

**Gift Acceptance Policy and Guidelines**  
**Roswell Park Alliance Foundation**  
**September 24, 2009**

**Gift Acceptance Policy**  
**Roswell Park Alliance Foundation**

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The Roswell Park Alliance Foundation, a not for profit corporation organized in 1990 under the laws of the State of New York, (hereinafter referred to as the Foundation) encourages the solicitation and acceptance of gifts to benefit Roswell Park Cancer Institute (hereinafter referred to as Roswell) for purposes that will help Roswell to further and fulfill its mission. The following policies and guidelines govern acceptance of gifts made to the Foundation for the benefit of any of Roswell's programs.

The mission of the Roswell Park Alliance Foundation is:

To secure private gifts for the benefit of Roswell Park Cancer Institute, in an effort to maximize dollars available for Roswell Park's most promising lifesaving research, treatment and prevention programs, while supporting the psychosocial needs of patients and families touched by cancer. Fundraising events and initiatives are carried out through a partnership between committed Roswell Park Alliance and Foundation volunteers and Foundation staff.

The mission of the Roswell Park Cancer Institute is:

To understand, prevent and cure cancer.

## **I. Purpose of policies and guidelines**

The Board of Directors of the Roswell Park Alliance Foundation and its staff solicit current and deferred gifts from individuals, corporations, and foundations to secure the future growth and missions of Roswell Park Cancer Institute. These policies and guidelines govern the acceptance of gifts by the Foundation and provide guidance to prospective donors and their advisors when making gifts to the Foundation. The provisions of these policies shall apply to all gifts received by the Foundation for any of the Institutes programs or services.

The Foundation values and will protect its integrity, its independence, and the academic freedom of Roswell Park Cancer Institute's scientific community. Gifts that may expose the Institute or the Foundation to adverse publicity, require expenditures beyond the Foundation's available resources for such expenditures, or involve the Foundation in unexpected responsibilities because of their source, condition, or purpose or are not consistent with the mission of the Foundation will not be accepted.

Gifts received by the Foundation must not inhibit it from accepting gifts from other donors. Further no gift can be received which limits, beyond a general definition of subject area, the research that a Roswell Park staff member or student can perform.

## **Procedures:**

A Gift Acceptance Committee (GAC) has been created to facilitate the gift acceptance process. The GAC shall consist of the following:

The Finance Committee of the Foundation, along with the Foundation's Executive Director; the Director of Finance and Operations, Director of Individual Giving, the Institute's Chief Operating Officer and General Counsel or his designee and the President of Roswell Park Cancer Institute or his designee.

The GAC shall review all gifts of significant risk. All such gifts shall be documented by a written understanding between the donor and the Foundation, and must be approved by the GAC before the Foundation Development office may accept the gifts.

Gifts of significant risk include, but are not limited to:

- Non-publicly traded securities
- All gifts of real property and remainder property
- Gifts of personal property if not to be used by the Foundation
- All gifts of real or tangible personal property subject to donor restrictions regarding disposal of such property
- Cash gifts with significant donor restrictions
- All gifts of unusual items or gifts of questionable value

The GAC shall meet as necessary to approve specific gifts. Decisions of the committee must be made by consensus. If consensus cannot be reached, gifts will be forwarded to the full board for review and decision. A consensus will constitute a 2/3 vote of those in attendance, provided that a quorum is present.

The Foundation's Development office in accordance with this gift acceptance policy may accept all other gifts.

## **II. Use of legal counsel**

The Foundation shall seek the advice of legal counsel in matters relating to the acceptance of gifts when appropriate. A Foundation Board member shall not provide this counsel.

Review by counsel is recommended for:

- a) Closely held stock transfers that are subject to restrictions or buy-sell agreements
- b) Documents naming the Foundation or Roswell as trustee
- c) Gifts involving contracts, such as bargain sales or other documents requiring the Foundation to assume an obligation
- d) Gifts of real property; remainder interest in mineral; or promissory notes
- e) Transactions with potential conflict of interest that may involve IRS sanctions
- f) Other instances in which use of counsel is deemed appropriate by the Foundation Executive Director or GAC

### **III. Conflict of Interest**

The Foundation will urge all prospective donors to seek the assistance of personal legal and financial advisors in matters relating to their gifts and the resulting tax and estate planning consequences. The Foundation will comply with the Model Standards of Practice for the Charitable Gift Planner promulgated by the National Committee on Planned Giving shown as an appendix to this document.

