

Section 2.4

GIFT ACCEPTANCE POLICY

I. PURPOSE

The purpose of this policy is to govern the acceptance of gifts and to provide guidance to donors and their professional advisors while completing gifts. The American Family Therapy Academy (AFTA) urges all prospective donors to seek the assistance of personal legal and financial advisors in matters relating to making a gift.

II. GENERAL POLICY

AFTA solicits and accepts gifts that are consonant with its mission, objectives, and vision. AFTA shall administer all gifts properly and shall comply with all applicable laws and regulations, including those governing reporting and retention. The purpose of these policies and procedures is to govern the acceptance of gifts and to provide guidance to donors and their professional advisors while completing gifts. AFTA urges all prospective donors to seek the assistance of personal legal and financial advisors in matters relating to making a gift.

III. FUNDRAISING ETHICS

All promotions and solicitations initiated by AFTA will be conducted in a manner that is both ethical and professional, and shall be guided by the organization's core values.

IV. CONFIDENTIALITY

AFTA will make every effort to honor donor requests regarding confidentiality.

V. GENERAL GUIDELINES

1. The following guidelines shall govern acceptance of gifts made to AFTA for the benefit of any of its operations, programs, or services.
 - a. AFTA accepts all undesignated gifts, unless there is a question as to whether the donor has sufficient title to the asset given or is mentally competent to transfer the asset to AFTA legally.
 - b. All checks must be made payable to "American Family Therapy Academy" and will not be made payable to an employee, volunteer, or any other agent for the credit of AFTA.
 - c. AFTA's policy is to encourage donors to give unrestricted gifts, the proceeds of which benefit AFTA and its programs. However, AFTA will accept designated gifts provided those gifts are consistent with designated program or service objectives. Without exception, all designated gifts accepted shall be used per the requested designation.
 - d. All gifts received with a reply device through direct mail appeals are designated. All gifts received for expressed appeal amounts are designated. Use of the appeal envelope alone does not constitute a designated gift.

- e. All designated capital campaign gifts accepted will be applied to campaign use. All designated special project gifts shall be used per the requested designation.
- f. AFTA accepts major gifts consistent with the organization's mission and nonprofit status. A "Major Gift" is defined as a gift having value equal to or greater than \$1,000.00, and includes:
 - One-time cash gifts (from individuals and corporate sources)
 - Bequests
 - Terminated trusts
 - Real estate with fair market value (FMV)
 - Stocks, bonds, and mutual funds with FMV
 - Marketable tangible assets
 - Life insurance policies
- g. Major non-cash, deferred gifts shall be received within a structure designed to maximize the benefits both to the donor and to AFTA. Major non-cash, deferred gifts may only be accepted by person(s) authorized to do so by the Board of Directors. AFTA will not look to encumber itself with gifts that could prove to generate more cost than benefits.
- h. AFTA willingly accepts all appropriate in-kind contributions of skilled services and tangible assets consistent with the organization's mission and nonprofit status.
- i. In situations where contractors or consultants retained by AFTA prepare documents or render advice in any form to AFTA and/or a donor, the following procedure shall be in place:
 - I. It shall be disclosed that the professional involved is in the employ of AFTA and is not acting on behalf of the donor.
 - II. Prior to the completion of the gift, counsel will review any documents or other advice rendered in the course of the relationship between AFTA and the donor.
 - III. No fee or commission shall be paid to any person as consideration for directing a gift to AFTA.

VI. POLICY FOR ACCEPTANCE OF SPECIFIC PERSONAL TANGIBLE & INTANGIBLE (NON-CASH) ASSETS

It is the policy of the American Family Therapy Academy to cooperate fully in all matters related to IRS investigations of non-cash charitable gifts.

1. REAL PROPERTY

- a. In general, gifts of real estate shall be accepted unless the Board of Directors determines the property is not suitable for acceptance as a gift. No gift of real estate shall be accepted without prior approval of the Board of Directors.
- b. No gift of real estate shall be accepted without first receiving a qualified appraisal by a party chosen by AFTA, who shall have no business or other relationship to the donor. Prior to the acceptance of real estate, the Board of Directors shall seek legal advice.

