

RIT

**Rochester
Institute of
Technology**

Gift Acceptance and Naming Policy

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Gift Acceptance and Naming Policy

I. Introduction: It is the purpose, in setting forth guidelines about gift acceptance and naming policy, to provide a basis for understanding the circumstances under which Rochester Institute of Technology (RIT or university) can discuss with and accept gifts with prospective donors. The primary concern is that the donor's intent be philanthropic and that the university's mission and priorities be served. These policies reflect an agreement between University Advancement (Advancement) and Finance and Administration (Finance) regarding the handling of outright gifts of cash and non-traditional gifts. Exceptions can be made with the concurrence of the two divisions, on a case-by-case basis and approved by the respective administrative leadership. Members of the university with knowledge of the gift can be engaged alongside Advancement and Finance administrative leadership. RIT uses the Council for Advancement and Support of Education (CASE) for its reporting standards and gift management guidelines and adheres to the IRS Regulations (IRS) and Financial Accounting Standards Board (FASB) for recognizing philanthropic gifts on its Financial Statements.

In all cases, all documentation associated with gifts will be maintained in permanent donor files within Advancement.

II. Engagement: Advancement is the philanthropic fund-raising entity for RIT and is led by the Vice President for University Advancement. Fundraising for the National Technical Institute for the Deaf (NTID), one of RIT's colleges, is managed through the office of the President of NTID in close collaboration with Advancement. The Division of Government and Community Relations is RIT's entity for federal, state, and local public funding and is led by the Vice President for Government and Community Relations.

University faculty and staff are expected to work with Advancement staff when engaging in philanthropic fundraising or gift acceptance on the university's behalf. This step ensures that gift acceptance is based upon consistent guidelines that enable RIT to make decisions in its best interest and the donor's.

III. Ethical Considerations and Conflict of Interest: RIT is committed to the highest ethical business practices in fundraising. All donor engagement on behalf of the university will adhere to the [RIT Honor Code](#), the [Individual Conflict of Interest and Commitment Policy](#), and [Conflict of Interest](#). To ensure the highest ethical philanthropic practices, the university adheres to the *Donor Bill of Rights* developed by the Association for Fundraising Professionals. The *Donor Bill of Rights* is found by visiting <https://afpglobal.org/donor-bill-rights>. In the event that any parties involved in a philanthropic gift to RIT become associated with activities not in keeping with these ethical practices, RIT retains the right to reconsider acceptance of a gift.

IV. Legal Counsel: In all fundraising negotiations, RIT reserves the right to seek advice counsel from the RIT Office of Legal Affairs (Legal Affairs). At times advice and guidance may be sought from the Finance & Infrastructure and Advancement and External Relations committees of the Board of Trustees.

V. Commitment Documentation: Commitment documentation outlines how many philanthropic gifts are transferred to the university. Documentation standards ensure philanthropic gifts are spent as the donor intended and expectations are clearly defined both internally and externally. RIT follows an established process based upon IRS and CASE for charitable gift eligibility. Gift documentation is required for all gifts creating a new designation and for those gifts that contain specific criteria for gift management. For corporations providing gifts, the Gift documentation shall include a certification, signed by a representative of the corporation, attesting to the fact that the gift has been duly

authorized, executed and delivered on behalf of the corporation. University Advancement designs and administers the gift documentation process with the key stakeholders.

A written plan for internal/fundraising initiatives (ie: crowdfunding in the absence of a lead donors) is required as part of the gift documentation process for all funds. In general, there should be a lead donor who signs a New Fund Agreement and assumes responsibility for reaching the minimum gift level to create the fund.

**In the absence of any type of Commitment Document, gifts can only be transferred to the university accompanied by written documentation of the donor's intent. Realized bequests and certain types of deferred gifts are transferred in accordance with the terms of the Will or other estate planning or deferred gift agreement.*

VI. Outright Gifts: Outright gifts are those assets placed immediately in the possession of RIT with the donor retaining no interest in the assets. Depending on donor intent, all gifts are classified as permanently restricted, temporarily restricted or unrestricted. These classifications are further described below.

- **Permanently Restricted:** A donor has placed a permanent restriction on the principal of the gift by directing it to an endowed fund. A gift of this type will be held in perpetuity in compliance with the New York Prudent Management of Institutional Funds Act in a specific endowed gift account. A percentage of the earned income will be spent by the university. (See further information on permanently restricted gifts under VI, F. *Gifts Restricted to Endowed Funds.*)
- **Temporarily Restricted:** A donor has placed a restriction on a gift that requires the university to direct the gift toward that use by placing it in a gift account restricted for the identified purpose.
- **Unrestricted:** A donor has placed no restrictions on a gift and the university may use it at its discretion for operations and budget relief. A gift of this type is placed in the university's unrestricted gift account. When a donor does not restrict or designate his/her gift it is placed in the unrestricted gift account.

Clear evidence of donor intent should be made in writing and maintained in the donor's file where it is easily accessible and can be reproduced if needed. Orally communicated restrictions can only be fulfilled when documented consent from the legal donor has been received by RIT.

A. Accepting Foreign Currency and Foreign Securities

RIT reserves the right to accept foreign currency and securities on a case-by-case basis. In cases where RIT accepts a gift of foreign currency, the gift will be recorded in U.S. currency based on the closing exchange rate on the day the gift is received. In cases where RIT accepts foreign securities, the policies and procedures applicable to gifts of marketable domestic securities will apply (See *Noncash Gifts: Securities VII, 7B* in this document). In cases where RIT does not accept the foreign currency or securities from the donor, the check/currency or securities will be returned to the donor with proper documentation.

With the exception of endowed accounts, any gain/loss on the exchange of the foreign currency and securities between the day the gift was received and the day the electronic deposit is posted to the university's bank account will be reflected on the general ledger account where the gift was designated. For endowed accounts, the gain/loss is recorded to the investment pool.

The reporting requirements for gifts of foreign currency or from foreign entities are satisfied by

Finance and Administration. Additionally, foreign entities are screened for potential risks to the university by Advancement in collaboration with the Office of Compliance and Ethics.

B. Gifts to Non-US Affiliates of RIT

Contributions to non-US affiliates of RIT may be recorded as charitable gifts and may be eligible for an official US tax receipt under certain circumstances. Such gifts should be made to RIT Global Delivery Corporation (RGDC) and should be reviewed on a case-by-case basis by RIT's Advancement and Finance divisions. RGDC is a wholly owned not-for-profit subsidiary of RIT whose exempt purpose is to deliver RIT academic programs in countries outside of the United States. The following guidelines apply to gifts to RIT Croatia and other foreign campuses where RIT offers programs through RGDC.