### **IV. Receiving and processing gifts**

All gifts are received and processed by the Foundation's Finance office. Gifts are received via mail, lockbox, phone, on-line, electronic transfer or in person. Gifts are also collected at various events. Gifts in kind are received for use at events or to benefit Roswell patients.

Cash and checks received are deposited in the Foundation's bank account on a daily basis. Donations made via credit card are also processed daily.

All donations are entered into the Foundation's donor database and acknowledged under the signature of Roswell's President and CEO within two weeks of receipt. The gift entry process captures the donor name and address, the date and amount of the gift, the type of donor gift (Individual, Corporate, Foundation); the development vehicle it was made through (e.g., event, mail solicitation, major gift) and any restrictions on the use of the gift such as the specific type of cancer research to benefit from the gift (i.e. breast cancer research).

The acknowledgment letter contains all of the components required by IRS regulations regarding the substantiation of charitable contributions and the disclosure of "quid pro quo" amounts. Gifts of \$1,000 or more receive a second acknowledgement from the Gratwick Society chair. Gifts of \$5,000 or more receive a third acknowledgment from the Foundation Board President, the past Foundation Chair or the Development Committee Chair. Gifts of \$25,000 or more receive a thank-you call from Roswell's President and CEO. Customized acknowledgments for events, special campaigns or major donations may also be sent.

A designated member of the Foundation staff is also charged with reading the local obituaries each day to ensure appropriate communication is established with families designating Roswell as the beneficiary of memorial gifts in their loved one's memory. The designated family contact receives a sympathy note from Roswell the same day of the obituary listing and a single white rose is sent to the funeral home with a note of condolence for the designation from Roswell. A weekly list of contributions received to date is shared with the designated family member but no amounts are disclosed, only a cumulative total, unless a gift of \$250 or more is received until memorial gifts subside. Honor gifts and memorial gifts received for non-obit accounts are acknowledged and a notification letter is sent to the individual or family if information is provided.

## **V. Restrictions on Gifts**

The Foundation will accept unrestricted gifts and gifts for specific programs and purposes, provided that such gifts are not inconsistent with its stated mission, purposes and priorities. The Foundation will not accept gifts that are too restrictive in purpose. Gifts that are too restrictive are those that violate the terms of the corporate charter, gifts that are too difficult administer, or gifts that are for purposes outside the mission of the Foundation. All final decisions on the restrictive nature of a gift, and its acceptance or refusal, shall be made by the GAC.

## **VI. Endowment fund agreements:**

A donor may establish a named endowment fund within the assets of the Alliance Foundation for a minimum gift of \$25,000. It is understood that the endowment fund is a permanently restricted fund which will never be disbursed. Additional contributions may be added to the fund's principal over time.

An endowment account will be established for participation in the unitized endowment pool when a minimum gift of \$5,000 is received. The endowment agreement (memorandum of understanding/ MOU) to establish the account must contain a commitment for future donations to bring the endowment to the minimum gift level required (currently \$25,000) within five years.

Distributions will not be calculated until the minimum amount is met. If the minimum is not met within the stated timeframe, the agreement will cease and all funds will be expendable for the stated purpose.

### **Endowment investments:**

The endowment assets will be managed according to the policies outlined in the Foundation's Investment Policy included in the Appendix (#1). The primary and constant standard for making investment decisions for endowments shall be "that standard of judgment and care that prudent investors, exercising reasonable care, skill, and caution, would acquire or retain in light of the purposes, terms, distribution requirements, and other circumstances of the fund then prevailing taking into consideration the investment of all the assets of the fund rather than a single investment."

All endowment gifts should be eligible for commingling for investment purposes with other endowed funds. The Foundation's Investment policy provides for the collective investment of endowed funds. This commingling permits enhancement of long-term investment programs, affords appropriate risk control through diversification, and provides the optimization of asset mix through time.

