

University of Wisconsin-La Crosse Alumni & Friends Foundation

GIFT ACCEPTANCE POLICY

UWL Alumni & Friends Foundation (“The Foundation”) is a not-for-profit, 501c3 organization under the laws of the State of Wisconsin. The Foundation solicits and accepts philanthropic gifts to support the mission of UWL in accordance with the policies set forth herein.

The Gift Acceptance Policy is approved annually by the UWL Alumni & Friends Foundation Board of Directors.

1.0 STATEMENT OF PURPOSE

1.1 UWL Alumni & Friends Foundation offers a variety of gift options designed to meet the financial and personal circumstances of donors.

1.2 The gift policies in this document help ensure that:

- Gifts are used consistent with the desire of donors and generate maximum impact for UWL; and
- Donors, UWL, and the Foundation are protected by adherence to all state and federal laws.

1.3 After the acceptance of a gift in accordance with these policies, the gift shall be processed in accordance with the organization’s internal compliance policies applicable to the specific type of gift.

2.0 UWL Alumni & Friends Foundation Mission, Vision, Values

MISSION

The UWL Alumni and Friends Foundation exists to build lifelong relationships and raise private support to advance the mission of the University of Wisconsin-La Crosse.

VISION

The UWL Alumni & Friends Foundation seeks to elevate excellence at the University of Wisconsin-La Crosse by building a culture of engagement & philanthropy.

VALUES

Gift Acceptance Policy

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Approved By: UWLAFF Board of Directors
Renewal Date: 2026-08*

Generosity: Builds strong relationships encouraging philanthropy, social responsibility, and benevolence

Belonging: All are welcome to join in the celebration of legacy at UWL

Integrity: Upholds the highest ethical standards ensuring transparency and accountability

3.0 GENERAL POLICIES

The following general policies apply to the acceptance of all gifts and pledges.

3.1 For a gift or pledge to be accepted, it must be:

- 1) designated by the donor as an outright or endowed gift for the benefit of UWL
- 2) reviewed and deemed acceptable by the Foundation in accordance with this policy

Under circumstances where another entity, such as the La Crosse Community Foundation or Trust Point (“Other Foundation”) is utilized for a gift to any Endowment or for a new fund established by the donor for the benefit of UWL, any agreements deemed necessary shall be entered into by the donor and Other Foundation.

3.2 The Foundation encourages solicitations with unrestricted or loosely restricted giving. The solicitation of highly restricted gifts should be reserved for individualized major gifts.

3.3 The Foundation does not accept gifts or pledges that are so restrictive as to make it impossible or impractical to utilize.

3.4 The Foundation does not accept gifts or pledges that provide little or no financial benefit, risk the assets or reputation of the Foundation, or violate the law.

3.5 The Foundation does not accept gifts or pledges that are inconsistent with the mission of the Foundation.

3.6 The Foundation does not accept gifts or pledges that impose overly burdensome administrative oversight or other costs, or financial risks, including market risks.

3.7 The Foundation does not accept gifts or pledges that are discriminatory based on sex, race, religion, or other impermissible restrictions. This policy applies generally, and to any scholarships for students enrolled at UWL.

3.8 Neither the Foundation nor any Foundation staff member will serve in the role of personal representative or executor of an estate or trustee of a trust to benefit the Foundation.

4.0 FUND AGREEMENTS

A fund agreement is prepared to record the expectations of both the donor and the Foundation. Fund agreements are created for all new gifts for which there is a naming right or donor restriction. Fund Agreements are signed by the Donor and the President of the Foundation.

5.0 NAMING OPPORTUNITIES POLICY

From time to time, substantial donors to the Foundation may request, or be offered, the opportunity to name a faculty position, program, campus facility or part of a facility operated by the University. The Foundation's naming policy must be referenced in all cases of naming opportunities.

6.0 STAFF AND VOLUNTEER RESPONSIBILITIES

The Foundation staff and volunteers are committed to the following:

6.1 In all gift discussions, the Foundation representatives will reflect the mission and values of the Foundation and conduct themselves in a professional, ethical, and fair manner.

6.2 The Foundation and its volunteer and staff representatives will seek to align the interests of the Foundation with the philanthropic and financial goals of prospective donors.