- RGDC may accept gifts to benefit RIT Croatia, and issue an official US tax receipt, so long as RGDC's board determines that such gifts are consistent with its exempt purpose. Gifts made directly to RIT Croatia will not be issued an official US tax receipt by RIT or RGDC.
- RGDC may accept gifts that benefit its foreign campuses other than RIT Croatia so long as Finance determines that such gifts are consistent with its exempt purpose.
- RGDC will not accept gifts to benefit foreign campuses for purposes other than delivering academic programs. Donors wishing to make gifts to foreign campuses, other than RIT Croatia, are encouraged to contact the foreign campus directly. Such gifts will not be issued a US tax receipt by RIT or RGDC.

Under RIT's consolidated legal entity structure, only gifts to RIT Croatia and the RIT Global Delivery Corporation will be included in RIT's consolidated financial statement.

C. Gifts Restricted to RIT Agency Affiliates or Student Agency Affiliates

Gifts to RIT agency or student agency accounts that are self-funding and operate outside of RIT's are not considered gifts to RIT and, thus, are not eligible to receive gift credit from RIT or an official tax receipt. Certain agency accounts are for RIT affiliated groups/programs as determined by Finance; gifts to these agency accounts may be considered gifts to RIT with the approval of Finance. Club memberships or dues are not considered gifts.

Gifts to Greek organizations can be accepted based on IRS approved purposes. These purposes are for scholarships, book funds, leadership initiatives, or housing costs such as repairs or enhancements to university-owned houses.

D. Gifts Solicited in States Requiring Registrations

Certain states require registration in order to solicit residents of that state. Advancement, Legal Affairs and Risk Management satisfy the registration requirements in compliance with each state's guidelines. Before soliciting gifts in states other than New York, it is prudent to determine if RIT is registered to solicit residents of that state. This information can be provided by Advancement Services.

E. Quid Pro Quo Gifts (Goods or Services the Donor Receives in Return for Gifts)

Quid pro quo gift information is communicated to the donor through the university's official tax receipt which states the fair market value for any goods or services, other than of an insubstantial amount, the donor may have received as a result of a contribution. Additionally, for donor relations purposes communicating the quid pro quo value to donors in the solicitation materials is required. Quid pro quo values for reoccurring fundraising events are reviewed and updated annually. These values are displayed as the quid pro quo value on the donor's tax receipt. Quid pro quo requirements apply to all giving clubs, sponsorships, events, and

solicitations.

F. Gifts Restricted to Endowed Funds

The New York Prudent Management of Institutional Funds Act (NYPMIFA) governs the management and investment of funds held by not-for-profit corporations and other institutions. Absent donor stipulations to the contrary, the statutory guidelines contained in NYPMIFA relate to the prudent management, investment and expenditure of donor-restricted endowment funds without regard to the original value of the gifts. However, NYPMIFA contains specific factors that must be considered prior to making investment decisions or appropriating funds for expenditure. The university classifies as permanently restricted the original value of gifts donated to an endowment fund, the original value of subsequent gifts to an endowment fund and accumulation to the endowment made in accordance with the direction of the applicable donor gift instrument (e.g., bequest, Will, gift agreement or approved solicitation materials distributed by the university) at the time the accumulation was added to the fund.

G. Gifts Received Through Donor Advised Funds or Charitable Checking Accounts

Donor Advised Funds are established at community organizations or public charities (Organizations) and allow individuals greater flexibility and oversight for charitable giving activities. Organizations are the legal donor in these cases, however, donors/advisors receive recognition credit for advising the Organization to direct a gift to the university. Donors/advisors making gifts to RIT through donor advised funds or external charitable checking accounts are bound by the restrictions associated with these types of accounts. The following requirements apply when making a distribution to RIT through a donor advised fund.

- Receipts are not generated. Acknowledgments are completed as requested by the Organizations administering the accounts.
- The donor/advisor cannot receive any benefits, other than incidental, associated with distributions from a donor advised fund to RIT.

H. Gifts Restricted to Funds or Programs Associated with Giving Clubs or Donor Recognition Societies

RIT's philanthropic program includes gift clubs. Members of certain giving clubs receive goods and services as a result of their charitable gifts. Only if the donor refuses the benefit at the time of solicitation or donation is he/she eligible to claim a 100% deduction. In accordance with IRS for donor substantiation and to avoid penalties imposed upon RIT, the fair market value of these goods and services (quid pro quo value) are included in the donor's receipts. Gift minimums and quid pro quo values for each of these giving clubs are determined annually.

1. Sentinel Society: Recognizes a community of leadership donors who make a meaningful annual investment in the university.
2. Ellingson Society: This society honors those individuals and families who have informed us of their planned gift that will, in the future, fund RIT's greatest needs and special designated funds.
3. [All other donor recognition societies](#)

From time to time, other giving or recognition clubs may be established. Prior to doing so, organizers must engage Advancement to determine gift eligibility, quid pro quo valuing, donor receipting, and acknowledgments.

I. Matching Gifts

RIT accepts gifts from individuals that are eligible to be matched by the donor's employer, foundation, or other matching gift agency. When RIT receives a matching gift application, it complies with the matching gift agency policies and completes the requirements in order to

receive the match. The company's match follows the donor's gift designation, unless otherwise dictated by the matching gift company. RIT does not apply matches towards a donor's personal pledge.

J. Fundraising Events (raffle, auction, event, crowdfunding, etc.)

Fundraising events present an opportunity to secure philanthropic funds for the university. Fundraisers can be held by non-campus entities or can be held by university divisions, departments and clubs. All fundraising events must be in coordination with Advancement prior to any materials or solicitations being distributed on the behalf of RIT.

For external fundraising events, RIT receives the net proceeds and records the gift as coming from the group or organization. An official tax receipt is issued to the group or organization. For internal fundraisers, the campus organizer must coordinate the activity with Advancement. Only proceeds received and transacted through Advancement will be recognized as a fundraiser and gift. The following guidelines exist for internal fundraisers.