No endowment gifts shall be accepted in which the donor wishes to direct the investment transactions, holdings or strategy or on which the donor places any other investment restrictions.

### **Distributions:**

An annual distribution from the endowment will be used to support initiatives as directed by the endowed funds MOU. On or about July 1<sup>st</sup> of each year, a distribution will be made from the endowed fund equivalent to a specified percentage of the fund's average market value over the last 12 quarters, or less if the fund is newly established reaching their required minimum levels. This percentage may vary from year to year based upon the fund's performance and the decision of the Alliance Foundation's Investment Committee.

To ensure the board has ability to manage payout and investment policies, the donor endowment agreement, MOU should specifically allow the following;

1. Funds distributed during a year may be retained by the Foundation and expended for the purposes of the endowment in subsequent years; and
2. The reinvestment of some portion of the payout as a permanent addition to the principal of the endowment at the discretion of the Board or institution.
3. Based on New York State law governing endowment funds, a distribution will not be made during any year in which a fund balance ends at a level below the historic value of the fund. The historic values is defined as “ the aggregate fair value in dollars of (i) an endowment fund at the time it became an endowment fund, (ii) each subsequent donation to the fund at the time it is made. The determination of historic dollar value made in good faith by the Foundation is conclusive.”

**Named endowments:**

Donors are able to name an endowed fund. Many individuals have named their endowment to honor a loved one, or an individual who has inspired them in their personal or professional life. The name of the fund will exist in perpetuity along with the fund's principal.

**Memorandum of Understanding:**

A Memorandum of Understanding (MOU) will be developed for each endowed fund and signed by the donor(s), The Executive Director of the Foundation and the President of the Institute. The MOU will include the name of the fund, biographical text expressing the donor's motivation for offering the gift, amount of the gift, payment schedule if the gift is pledged over time, and the intended use of the annual distribution. A template MOU is included in the Appendix (#2).

**Annual Report:**

All donors with an Endowment fund in the Foundation will be kept apprised of their fund's balance, its distribution and status of the Foundation's endowment on an annual basis, along with a personalized report on the intended use of the funds distribution.

**Endowed chairs:**

An Endowed Chair fund can be established with in the investments of the Foundation for a gift of \$1,500,000 or more to support a specific scientific, clinical or preventive program in perpetuity.

Endowed chair may be established with:

- An outright gift of \$1,500,000
- A pledge of \$1,500,000 payable over time, up to a five year period
- An irrevocable deferred gift of \$1,500,000 or more. Future selection for a chair of this type will be postponed until the funds are actually received, while every effort will be made to accommodate the donor's selection wishes.

If the deferred gift level is not sufficient at the time of distribution by the estate to fund an endowed chair an endowment at the next appropriate gift level will be established within the same field of the intended beneficiary

- The formal name of an Endowed chair usually honors donors within one family, but upon occasion naming may be split among two families wishing to share the endowed chair with a minimum gift level of \$750,000.

The donor may designate the first holder of the chair in agreement with the Institute administration. A Chair holder must have a faculty appointment at Roswell Park Cancer Institute. The subsequent chair holder will be either the new faculty member in that position if a Division Chair or by the Institute President and CEO if previously held by a non-chair faculty member.

Annual distributions may support equipment, supplies, faculty travel to significant conferences and seminars, seed funding of novel new ideas, and department salary support for graduate student fellowships, pre and post-docs and other support staff needed to pursue division priorities.

Recognition for endowed chair donors is defined in section nine of this policy under Gift Recognition.