6.3 The Foundation staff will not promote gifts solely based on income, estate, or gift tax benefits nor as investment products.

6.4 Prospective donors will be advised to seek the advice of independent legal, financial and/or tax counsel when planning a gift.

6.5 All gifts are subject to the applicable Foundation policies and procedures.

7.0 VALUATION / APPRAISALS

The following general policies apply to the valuation and appraising of all gifts and pledges:

7.1 For in-kind gifts (such as, but not limited to equipment and real estate), the Foundation requires that the donor(s) indicate fair market value and may use public price lists, invoices, or similar sources to determine as such. Gifts of tangible personal property valued at more than \$5,000 should be accompanied by a qualified appraisal (as defined by the IRS).

7.2 Donors should be made aware of the reasons to secure a qualified appraisal for donated property for which a deduction of more than \$5,000 is claimed (IRC Sec. 170(f) (11).).

7.3 The Foundation does not pay or reimburse appraisal fees incurred for the donor's benefit, except by special exception authorized by the Gift Acceptance Committee.

7.4 Gifts of publicly traded securities will be valued using the average of the high and low price on the date the donor relinquishes control of the security to the Foundation.

8.0 AUTHORITY TO ACCEPT GIFTS & PLEDGES: COMMITTEE ROLES & RESPONSIBILITIES

8.1 Gift Acceptance

The Foundation Board of Directors has delegated authority for gift acceptance as outlined herein.

8.1.1 The Gift Acceptance Committee is an internal committee created to review and accept or decline proposed gifts and pledges as set forth in this policy. The Committee reviews gift proposals on a timely basis, normally within five (5) working days of submission to the Committee. Such review is permitted to occur via email. The Gift Acceptance Committee includes, but is not limited to, the following members:

- a. The Foundation President;
- b. The Foundation Chair of the Philanthropy & Engagement Committee;
- c. The Foundation Chair of the Finance & Investment Committee;
- d. The Director of Operations;
- e. The Fund Development Director; and
- f. The Finance Director.

8.1.2 The Gift Acceptance Committee shall also receive support from professionals who bring legal, real estate, financial, or other expertise as appropriate. The gifts accepted by the Foundation may be reviewed periodically by the Foundation Board of Directors, its Executive Committee, or its Philanthropy/Engagement and Finance & Investment Committees.

8.2 Review of Policies and Guidelines

The Gift Acceptance Committee will review applicable policies and guidelines periodically. Policy changes are subject to approval by the Foundation Board of Directors.

9.0 GIFTS AND PLEDGES AUTHORIZED BY THE BOARD OF DIRECTORS AS PRE-APPROVED

9.1 Cash and Securities

Gifts of cash and cash equivalents designated as pass-through or to the Endowment. All marketable securities and mutual funds will be sold upon receipt unless otherwise approved by the Foundation Finance Committee and/or in accordance with the financial controls policy of the Foundation.

Credit Card donations will only be accepted through secure, PCI-compliant methods. Handwritten credit card slips are not accepted and will be securely destroyed.

9.2 Pledges

Gift Acceptance Policy

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Pledges are a commitment to give a specific dollar amount within a specific period of time.

1. Pledges are pre-approved for acceptance, subject to the following requirements:
 - a. A written pledge or gift acceptance form signed by the donor and the President. The pledge or gift acceptance form shall designate the pledge as a pass-through and/or endowed gift and may include appropriate donor restrictions.
 - b. A clearly defined payment schedule of five years or less with the date of the first payment included and the frequency of payments.

2. Changes to pledges must be documented in writing and signed by the donor.

9.3 Distributions from Retirement Assets

Testamentary distributions received as beneficiary of a retirement account (such as an IRA, 401(k), or 403(b) account) are pre-approved for acceptance.

9.4 Distributions from a Life Insurance Policy

Proceeds received as beneficiary of a life insurance policy, or an annuity policy are pre-approved for acceptance.

9.5 Designation and Restriction of Gifts

Unless designated to an Endowment, gifts received by the Foundation as a result of being named beneficiary in a will or living trust, or as beneficiary of financial or brokerage accounts, are considered outright gifts and are pre-approved, provided the gift is cash or marketable securities. Gifts of other assets are subject to the approval process set forth in this policy.