- c. The following are some of the criteria used to determine the suitability of the real property:
 - ✓ Does the donor hold legal title to the property?
 - ✓ Is the property useful for the purposes of AFTA?
 - ✓ Is the property marketable?
 - ✓ Are there any restrictions – reservations, easements, liens, or other limitations – associated with the property?
 - ✓ What are the carrying costs, which may include insurance, property taxes, mortgages, or notes, etc., associated with the property?
 - ✓ Does the environmental audit reflect that the property is not damaged?
 - d. The donor of real property may be asked to pay for all or a portion of the following expenses: environmental inspection, maintenance expenses, real estate taxes, insurance expenses, the real estate broker's and/or auctioneer's commission, any other costs of the sale of the property and any additional legal and/or other expenses relating to the administration of the gift or the sale of the property.
2. TANGIBLE PERSONAL PROPERTY
- a. Jewelry, artwork, and other personal property shall be accepted if the employee or agent working on behalf of AFTA has reason to believe the property was lawfully acquired and can be quickly disposed.
 - b. Tangible personal property may only be accepted by person(s) authorized to do so by the Board of Directors.
 - c. Tangible personal property having value equal to or greater than \$10,000 may only be accepted by person(s) authorized to do so by the Board of Directors.
 - d. **No personal property shall be accepted that obligates AFTA to ownership of it in perpetuity.**
 - e. No perishable property or property which will require special facilities or security to safeguard properly will be accepted without prior approval of the Board of Directors.
 - f. In general, gifts of tangible personal property may be accepted only after receipt and review of an appraisal qualified under terms of the IRS code governing gifts of this type property.
3. PUBLICLY TRADED SECURITIES
- a. Securities traded on the New York Stock Exchange (NYSE) or NASDAQ will be accepted under the condition that such securities may be immediately sold.
 - b. In no event will an agent of AFTA commit to holding a particular security unless authorized to do so by the Board of Directors.

4. CLOSELY HELD SECURITIES

Non-publicly traded securities may only be accepted only by action of the Board of Directors.

5. INTANGIBLE PERSONAL PROPERTY

Other property of any description – including mortgages, notes, copyrights, royalties – whether real or personal, shall be accepted only by action of the Board of Directors. Appropriate inquiry will be made and special consideration shall be given to the nature of any gift property and whether it is in keeping with the mission of AFTA, prior to its acceptance.

6. GIFTS OF EQUIPMENT

Such gifts not held for sale and placed in use by AFTA must be capitalized if they meet the capitalization criteria and must be approved by the Board of Directors.

VII. POLICY FOR ACCEPTANCE OF DEFERRED GIFTS

1. BEQUESTS

For all bequests, including bequests of retirement plan assets, should list the beneficiary as “AMERICAN FAMILY THERAPY ACADEMY, INC.” Authority to accept and acknowledge bequests resides with the Board of Directors.

2. ENDOWMENT GIFTS

An endowment fund shall be considered restricted for the purpose(s) specified by the donor. Any interest or other income generated by an endowment gift will be considered unrestricted or non-designated unless otherwise specified by the donor. All endowment funds will automatically have the first six months of income generated reinvested into principal to help provide for protection of principal during periods of near term volatility.

3. LIFE INSURANCE POLICIES

Proposed gifts of life insurance will be evaluated on a case-by-case basis. Gifted life insurance policies should name American Family Therapy Academy, Inc. as a beneficiary to receive all or a portion of the benefits of policy.

VIII. GIFT ACKNOWLEDGEMENTS & RECEIPTS

1. All gifts shall be acknowledged in a timely manner with an official letter and charitable receipt that includes, at a minimum, the gift amount, gift date and designation of the gift. These documents are deemed to be the official acceptance of the gift and its related terms and conditions, as well as official certification of the donation for income tax purposes.

2. Both the acknowledgement letter and charitable receipt shall include a statement declaring that no goods or services (benefits) were delivered in exchange for the gift and/or a description and good faith estimate of the value of the goods and services.
3. *Social media and website acknowledgement.* AFTA shall post the names of all donors (except those requesting anonymity) on our website. The website will indicate that we hope to acknowledge every donor. It will invite donors who are not listed to contact the AFTA Central Office. All donors (except those requesting anonymity) will be acknowledged on all official AFTA social media outlets.
4. *Gift acknowledgement by gift amount:*
 - Gifts of \$10,000 or higher are acknowledged with a personal letter and phone call from the President.
 - Gifts of \$1,000 to \$9,999 are acknowledged via letter and phone call from the Treasurer.
 - Gifts of \$500 to \$999 are acknowledged via letter and phone from the, Chair of the Finance Committee, or by another Officer of the Board.
 - Gifts under \$500 are acknowledged via letter from the Administrative Coordinator.
 - Online gifts are acknowledged following the above criteria and via auto-generated email receipt.