1. **Raffle:** RIT's Division of University Advancement does not endorse raffles as part of its philanthropic internal fundraising activities. If a campus organizer wishes to conduct a raffle with the proceeds directed to RIT, prior written approval must be obtained from the Office of Legal Affairs.
2. **Auction:** Entities bid on something of value either in a live auction or in a silent auction for an opportunity to buy that item if they are the highest bidder. Highest bidders/recipients of auction items are eligible to receive a charitable tax deduction receipt/credit only if their bid exceeds the estimated fair market value of the item, provided the fair market value is publicly displayed. The university counts as a gift any amount paid in excess. For example, a logo sweatshirt has a fair market value of \$25, the highest bidder pays \$35; the charitable gift is \$10 to the highest bidder. In some cases, the individual/company donating the sweatshirt will also receive a charitable tax credit.
3. **Event:** Individuals/groups attend fundraiser events where a fee has been paid to attend (i.e., golf tournament, dance, gala, etc.). The event's organizers are required to determine the quid pro quo value (the fair market value of the dinner, greens fees, etc.) and the donative value (the amount above the fair market value of the good or service a donor receives in return for his/her payment). Both values must be provided in writing for the event attendees.
4. **Crowdfunding:** Crowdfunding provides a means to raise money in small amounts from a large number of individuals online and via social media networks for a specific goal over a specific period. RIT provides a Crowdfunding platform for approved university entities (not individuals). The groups must work with Advancement to endorse the activity and ensure that when gifts are received charitable receipts can be distributed to the legal donors. For further information, reference the Crowdfunding Guidelines on RIT's website.

K. Sponsorships

Corporations and individuals often give money to sponsor activities, events or projects and in return receive public recognition. In most cases, these moneys count as gifts and do not constitute advertising. Sponsorships that can also be recorded as gifts should not extend beyond the following benefits for the sponsoring entity:

1. Sponsor's location, telephone number, and internet address included in recognition, program or display ad
2. Value-neutral description of sponsor's products or services (no call for action)
3. Sponsor's brand/trade name or product/service listings

Benefits to the sponsoring entity that extend beyond the above benefits should be reviewed by the Director of Gift and Data Processing.

L. Commercial Co-ventures

RIT in rare occasions engages in commercial co-ventures where generated revenue or services are shared with other non-profits or for-profits. These activities require approval from the Advancement and Finance divisions. Commercial co-ventures are guided by commitment documentation similar to charitable gift commitments. In certain states, commercial co-ventures require registration and fees to conduct the activity in that state. Advance approval ensures these requirements are met. Revenue or services generated as a result of commercial co-ventures are not eligible for charitable gift credit.

M. Receipts and Acknowledgments

Official tax receipts are issued by Advancement to the legal donor at the time gifts are made for outright gifts and pledge payments. These receipts, which may be sent electronically or through USPS, must comply with IRS and include substantiation statements for goods or services received as a result of the gift. Below are gift receipting, and acknowledgment guidelines:

- The legal donor is determined by the last entity having legal control of the gift being given.
- A tax receipt can be reissued upon request by the legal donor. The reissued tax receipt is notated as a duplicate receipt.
- Donors receiving recognition credit, but are not the legal donor, are not eligible to receive a receipt.
- Faculty and staff that participate in the payroll deduction program receive a year-end receipt for payroll deduction transactions.
- Acknowledgment letters may be provided for donor recognition purposes. However, these acknowledgements do not replace the official tax receipt.
- See special receipting requirements and acknowledgment guidelines for donor advised funds, gifts-in-kind and bequests in the respective sections (Noncash Gifts, Sec. VII; Deferred Gifts, Sec. VIII)
- When RIT accepts gifts by means of a credit card or debit card, it protects the personal financial information by adhering to the Payment Card Industry Data Security Standards (PCI DSS). Electronic receipts are the standard for gifts given by means of a credit or debit card.

N. Gift-related Records Retention

Gift-related documents may be retained as paper or electronically so long as the format is readable and useable. The retention period for gift related documents will vary based on the type of gift and the method of the financial transaction. To determine the appropriate retention period for gift documentation, please consult the RIT Records Management and the Advancement Records Management schedule. The Advancement Records Management schedule can be obtained from the RIT Office of Legal Affairs website.

O. Gift Refunds

Philanthropic gifts are generally not refundable. Refunds may be made in the event of a duplicate pledge payment or gift or if the gift's purpose cannot be fulfilled. In these cases, the legal donor may request a refund in writing. The university will process the refund following its accounts payable procedures and retain the refund documentation.

VII. Noncash Gifts: In addition to cash gifts, RIT accepts noncash gifts or gifts-in-kind of tangible personal property such as equipment, books, software or other assets or materials. Donors are solely responsible for determining the value of the gift-in-kind and reporting it to the IRS. All gifts-in-kind must pass a test of "related use" in order to retain its deductibility for the

donor or must be readily marketable. Related use is determined by completing the gift-in-kind forms along with required signatures and is the basis for determining the charitable deductibility of the gift-in-kind for the donor. Below is the list of required items to be obtained from the donor as per IRS, receipts are not issued for gifts-in-kind, however, acknowledgements are sent. In all cases, gifts-in-kind need to be reported to the assigned advancement officer prior to gift acceptance. An example of the required Information from the donor is below for a gift-in-kind:

- Name and contact information of the legal donor
- Name, age and description of the item(s). An itemized checklist is required if there are multiple items
- Fair market value of the item(s)
- If the item is new or used
- Third-party appraisal, paid for by the donor, if the gift has a fair market value above \$5,000 and is from an individual
- Date the item(s) was received at RIT
- Dean or VP signature indicating approval of acceptance

Additional requirements can be found in IRS publications 526 and 561 and IRS forms 8282 and 8283.

A. Gifts of Real Property, Equipment, Consumables and Software

Outright gifts of equipment, real estate and personal property will be accepted, recorded by Advancement and on the university's general ledger under the following conditions: upon completion of the appropriate gift-in-kind forms and the export control checklist, including approval of the college dean or department head of the receiving department or division's vice president.

Gifts of real estate and personal property will be recorded by Advancement at their full fair market value. For gifts of \$5,000 or more the fair market value is determined by an independent third-party qualified appraisal which is paid for by the donor. Gifts valued at less than \$5,000 can be recorded at the fair market value.

Finance files IRS Form 8282 for any gift-in-kind sold, exchanged, or otherwise disposed of (with or without consideration) within three years after the date the university received the property. Advancement, as well as the department that received the gift-in-kind, should notify Finance if a gift-in-kind is sold, exchanged, consumed or otherwise disposed of within this 3-year timeframe.