## **VII. Types of Gifts**

- A. The following gifts may be acceptable. Gifts defined as having significant risk as noted in this policy under the GAC section, and notated with an asterisk below, will be referred to the gift acceptance committee for a review and final decision:

1. Cash and cash equivalents
2. Tangible personal property\*
3. Publicly traded Securities
4. Non-publicly traded securities\*
5. Gifts in kind

6. Pledges
7. Real estate\*
8. Remainder interests in property\*
9. Bargain Sales\*
10. Planned gifts:
  - a. Bequests
  - b. Life insurance
  - c. Charitable gift annuities
  - d. Charitable remainder trusts
  - e. Charitable lead trusts
  - f. Retirement plan beneficiary designations

B. The following criteria govern the acceptance of each gift form:

1. **Cash and Cash equivalents:** Cash is acceptable in any form of currency, check, or credit card contribution. Cash may be delivered in person, by mail, by electronic Funds transfer (EFT), or by wire transfer. Checks shall be made payable to the Roswell Park Alliance Foundation and shall be delivered to the Foundation office. Cash gifts are recorded the date the cash is received in the development gift processing area. If gifts are transferred by EFT or wire, the date of the gift is the date that the money is transferred into the Foundations bank account. Credit card gifts are reported on the date that the credit card charges are processed.
2. **Tangible personal property:** The Foundation may consider gifts of personal property, including but not limited to gifts of art, patents, copyrights, antiques, furniture, coin and stamp collections, jewelry, rare books, manuscripts, equipment, cars, boats, clothes, any other personal property item owned by a donor that has a determinable value. These gifts shall be examined in light of the following criteria:
  - ✓ Does the property fulfill the mission of the Institute?
  - ✓ Is the property marketable?
  - ✓ Are there any undue restrictions on the use, display, or sale of the property?
  - ✓ Are there any carrying costs for the property?

The final determination on the acceptance of tangible property gifts outside of works of art shall be made by the GAC who may approve such donations only after a review indicates that a property is either readily marketable or needed by the Institute.

It is the policy of the Foundation to sell or otherwise dispose of all gifts of personal property, unless the Institute in a manner related to its mission can use the items. The Foundation's intention to either resell the property or to retain and use it to further its charitable activities shall be communicated to the donor in writing at the time of the gift.



Depending on the appraised value of the donated item, IRS form 8283 may be submitted to the Foundation. If the donor does not supply a value, the development staff member working with the donor will attempt to secure knowledge of the general type of item and provide a value for internal purposes only. Internal values of donated items are not to be shared with donors.

Accepting gifts of Art: The Foundation's Art Committee is charged with the development and presentation of the Institute's collection in accordance with established Roswell Park Cancer Institute policy and procedure #112.1. The Art Committee is a volunteer committee established by the Roswell Park Alliance Foundation and the Institute's President and CEO that appoints a minimum of nine and a maximum of 24 members, including the chairperson. The Committee will be supported by staff appointed by the CEO.

Procedures regarding: Donations of Art:

1. Slides and full specifications of the artwork will be reviewed by the Art Acquisition subcommittee. A recommendation by the Art Acquisition subcommittee will be made at a meeting of the Art Committee
2. Artwork will be selected based on quality, appropriateness for the facility and the specific venues in which the art will be displayed
3. On being selected as a part of the collection, the donor must provide a full description of the art, a current appraisal of the art, and sign such paperwork regarding the ownership transfer as outlined in the by laws of the Art Committee.
4. The Development office will send an appropriate letter of acknowledgement, including date of donation, description of artwork, and current appraised value as provided by the donor.

3. **Publicly traded securities:** Marketable securities may be transferred to an account maintained at one or more brokerage firms or delivered physically with the transferor's signature or stock power attached. All marketable securities will be sold upon receipt unless otherwise directed by the Foundations Investment Committee.

Marketable securities include (1) listed on an exchange in which quotations are published daily; (2) regularly traded in national or regional over-the-counter markets for which published quotations are available; or (3) that are shares of a

mutual fund for which quotations are published on a daily basis in a newspaper of general circulation throughout the United States, will be accepted as outright gifts or towards pledges.

The value of securities is determined on the recognized gift date, which is established when the donor relinquishes control of the securities. The average of the high and low trading prices on the gift date determine the value of securities for reporting purposes.

4. **Non-publicly traded securities-**

The Foundation shall examine any issue that is not publicly traded prior to its acceptance as a gift and may decline a gift of such securities if it deems them difficult to value or not easily marketable. The GAC must approve gifts of non-publicly held securities prior to acceptance. These gifts will also be reviewed to determine that:

- ✓ The security is marketable; that there is evidence of interest and some trading in the security.
- ✓ The security will not generate any undesirable tax consequences or other liability risk for the Foundation.

