event

This gift may be made as a multi-year commitment. The donor will be recognized by adding their name or the name of their loved one to the name of the annual fundraising event and prominently displayed in all marketing materials, including print, social media, radio and TV. In addition to the name of the fundraising event, donor recognition shall be in all print materials in a format along the lines of:

*“This event is made possible through the generosity of Mr. and Mrs. John Doe.”*

Naming rights of the fundraiser will be for a term agreed upon by the Board and the donor.

4) Naming Rights for a Position for Speech Pathologist or Audiologist

This gift can be made as a multi-year commitment. The donor may have a full-time position of Doctor of Speech Pathology or Doctor of Audiology bear their name.

A plaque would be displayed in a treatment room for speech therapy or audiology, whichever is applicable, in a format along the lines of:

*“The position of Speech –Language Pathologist is made possible through the generosity of Mr. and Mrs. John Doe.”*

Naming rights for the position of speech-language pathologist or audiologist will be for a term agreed upon by the Board and the donor.

5) Named Scholarship for Services

A gift to provide direct services for speech and language therapy and/or audiology through CFSHC to children age 18 or younger. This gift can be made as a multi-year commitment.

A plaque would be displayed in a treatment room for speech and language therapy and in a format along the lines of:

*“Direct services for speech and language therapy for children are made possible through the generosity of Mr. and Mrs. John Doe.”*

Naming rights for the scholarship will be for a term agreed upon by the Board and the donor.

CFSHC retains the right at all times to rescind and discontinue any and all public recognition of a previously honored donor who becomes tainted by scandal.

POLICY AND PROCEDURE FOR ACCEPTING  
GIFTS OF TANGIBLE AND INTANGIBLE PERSONAL PROPERTY

All gifts of tangible and/or intangible personal property shall be reviewed by the Board of Directors prior to acceptance. The Board of Directors shall determine whether to accept any gift of tangible and/or intangible personal property in light of the following considerations:

- 1) Is the personal property related to the organization's tax-exempt purposes;
- 2) Can the property be used by the organization to further its purpose;
- 3) Is the property easily saleable;
- 4) Are there any unacceptable restrictions imposed on the use or sale of the property;
- 5) Is title to the property clear;
- 6) Any carrying costs for the property for which CFSHC would be responsible, such as transportation costs, storage costs, costs of selling, maintenance and repairs.

For gifts of personal property valued in excess of \$5,000, the donor must pay for an appraisal by a qualified appraiser. CFSHC will acknowledge the appraisal in writing to be attached to the donor's tax return.

CFSHC will notify the IRS of the sale price of any personal property gift sold within three years of the date of the gift.

Gifts of specific types of tangible personal property:

1) Furniture:

Subject to approval by the Executive Committee, gifts of furniture may be accepted if the furniture is usable in CFSHC 's facilities or can be quickly sold for an amount approximate to the amount the donor wished to take as a tax deductible contribution. Donors are responsible for establishing their own deduction

CFSHC will ask a furniture dealer to give an estimate of value so that it can be booked as an asset in cases where the items are to be used by CFSHC.

CFSHC will maintain a list of other charities that accept gifts of furniture for

those donors whose furniture cannot be used by the organization.

2) Vehicles:

Subject to approval by the Board of Directors, gifts of a qualified vehicle (as defined by the IIRS) may be accepted by CFSHC if it is in working order and saleable. For vehicles with values of more than \$500 or that generate proceeds of more than \$500, the donor's deduction is determined in one of two ways:

a) If the vehicle is sold without any significant intervening use or material improvement by CFSHC, the deduction is limited to the amount of gross proceeds received from the sale.

b) If CFSHC intends to make significant intervening use or materially improve the car, the donor generally can deduct its fair market value.

3) Other:

Subject to approval by the Board of Directors, other gifts of tangible personal property may be accepted if they are usable to the organization or easily saleable. The donor is responsible for establishing the value of the contribution. If the organization decides to sell the item but thinks the noted value is higher than what could be realized by its sale, CFSHC will inform the donor.

Gifts of Intellectual Personal Property

Tax deduction for contribution of a patent, or other intellectual property such as a copyright or software may be limited. Donors are encouraged to consult with their personal tax advisor.

POLICY AND PROCEDURE FOR ACCEPTING  
GIFTS OF REAL ESTATE

All gifts of real estate shall be reviewed by the Board of Directors prior to acceptance. As part of the review, a staff member of CFSHC and a member of the Board of Directors shall make a physical inspection of the property. If the property is too distant from CFSHC's facility for a staff person and a board member to inspect the property, then a local real estate broker can make the inspection.

Donor will be responsible for obtaining and paying for for an appraisal of the fair market value of the property and an environmental audit of the property.

Criteria for acceptance of gifts of real estate include:

- 1) Is the property useful for the organization's purposes;
- 2) Is title to the property clear;
- 3) Are there covenants, conditions, restrictions, reservations, easements, encumbrances or other limitations associated with the property;
- 4) Is the property readily marketable;
- 5) Are there carrying costs (including liens, insurance, property taxes, assessments, mortgages, notes, etc.) or maintenance expenses associated with the property;
- 6) Does the environmental review or audit reflect that the property is damaged or otherwise require remediation.

If the Executive Committee has other concerns about the status and ownership of the property, CFSHC may arrange for a title search.

## Attachment

Examples of possible annual fundraising campaigns:

## LEVELS OF GIFTS TO BE RECOGNIZED ANNUALLY

1. New Friend of the Center (1<sup>st</sup> time donor)
  - Minimum gift of \$250.00
2. Young Friends of the Center (donors aged 21 - 42 years old)
  - Minimum annual gift level of \$250.00
2. Friends of the Center
  - Minimum annual gift level of \$1,000.00
3. Dream makers
  - Minimum annual gift level of \$1,000.00 with a 5 year commitment at that gift level
4. Sustainer
  - Minimum gift level of \$50,000.00 over a 5 year period with recognition throughout the period of the gift
5. Builder
  - Minimum gift level of \$100,000.00 over a 5 year period with recognition throughout the period of the gift
6. Legacy
  - Minimum gift level of \$500,000.00 over a 5 year period with recognition throughout the period of the gift