Corporate gifts-in-kind: Gifts can be reported at an educational discount or fair market value as declared by the donor if such donor-determined value is verifiable by some objective means, or at the fair market value placed on them by a qualified expert or appraiser only if RIT receives permanent and irrevocable ownership. The educational discounted value must be applied if offered by the corporation and stated as such on the forms. All gifts-in-kind must be categorized as either equipment (that which is eligible for depreciation) or consumable (that which will be expended over duration of time). All gifts-in-kind are categorized such as equipment < \$5,000, equipment > \$5,000 (that which is eligible for depreciation), software, real estate, consumables (that which will be expended or consumed over duration of time) and other. Corporate gifts-in-kind that require RIT to sign a "release of liability" must be reviewed by Risk Management and RIT's Office of Legal Affairs.

Loaned equipment, whether permanently or for a set time, is not considered a gift-in-kind as the donor does not relinquish control over the loaned equipment.

Depreciated gift-in-kind donations: Items that have been depreciated or are not new must be booked at the depreciated value as determined by the donor if such donor-determined value is verifiable by some objective means such as a qualified independent third-party expert. In all cases, the educational discounted value must be applied if offered by the corporation.

Bargain sales: RIT will record as gift transactions cases where a company offers to sell equipment at a value that is less than the fair market value or less than the educational/nonprofit discount price. This transaction is referred to as a bargain sale. When calculating the gift value, RIT will record the difference between the fair market value/educational discount value and what RIT actually paid for the equipment. There must be a donative intent on behalf of the vendor.

Gifts of artwork, collections, intellectual property, patents and royalties: Gifts of property in any of these categories are accepted on a case-by-case basis. Gifts of artworks and collections, however, are specifically handled through the University Art Advisory Committee. This committee oversees all major donations or purchases of individual works and collections according to the university's Collection Management Guidelines. Any RIT staff member identifying a potential gift, whether an individual work or collection of art or artifacts, must contact the RIT Archivist with a detailed description of the items under consideration.

Software from a corporation: Gifts of software or hardware with an established retail value are booked like other gifts-in-kind and counted at the educational discount value (if applicable) or the fair market value. The donor is required to document educational discount details. Maintenance agreements, service agreements or web-based subscriptions are not booked. Gifts of software must have value to the university in the academic, research or administrative areas. Software given through corporate university/education programs (or mega gifts of software) where all software is provided to all educational institutions are not considered gifts and, therefore, are not recorded by Advancement; however, these corporations should receive recognition for the software gift. Software given for beta-testing or with no established fair market value cannot be booked. These corporations may receive recognition.

Equipment donated by an individual: Equipment donated by an individual is treated similarly as corporate donations with the following exception: Gifts valued at more than \$5,000 require an independent third-party appraisal which is paid for by the donor.

Gifts-in-kind of service from a company or individual: Gifts-in-kind of service are not generally recognized by the IRS as charitable contributions. Gifts-in-kind of service, therefore, are not recorded by Advancement; however, the donor should receive recognition. Also, even though a gift-in-kind of service may not be recorded by Advancement, Finance should be notified of such gifts as contributed services may be recorded under generally accepted accounting principles based on certain criteria. Gifts-in-kind of services are generally defined as an individual donating his/her time or donating the service of his/her business (i.e. dinner gift certificates; airline tickets) to the university.

Gifts-in-kind (other) of a non-reimbursable expense: Volunteers may incur non-reimbursable expenses on behalf of the university and are, therefore, eligible to receive charitable deduction tax or gift credits. These gift credits require completion of the Volunteer Expense Log and valid receipts of the expenses, in order to receive acknowledgment from the university.

B. Securities

Publicly traded and closely held equity and fixed-income securities may be donated to RIT. This can be done by delivering the securities to RIT fully executed or by transferring these securities from a brokerage account to RIT's broker via DTC.

With the exception of endowed accounts, any gain/loss on the sale of the stock will be reflected on the account where the gift is designated. The gift value for gifts of marketable securities is determined by taking the average of the high and low quoted selling prices on the date the securities are transferred to RIT's account. For endowed accounts, the gain/loss is recorded to the investment pool.

Receipts are issued for gifts of securities following these valuation guidelines. This receipt serves as the official IRS documentation.

Publicly traded securities: A gift of publicly traded securities, regardless of its value, can be completed in any of the following methods (1) the donor instructs his/her broker to DTC a specified number of shares to RIT's account (2) the donor mails or delivers a stock certificate with ownership already transferred to RIT or (3) the university delivers to its broker a signed stock certificate or a stock certificate, obtained from a donor, with an original stock power. The preferred method of gifts of securities is DTC. In any case, the donor receives a receipt with the charitable contribution determined by the mean of the high and low of the transfer date to RIT's account. In all cases, RIT immediately sells all gifts of publicly traded securities, unless alternative arrangements are made in coordination with the Vice Presidents of Finance and University Advancement.

Closely held securities: RIT will accept gifts of closely held securities following approval by Finance and Administration. Closely held securities are often difficult to value and must be accompanied by a qualified appraisal paid for by the donor for all contributions greater than \$10,000.

C. Real Estate

RIT can, with the advanced approval of the Senior Vice President for Finance and Administration, accept gifts of residential and commercial property, farmland, undeveloped land and other real property after a thorough review of:

- Usefulness of the property
- Marketability
- Existence of restrictions, easements, community limitations
- Encumbrances (i.e., mortgages, liens, etc.)
- Carrying costs such as property owner's tax, association dues, insurance, other maintenance expenses
- Fair market value in relation to the costs and limits determined above; and
- Environmental assessment including owner's history of property, a title search to determine prior ownership, and consultation with federal, state and local environmental agencies to find out whether the property has a history of hazardous waste contamination. A visual inspection of the property will help in this evaluation. A professional environmental audit may still be necessary to be paid for by the donor.

The Senior Vice President of Finance and Administration & Treasurer has ultimate authority in the acceptance of real estate gifts. Such transactions are subject to the "Policy and Procedures Concerning Real Estate Transactions of Rochester Institute of Technology".

D. Receipts and Acknowledgments for Gifts-in-kind:

Receipts are **not** sent for gifts-in-kind except for gifts of securities. IRS requirements for gift substantiation note that the donor has the responsibility for valuing gifts-in-kind for tax deduction purposes. Acknowledgments should state specifically the items that were donated (either in letter text or as an enclosure with the acknowledgment) but are not to include any reference to

the fair market value of the item(s). If a donor requests, the acknowledgments may include the value the donor has given to the item(s) so long as it is appropriately noted as the donor's value.