If potential problems arise on initial review of the security, further review and recommendation by an outside professional may be sought before making a final decision on acceptance of the gift. The final determination on the acceptance of non-publicly traded securities shall be made by the GAC and legal counsel when necessary. Every effort will be made to sell non- publicly traded securities as quickly as possible.

5) **Gifts-in-kind:**

Gifts in kind for events and fundraising purposes and for patient's enjoyment and benefit for which donors are eligible for a charitable deduction in accordance with current IRS regulations should be recorded and donors acknowledged for items received. Event in kind donors will be recognized at the appropriate donor recognition levels for that event.

6. **Pledges:**

Pledges are commitments to give a specific dollar amount according to a fixed time schedule. The standard maximum time period that the Foundation will extend a pledge is currently five years. Longer pledge payment arrangements would need approval from the GAC. All pledges are required to be in writing.

The following minimum information must exist to formally record a pledge:

- The amount of the pledge must be clearly specified;
- There should be a clearly defined payment schedule
- The donor may not prescribe contingencies or conditions
- The donor must be considered to be financially capable of making the gift;
- Changes to the original pledge must be documented in writing

Pledge recording:

- Anticipated matching gifts will not be included in pledge amounts
- Pledges and expected matching gifts will qualify for donor recognition in appropriate giving level groups
- Under and over paid pledges (as a result of either rounding, gift valuation, or incremental giving) will be noted as paid in full when donors' intents are clearly to pay commitments in full.
- Before defaulted pledges are written off, pledge deactivation requests must be reviewed and approved by the respective Foundation Division Leader, gifts of \$25K acknowledged by both the Executive Director and the GAC and gifts of \$100K acknowledged by the full Board.
- Pledge balances will be written off when the Foundation is notified of a donor's death, unless there are provisions in the will or the family has indicated intent to complete the pledge.

## 7. **Real Estate:**

Real property includes improved or unimproved land, personal residences, farmland, commercial property, and rental property. If it is the intent of the donor that the Foundation not immediately dispose of the real property, an agreement must be made in writing between the Foundation and the donor before the Foundation may accept such property.

Prior to gift consideration by the GAC, the following information will be secured by Foundation staff: a copy of property tax assessment, legal description and survey, copy of title insurance policy or attorney's opinion of title, mortgage information, full names of owners in title to the property, copy of any appraisals, income and expense statements if rental property, lease documents if applicable, and copies of any existing liens or law suits.

Prior to acceptance the real estate being considered must be in conformity with state and federal laws, including EPA regulations and a Phase One environmental report must be conducted and reviewed.

Consideration of gift acceptance by the GAC shall include the following: Is the property useful for the purposes of the Foundation? Is the property marketable? Does the property contain any cost prohibitive environmental issues? Are there any restrictions, reservations, easements, or other limitations associated with the property? Are there carrying costs, which may include insurance, property taxes,

mortgages, notes, utilities, maintenance, etc., associated with the property and if so, who will pay them?

8. **Remainder Interests in Property:** The Foundation may accept a remainder interest in a personal residence, farm, or vacation property subject to the provisions of paragraph 7 above. The donor or other occupants may continue to occupy the property for the duration of the stated life. At the death of the donor, the Foundation may use the property or convert it to cash. Where the Foundation receives a gift of a remainder interest, expenses for maintenance, real estate taxes and any property indebtedness are to be paid by the donor or primary beneficiary. The donor must carry and show proof of insurance on the property. The property must be inspected before acceptance.
  
9. **“Bargain sales”**  
A bargain sale is a sale of property in which the amount of the sale proceeds is less than the property’s fair market value. When a bargain sale is made, the excess of the fair market value of the property over the sales price becomes a charitable contribution. When the bargain sale is used as a means of charitable giving, care should be taken to record the donor’s intent to contribute the fair market value of the donated property in excess of its sales proceeds. Otherwise, the contribution deduction may be lost.