VIII. Deferred Gifts: Deferred gifts are where RIT does not have immediate use of the asset. When establishing a deferred gift prior to one's death, it is recommended that the donor create gift documentation with RIT's University Advancement Office if the deferred gift is to be designated to a specific gift fund (i.e., scholarship, professorship). Unrestricted deferred gift donations, upon receipt from the respective estate, are allocated as outlined in the *Resolution of the Finance Committee of the Board of Trustees of Rochester Institute of Technology, April 15, 2004*.

A. Gifts that Take Effect at Death:

Bequests: A gift of cash, securities, life insurance, retirement plans or real property made upon the donor's death, through provisions in his or her will or living trust agreement. Prior to University Advancement recording bequests of real property, approval is needed to ensure university can and will accept property. Refer to VII. Noncash Gifts for more information.

Realized bequests received shall be credited at the value established at the time of probate and/or at the fair market value on the date of the transfer of the asset(s).

Bequests of any size will be accepted. Unrestricted bequests, when possible, should be encouraged. Restricted bequests should be encouraged in only the broadest applicable terms since the needs and circumstances of RIT will change over time. A bequest may be for a specific amount, for a percentage of an estate, or for the residuum. Upon receipt of written notification from the donor, Advancement will record the individual's known bequest intention as a pledge commitment prior to his/her death for donor stewardship and planning purposes. The bequest intention is not recorded by Finance until the bequest becomes realized or unless it is legally documented as irrevocable.

Beneficiary designations: Gifts that result from the university being named as a beneficiary of a retirement plan, life insurance policy, or other estate planning vehicle will be accepted. Unrestricted designations, when possible, should be encouraged. Restricted designations should be encouraged in only the broadest applicable terms since RIT's needs and circumstances will change over time. The Trustees should have flexibility to make use of the funds in the best interest of RIT while complying with the with donor's interests and specifications. A designation may be for a specific amount, for a percentage of an asset, or for the residuum. Upon receipt of written notification from the donor, Advancement will record the individual's known designation as a pledge commitment prior to his/her death for donor stewardship and planning purposes. The beneficiary designation is not recorded by Finance until the designation becomes realized or unless it is legally documented as irrevocable.

B. Life Income Agreements:

1. Trusts

Charitable trusts are irrevocable in nature and may be funded with cash or other assets. Special tax advantages may apply under certain circumstances. Donors may receive income for life or a certain term of years (not to exceed 20). When RIT is acting as trustee, funding a trust with real estate is not encouraged and is subject to RIT's policies for acceptance of gifts of real estate. In that case, specific drafting of the trust agreement is needed to protect RIT (as trustee) from payment obligations until the trust is generating income (net income unitrust). Advancement routinely works with donors' advisors to achieve a plan of mutual benefit.

RIT will act as trustee of a charitable remainder trust under the following circumstances:

1. There are no more than two income beneficiaries
2. Assets must have a value of \$100,000 or greater; and a potential remainder value of at least \$25,000
3. RIT is the sole remainder beneficiary
4. Payout is 6% or less, unless donor is 80 years or older, in which case, payout of up to 7% can be agreed upon
5. Investments may be commingled with those of similar trusts
6. The same thresholds apply for both unitrusts and annuity trusts

Charitable Remainder Annuity Trust: An annuity trust is a trust that provides fixed payments to one or more beneficiaries based on the fair market value of the assets on the date the trust is established. Charitable Remainder Annuity Trusts are irrevocable in nature. Additions to the trust are not allowed. When RIT serves as trustee, payments to the beneficiaries will be made on a quarterly basis. Finance is responsible for ensuring timely preparation of necessary tax filings for the trust.

Charitable Remainder Unitrust: A unitrust is a trust that provides payments equal to a fixed percentage of the trust assets valued each year. Charitable Remainder Unitrusts are irrevocable in nature. Since the trust is re-valued annually (January 1), additions may be made at any time. When RIT acts as a trustee, payments to the beneficiaries will be made on a quarterly basis. Finance is responsible for ensuring timely preparation of necessary tax filings for the trust.

Lead Trusts: In both *Charitable Lead Annuity or Unitrusts* the trust provides quarterly payments to RIT. Only these payments will be credited to the donor as a gift. RIT will not serve as trustee of lead trusts. Charitable lead trusts are irrevocable.

2. Gift Annuities

A charitable gift annuity (CGA) is a contract (not a "trust"), under which a charity, in return for a transfer of cash, marketable securities or other assets, agrees to pay a fixed amount of money to one or two individuals, for their lifetime. The annuity is backed by RIT's general assets, not just by the contributed property.

Deferred payment gift annuities, where the gift is made but payments to the donor are deferred, are also acceptable. RIT adheres to suggested gift annuity rates published by the American Council on Gift Annuities (ACGA). It is RIT's practice to enter into CGA contracts that do not exceed these rates; however, exceptions can be made by the Senior Vice President of Finance and Administration based on the donor's age or other factors as deemed acceptable by RIT on a case-by-case basis. CGA payments are fixed and unchanged for the term of the contract. Typically payments are made quarterly; however, more frequent payment arrangements can be made upon the donor's request and RIT's approval.

Required CGA reserve funds are maintained in accordance with New York State regulations. Finance is responsible for submitting the New York State Insurance Board Annual Statement. Finance is also responsible for ensuring timely preparation of necessary tax filings for gift annuities.

Type	Age and Gift Minimums
Minimum gift one-life	\$10,000
Minimum gift two-life	\$25,000
Minimum gift one-life deferred	\$ 5,000

Minimum gift two-life deferred	\$15,000
Minimum age of beneficiaries	55
Deferred payment gift annuities, minimum age when established	45
<i>Rate cap 10%</i>	

3. Retained Life Estate

RIT will consider acceptance of gifts of real estate in situations when the donor wishes to retain the right to use the property. In such cases, the same authorizations and evaluation of considerations are made of the real estate as mentioned above and appraisal rules also apply. RIT assumes ownership of the property and the donor continues to be responsible for the payment of taxes or other related expenses such as insurance and ordinary maintenance costs. Upon the death of the donor or donor's designee, RIT has the right to retain or sell the property.

4. Pooled Income Fund

The university's Pooled Life Income Fund assets were liquidated in 2016 upon the death of the last participant. These types of deferred giving vehicles are no longer offered.