## 10. **Planned Gifts**

### a.) **Bequests**

A bequest is a gift of any amount made to the Roswell Park Alliance Foundation or the Roswell Park Cancer Institute in a donor’s will. Bequests may provide for a specific dollar amount in cash, specific securities or specific articles of tangible property. In order to expedite estate distributions, provisions in donor’s will or trust agreements should include the statement *“To the Roswell Park Alliance Foundation for the benefit of Roswell Park Cancer Institute”*.

Bequests in probate are recorded as a pledge when we receive notification of a specific distribution. If an estate gift is a specific percent of the estate, a pledge is not recorded until the attorney managing the estate confirms the approximate value of the percentage.

### b.) **Life Insurance**

The Foundation may accept gifts of existing life insurance if the current owner names the Foundation as both beneficiary and irrevocable owner of an insurance

policy. The gift will be valued at its interpolated terminal reserve value, or cash surrender value upon receipt. If the donor contributes future premium payments, the Foundation will include the entire amount of the additional premium payment as a gift in the year that it is made.

The Foundation will not purchase an individual life insurance policy on any individual that would require the Foundation to make the premium payments from its unrestricted net assets even if there were an offer of a cash gift from a donor to purchase a policy on the life of the donor.

The Foundation will recognize the face value of the life insurance policy if the donor continues to pay the premiums or until the policy is paid up, with a named endowed fund at the respective endowment level, (minimum \$25,000) detailed elsewhere in this document, or with a capital recognition of signage also at the appropriate level, if designated to the Foundation's general endowment fund.

These designations will be detailed in a signed memorandum of understanding with the donor and the naming vehicles will be established when the gift is realized or the policy paid-up.

If the donor does not elect to continue to make gifts to cover premium payments on the insurance policy, the Foundation may:

- ✓ Continue to pay the premiums, or
- ✓ Convert the policy to paid up insurance, or
- ✓ Surrender the policy for its current cash value, or
- ✓ Sell the policy to a viatical company

The GAC will make this decision.

#### c.) Charitable Gift Annuities

A charitable gift annuity is a contract between the Foundation and the donor. The Foundation agrees to pay the donor and/or one other person named by the donor a lifetime annuity in return for a gift of cash, securities, or other property. The payment may continue for the life of a second individual, such as a spouse. The annual payment is a fixed sum, the amount of which is based on the size of the gift and the number and age of the beneficiaries. Upon the death of the donor (or, if applicable, the other named beneficiary), the balance of the principal is retained by the Foundation. A portion of the annual payment is tax-free income to the donor, being considered return of principal. Since the gift annuity is part gift, in addition to the purchase of the annuity, the donor is allowed an income tax deduction. Donors will be advised to seek legal and financial counsel regarding tax deductibility and similar matters.

The minimum donation amount to establish an annuity agreement is \$25,000.

The Foundation utilizes the rates recommended by the American Council on Gift Annuities.

Agreements shall be limited to two lives. The minimum age for the annuitant shall be 60 for an immediate annuity and 50, with the initial payment at 60, for a deferred annuity.

Gift annuity donations are maintained in a separate investment account within the assets of the Foundation. Gift annuity donations are not commingled with the Foundation's other assets or investments.

Quarterly payments are made to gift annuity donors. The payments are managed by the holder of the investment account (currently HSBC Bank). Upon the death of the donor and/or other named beneficiary, the funds representing the remaining principal contributed in exchange for the gift annuity will revert to an account for the purpose specified by the donor; or, if no such purpose is specified, the fund shall revert to the unrestricted use of the Foundation.