5. Life Insurance

Donors can make a gift to RIT by irrevocably assigning an existing life insurance policy. This is done by making RIT both the policy owner and the beneficiary. Donor restrictions on gifts of life insurance should be made in the broadest applicable terms since the needs and circumstances of RIT will change over time. Preferable gifts of this type should have a face value of at least \$100,000; the insured is at least 50 years of age and the policy is fully paid up. RIT will determine on a case-by-case basis whether to accept life insurance policies with a cash value of less than \$100,000, where the donor is under 50 years of age or the policy is not fully paid up; provided; however, there will be a rebuttable presumption that such policies shall not be accepted. Under no circumstances will RIT accept split interest life insurance policies. RIT reserves the right to exercise judgment without the donor's explicit approval to determine whether to retain the policy to maturity or to surrender it for its cash value.

IX. Authorized Signatures for Charitable Contributions: Advancement is called upon to coordinate institutional signatures for IRS Form 8283, Noncash Charitable Contributions, verification of receipt of gifts, and other documents. When this occurs, the authorized signature and procedure for obtaining a signature is outlined in the *Authorized Signatures for Gift Related Documents*. Advancement staff should refer to this document for obtaining the requested signature.

X. Government and Non-Government Grants and Contracts: Government funds are, by their nature, not philanthropic and, therefore, are generally not counted as gifts. All contract revenue will be excluded. When a foundation sponsors a research program, usually through an announced public competition, the award may be classified as a gift/grant. The difference between a private grant and contract is judged on the basis of the intention of the awarding agency and the legal obligation incurred by RIT in accepting the award. A grant, like a gift, is bestowed voluntarily and without expectation of any tangible benefit in return. It is donative in nature. A contract carries an explicit "quid pro quo" relationship between the source and the university. Exceptions to this policy will be made when external support from a government agency or affiliate does not meet the criteria for a sponsored project.

XI. Valuation: The effective date of valuation is dependent upon the method of delivery and the type of gift transferred to the university.

Legal donors are informed, at the time they make a gift, of the effective date of transfer and the value of this gift for tax purposes except as noted in the case of gifts of real or personal property. Legal receipts state the deductibility of the gift and whether goods or services were received in consideration of the gift. To meet IRS charitable deduction eligibility, the legal donor must retain the legal receipt to satisfy the IRS gift substantiation requirement.

XII. Reporting and Recording: In order to maintain accurate record keeping under CASE, and to be in compliance with FASB, RIT must follow strict guidelines in the recording of gifts. Often valuation differences occur between Advancement's CASE standards and Finance's FASB standards. Gifts or contributions are properly recorded according to these professional standards. Below are guidelines for recording of contributions based on Development CASE standards.

Pledges payable over a multi-year period will be reported at the gift's estimated net realizable value at so long as RIT has written confirmation from the donor of an enforceable commitment. Such documentation should include a related payment schedule for pledges. To be considered a pledge that will be recorded in the university's financial statements, the donor's commitment must also be unconditional, that is, receipt by RIT cannot be based on the occurrence or non-occurrence of any future events or other stipulations.

Charitable trusts will be recorded, for development purposes, at face value. The discounted present value, is the donor's allowable deduction and takes into consideration income payments due to the donor and is the value used for financial statement purposes.

Gift Annuities are gifts made "in exchange" for an annuity and are technically outright gifts subject to the contractual obligation that RIT pay an annuity for life (or lives) of one or more annuitants. Thus, there is no "remainder interest". The gift will be recorded at face value by Advancement and at a discounted present value for financial statement purposes.

Bequests in a Will, since a Will may be changed at any time, are not enforceable pledges. However, bequest intentions should be recorded as deferred pledges at face value and will be listed separately from all other pledges for reporting purposes. When an estate has cleared probate, the intended bequest for RIT becomes a pledge and will be recorded as such.

XIII. Namings & Recognition: Donor Relations and Stewardship is charged with facilitating approvals for named recognition of university buildings, physical spaces, programs and facilities. The following document provides descriptions of the types of namings available, the approval process, and guidelines for establishing a naming. This document is divided into three sections, detailed below. Click the links below to move directly to a specific section.

A. Types of Namings

1. Primary Namings (Philanthropic)

Primary philanthropic namings are prominent, potentially public-facing namings funded by donors. Primary namings require a background screening on the person(s)/entity whose name(s) will be adopted, performed by University Advancement, and Board of Trustees approval via a Naming Resolution. Examples include, but are not limited to:

- Buildings
- Colleges
- Deanships, Professorships, and Chairs

2. General Namings (Philanthropic)

General philanthropic namings are less public-facing than primary namings. They are coordinated

between University Advancement and the academic or administrative division where the naming will occur. These namings require approval by the VP of University Advancement (via a signed gift agreement) and should be discussed with the leadership of the academic or administrative area where the naming occurs prior to submitting a gift agreement. Examples include, but are not limited to:

- Physical Spaces
 - Athletic fields and facilities
 - Classrooms
 - Conference rooms
 - Research laboratories
 - Offices
 - Studios
 - Lounges and Lobbies
 - Non-academic institutes or centers
- Academic Areas and Program Support (no physical recognition provided)
 - Departments
 - Institutes
 - Programs
 - Schools
 - Program, Research, and General Support Funds
 - Symposia and Lectures
 - Equipment/Gifts in Kind (physical recognition generally not provided, but subject to review and VP approval in extraordinary circumstances)
- Named Faculty and Staff Positions
 - Directorships
 - Athletic coaches and Executive Director
 - Curators, Librarians, Archivist
- Student Support*
 - Scholarships
 - Internships/Co-op Support
 - Student Support Funds

*Student support may also be interpreted as Cost of Attendance, which is defined by the [Department of Education](#) as:

- Tuition and fees
- Cost of housing and food (or living expenses)
- Cost of books and supplies
- Cost of transportation
- Loan fees
- Miscellaneous expenses (including a reasonable amount for the documented cost of a personal computer)
- Allowance for childcare or other dependent care

3. Namings for Public Officials

In general, it is the university's policy to prohibit naming facilities on campus for sitting government officials. Exceptions to this policy may be made upon the sole discretion of RIT (by joint decision of the President, VP of Government and Community Relations, and VP of University Advancement), provided that:

- The individual has had a long-term relationship with RIT accompanied by significant support for its programs and/or facilities over an extended period of time;

- The individual has other associations with RIT, such as an alumnus, parent or trustee, in which they have made extraordinary contributions to the university;
- The individual has made personal philanthropic contributions to RIT, separate and apart from any public funding support that he/she has secured for Institute initiatives;
- Any naming for a sitting or past government official, elected or appointed, is in compliance with all applicable federal and state laws and regulations.

4. Commemorative Naming

Certain facilities and public spaces are reserved to commemorate and honor individuals important to RIT's history. Commemorative namings conceived by the university are handled by the academic or administrative division benefitting from the project in consultation with the President, Finance & Administration, and other key staff. Objects reserved for commemorative namings include:

- Quads and pedestrian features
- Residence halls
- Roadways
- Walkways

Namings requested by donors or other parties related to or working through University Advancement without an associated gift are approved on a case-by-case basis by the VP of University Advancement in conjunction with the appropriate senior university leadership. A justification for the request must be provided with a summary of the honoree's accomplishments and contributions to RIT.

B. Guidelines for Philanthropic Namings (General & Primary)

1. Space Approval

For all namings, development officers must contact Donor Relations and Stewardship for input on space availability and pricing, and then obtain VP approval before presenting the opportunity to the donor. After the donor agrees to the gift, the development officer begins the gift documentation workflow in OnBase and will be prompted by Donor Relations and Stewardship to provide any additional paperwork required to formalize the naming.

2. Naming Inventory

Current Inventory

Donor Relations and Stewardship maintains a centralized resource of naming opportunities and updated inventory utilizing FMS' database system, Centerstone. This is a living document and is updated regularly. For specific information on available naming opportunities please contact the Donor Relations & Stewardship team.

Capital and Special Projects (new construction and major renovations)

Donor Relations and Stewardship manages naming opportunities for capital projects, special campaigns, and renovations. These opportunities are announced at the onset of the project to generate publicity and maximize opportunities for external funding.

3. Who can be recognized?

Namings may recognize living donors, corporations, and foundations, or recognize someone posthumously. Requests by donors for namings to recognize someone other than themselves must carry the approval of the honoree if he/she is still living or the honoree's family member if he/she is deceased.

Corporate namings require the written approval of an authorized officer of the corporation. Termed corporate namings will be considered on a case-by-case basis. If a corporate entity ceases to exist,

RIT reserves the right to remove the naming. Physical recognition of corporate namings will conform to RIT standards and as a general rule will not include corporate logos, fonts, or other elements of the corporation's brand identity.

4. Naming Timing & Duration

The duration of a naming begins upon completion of a signed gift agreement and:

- For capital namings (i.e. buildings, rooms, facilities, etc.) - receipt of the first pledge payment;
- For endowed faculty positions and programmatic namings (i.e. professorships, scholarships, student support funds, etc.) – fulfillment of pledge and generation of spendable income;

And continues throughout the useful life of the facility, object or program. The Donor must adhere to the pledge schedule as written in the gift documentation. RIT reserves the right to remove the naming if the pledge is not fulfilled within the timeframe outlined in the signed gift agreement and no other arrangements have been made between the donor and RIT.

Upon major renovation or replacement of a facility named for an earlier donor, the university reserves the right to seek new funding and a new naming. Whenever possible, the original donor and/or their next of kin (if contactable) will be given the first right of refusal to make a new gift to maintain the naming, adhering to the same process, approvals, and resolutions as other naming gifts.

Program namings in perpetuity will be considered on a case-by-case basis, however, may only last as long as the program does.

In the event that at any time following the approval of the gift, circumstances change substantially so that the continued use of the name may compromise public trust or adversely impact the reputation, mission, or integrity of the university, RIT, at its sole discretion, may remove the name and determine alternative recognition and naming, if any.

5. Documentation

All namings that are the result of a philanthropic gift require a Naming Gift Agreement or New Fund Agreement – depending on the type of gift – signed by the donor and RIT. These agreements allow full disclosure of all terms, conditions and obligations between the donor and the university. **Pledge agreements** alone will not be accepted.

- A **Naming Gift Agreement** is used when the donor contributes to an existing fund and is afforded a naming opportunity in recognition of the gift.
- A **New Fund Agreement** is used when the donor is creating a new fund at the university. The minimum contribution required to create a named fund is \$100,000 (with the exception of Sentinel Society Scholarships).

University Advancement manages a library of approved agreements used to document gifts and pledges. Templates, guidelines, and use cases can be found in the [Fund Minimums and Naming Guidelines](#) for more detail or contact Donor Relations and Stewardship.

Documentation for new named funds, gift agreements, and pledges (of \$50,000 or more) are created using pre-approved templates and must be submitted through the OnBase Documentation Portal.

6. General Namings Approval Process

General philanthropic namings are reviewed by an internal review committee currently consisting of the Associate Vice President of University Advancement, Senior Director of Finance and Administration (UADV), a representative from the Controller's Office, and a representative from the Office of Financial Aid and Scholarships (when a scholarship is being established); and approved by the VP of University Advancement with input from leadership in the administrative or academic area where the naming will occur, at times when such input is necessary to move the naming forward.