Gift annuity contracts are governed by the laws of the state in which the donor resides. Certain of these states have stringent registration requirements. The Foundation holds a permit to issue gift annuities within New York State. For gift annuities to be established in states other than New York, the specific annuity regulations and requirements for that state will first be reviewed by the Director of Finance and Operations for the Foundation. The Foundation reserves the right to reject any annuity contract proposals from states where the regulations are deemed overly burdensome or when excessive compliance costs would be required.

d.) Charitable Remainder Trusts

A charitable remainder trust is established when a donor irrevocably transfers money or securities to a trustee who invests the assets to pay annual lifetime income to the donor or others chosen by the donor. At the end of the beneficiaries' lives, the remaining trust assets are distributed to the Roswell Park Alliance Foundation. Annuity trusts provide the tax advantages of current contributions with the security of fixed, lifetime incomes, generally for the donors and their spouses. The agreed upon annual payment remain unchanged regardless of how the investments perform. The unitrust differs from the annuity trust by providing a variable income. Payment is based on a fixed percentage of the net fair market value of the trust assets as valued annually.

e.) Charitable Lead Trusts

This type of gift provides an income stream for specified period of time to the Roswell Park Alliance Foundation. The Foundation receives the income from the trust and applies it to the specific project. The principal is then returned at the end of the set period to whomever the donor designates.

f.) Retirement Plan Beneficiary Designations

The Foundation's finance staff may handle gifts of retirement plan assets naming the Foundation as beneficiary, including processing remaining assets, and may execute all necessary documents.

**IX. Gift Recognition**

1) The Hospital Recognition Wall

This area includes the names of donors whose cumulative, private philanthropic gifts to the Institute total \$25,000 (cash or pledge) or more since the Development Department was established in late 1988. All individuals (living and deceased), organizations, corporations or foundations with cumulative gifts totaling \$25,000+ will have a recognition plaque displayed on this wall.

New \$25,000+ donors will be contacted for permission to display their name on the Donor Wall and confirm how they would like to be listed.

Plaques bearing the names of donors who have had no gift of any size for five years will be removed. Donor names being removed after five years of inactivity due to death will be replaced by a dedicated engraved brick or paver in the Institute's engraved walkway throughout the campus.

Donors who provide irrevocable future gifts via trust or annuity may have the present value of the future gift recognized as part of their cumulative giving level on the hospital wall and they may also be listed on the Dr. Roswell Park Society wall.

2) The Dr. Roswell Park Society Recognition Wall

This area includes the names of *living donors* who have advised the Development Department of their legacy gift intentions to benefit Roswell Park Cancer Institute. All individuals who advise the Roswell Park Alliance Foundation of their legacy gift intentions (regardless of gift size) will have a recognition plaque displayed on the Dr. Roswell Park Society Donor Wall of Recognition.

To keep the size of the Donor Wall manageable, plaques bearing the names of donors who are deceased will be removed as soon as the Institute becomes aware of the individual's death. If the individual's bequest is \$25,000 or more, a new engraved plaque will be prepared for the Donor Wall of Recognition, displayed for five years and then removed.

3) The Horizons of Hope (HOH) Campaign Wall (Center for Genetics and Pharmacology)

This recognition area includes the names of donors contributing \$25,000 or more to the HOH building campaign.

4) Endowment Recognition

- a.) The Endowed-Chair Wall of Recognition: This area, located in the administrative suite of the hospital, recognizes donors who have provided leadership gifts of \$1.5 million and above to endow faculty chairs.
- b.) The donor is also recognized on the chair holder's office wall name plate.
- c.) The endowed chair name becomes a formal part of the faculty member's title for all internal and external publications, print pieces and announcements

5) Additional Naming Opportunities

- Benefactors may select a naming opportunity in Kaminski Park or South Park beginning at \$7,500. Contributed funds provide direct support for installation and maintenance of the selected area.
- Disease specific clinic donor plaques: Benefactors offering outright gifts or pledges of \$25,000+ for specific projects or endowed funds will be offered a name listing opportunity on a recognition plaque located in the hospital outpatient clinic most closely related to the use of their gift.
- Benefactors offering outright gifts or pledges of \$25,000+ to future capital projects may select a gift equivalent naming opportunity (TBD) within the new or renovated facility.
- Individual benefactors offering outright gifts or pledges of \$100,000+ (excluding named endowments) may select a gift equivalent naming opportunity on the campus. Estate gifts will be offered a gift equivalent naming opportunity if requested by the family.
- Special event teams raising \$500,000+ will be offered a gift equivalent naming opportunity on the campus.

## **X. Appendix**

### **1. Investment Policy**



## 2. Memorandum of Understanding (MOU) sample