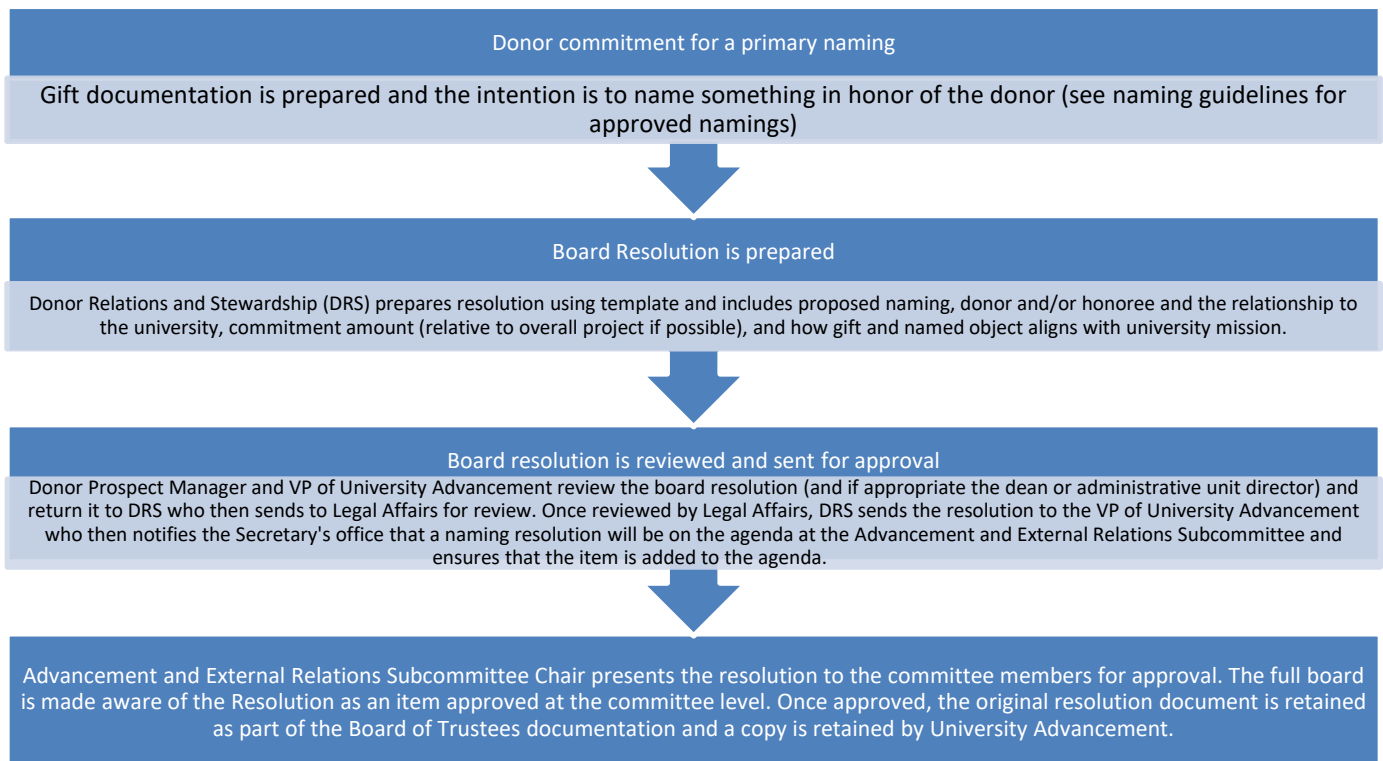
7. Primary Namings Approval Process

Primary philanthropic namings undergo the same review as general namings, but also require approval from the RIT Board of Trustees, at the recommendation of the Advancement and External Relations Committee. If approved, the naming will be made official with a Board Resolution. Board Resolutions are coordinated by University Advancement.

Donor Relations and Stewardship will initiate the resolution process once the gift documentation has been approved.

All primary namings will be subject to a background screening performed by Prospect Research.

The Board of Trustees Naming Resolution workflow is:



8. Primary & General Naming Minimum Guidelines

The following menu provides general guidance for minimum gift levels for programs, faculty and staff roles, and existing spaces. Development officers must contact Donor Relations and Stewardship for prior approval for named spaces before presenting the opportunity to the donor.

Exceptions to Naming Minimums require approval from Vice President for University Advancement, in consultation with the President.

Primary Naming Minimums (Requires Board of Trustees Approval)	
Existing or New Building	Varies (VP approval required)
College	\$15,000,000
Distinguished University Professorship	\$5,000,000
Deanship	\$4,000,000
Distinguished Professorship	\$3,000,000
Professorship or Chair	\$2,000,000
General Naming Minimums - Endowed Funds	
Academic and Campus Life	
Institute	\$5,000,000
School	\$5,000,000
Department	\$3,500,000
Academic or Campus Life Center (with or without dedicated physical space)	Varies (VP approval required)
Physical Spaces	
Athletic facilities and fields	\$1,000,000+
Existing Laboratory, Conference Room	\$100,000+
Existing Classroom, Study Hall, Collaboratory Space	\$100,000+
Gardens, green spaces and landscape sculptures	Varies (VP approval required)
Public gathering locations	Varies (VP approval required)
Faculty Enrichment and Administrative Leadership	
Athletics - Coach or Executive Director	\$1,500,000
Curator, Librarian, Archivist	\$1,000,000 - \$1,500,000
Academic Symposium (Prestigious event; renowned speakers; discussion and engagement with participants)	\$500,000
Teaching Award, Research or Faculty Scholarship Fund	\$500,000
Lecture Series (multiple lectures per year)	\$250,000
Lecture (one per year)	\$100,000
Dean's or Program Chair's Discretionary Fund	\$100,000
Student Support	
Undergraduate or Graduate Scholarship (may be restricted to college, major, and/or preference for legally accepted attributes)	\$100,000
Student Support Fund (for non-cost-of-attendance-related support including stipends, student research, co-op support, etc.)	\$100,000
Internal Fundraising Efforts/In Memory of/In Honor Of (requires VP approval)	\$100,000

General Naming Minimums – Current Use/Restricted Funds

Academic and General Funds	
Dean's / Program Chair Discretionary Fund	\$100,000
Academic or General Support	\$100,000
Student Achievement	
Current use named scholarships (may be restricted to college, major, and/or preference for legally accepted attributes)	\$50,000
Sentinel Society scholarship	\$25,000

9. Valuation method for new construction and major renovations

Floor plans, renderings, and other materials provided by FMS, architects, and administrators, and walkthroughs may be used to identify potential new or renovated spaces for naming. See the Donor Relations and Stewardship Guidebook for a [detailed methodology](#) for evaluating new and renovated spaces for naming gift minimums.

10. Valuation method for existing centers with and without physical space

Unnamed existing centers may be evaluated for naming based on the Center's annual operating budget times a multiple that provides a significant amount of endowed support for the Center. See the Donor Relations and Stewardship Guidebook for a [detailed methodology](#) for evaluating existing spaces for naming gift minimums.

C. Donor Recognition

1. Signage Guidelines

Donor signage is determined by the level and allocation of the gift. Adhering to signage standards ensures:

- Consistent and appropriate recognition of donors
- Use of high-quality signage materials in all donor recognition applications
- Adherence to RIT brand guidelines and university signage standards that are determined by FMS.

See the Donor Relations and Stewardship Guidebook for [updated signage standards](#) approved by UADV leadership in 2022.

2. Recognition Guidelines

Donor recognition plans are determined by the purpose and gift size. Individual circumstances and/or donor preferences will be evaluated on a case-by-case basis. See the Donor Relations and Stewardship Guidebook for [updated guidelines](#).

XIV. Periodic Review Guidelines: Advancement and Finance review this document every other year as a minimum guideline or preceding any comprehensive or capital campaign. Review for lesser campaigns will be performed on an as needed basis. Other revisions are made as needed to meet tax, financial, CASE and RIT requirements. Following any review, recommended changes are forwarded to the Advancement and External Relations of the Board of Trustees. This committee acts on behalf of the Board of Trustees to endorse the terms of the Gift Acceptance Policies. These policies are used in conjunction with the University Naming and Endowment Guideline.

XV. Intranet Reference for Internal Use:

[Crowdfunding Guideline](#)

[Fund Minimums and Documentation Guidelines](#)

Date Approved: July 2005

Reviews: 2006- 2009, 2011- 2014, November 2015, November 2016, July 2018, June 2023