- **Restricted Gifts:** The Foundation will attempt to honor the donor's intended restrictions; however, where it is impossible, not legal or impractical to do so, the Foundation Board of Directors may apply the cy-pres doctrine and identify an alternate gift restriction that most closely aligns with the original donor intent.
- **Unrestricted Gifts:** Unrestricted gifts will be utilized in accordance with the mission, vision, fiscal budget, strategic plan and financial controls policy of the Foundation, all of which are approved by the Board of Directors.

9.6 Distributions from Planned Gifts

Distributions from planned gift agreements not managed by the Foundation are preapproved, provided the distribution is cash or marketable securities. Distributions of other assets are subject to the approval processes set forth in this policy. The Foundation will honor the donor's intended designation; however, where it is impossible or impractical to do so, the Foundation Board of Directors has authority to apply cy-pres doctrine and identify an alternate gift restriction that most closely aligns with the original donor intent.

9.7 In Kind Donations

The Foundation regularly receives in-kind donations that support the mission, are consistent with this policy, and are properly accounted for and acknowledged. Such gifts are pre-approved unless the value of such gift exceeds \$5,000.

10.0 GIFTS AND PLEDGES THAT REQUIRE REVIEW AND APPROVAL

The following gifts and pledges are subject to review and approval by the Gift Acceptance Committee unless otherwise excepted below.

10.1 Real Property

- Gift Acceptance Committee approval is required for acceptance and disposition of all real property.
- The Executive Committee of the Foundation will determine if gifted real property can be used in support of the mission or whether the gifted property shall be held for investment or sold.
- No gift of real property with a fair market value greater than \$5,000 shall not be accepted without a current, qualified independent appraisal, paid for by the donor.
- Gifts of real property should be counted at full market value regardless of the value the donor may be able to take as a charitable deduction. Gifts of \$5,000 or less may be reported at the value declared by the donor or determined by a qualified expert. Gifts of real property shall be recorded on the day title is transferred to the Foundation and properly recorded in the appropriate county's records.
- The Foundation may also require a Phase I environmental impact study as determined on a case-by-case basis, a title search and title policy, conveyance by warranty deed.

10.2 Tangible Personal Property

- Except as otherwise preapproved in this policy, gifts of in-kind items must be reviewed by the Gift Acceptance Committee.
- In cases where the donor desires to take a charitable tax deduction, then in-kind gifts with a value exceeding \$5,000 will require IRS Form 8283 to be completed by the donor.

10.3 Closely Held Stock

- Gift Acceptance Committee approval is required for acceptance and disposition of gifts and pledges of non-publicly traded securities.

- Gift Acceptance Committee approval and Executive Committee approval are required for acceptance and disposition of gifts and pledges of non-publicly traded securities exceeding \$10,000.
- Gifts of closely held securities exceeding \$10,000 in value should be reported at the fair market value as determined by a qualified independent appraiser paid for by the donor.
- Gifts of closely held securities of \$10,000 or less may be valued at the per-share cash purchase price of the most recent transaction. If no transaction has occurred during the reporting period, an independent certified public accountant that maintains the books for a closely held corporation shall be deemed to be qualified to value the gift.
- A gift of closely held securities shall be recorded on the day they are transferred on the books of the corporation.

10.4 Bargain Sale

All bargain sale transactions must be approved by the Gift Acceptance Committee. A bargain sale occurs when a donor sells real property to the Foundation at less than fair market value. Such a bargain sale gift establishes an outright gift for the difference between the donor's sale price and the fair market value of the property.

10.5 Retained Life Estate

- Gift Acceptance Committee approval is required for all retained life estate gifts subject to the following guidelines:
- A written contract must govern the respective responsibilities of all parties to the retained life estate. Such contract will be signed by the donor and the Chair of the Board of Directors.
- The individual(s) with the retained interest in the life estate must agree to bear all costs and liabilities of owning and maintaining the property subject to the life estate, including property taxes, insurance, assessments, maintenance, and adequate insurance; exceptions expected to result in expenses to the Foundation in excess of \$5,000 per year must be approved by the Executive Committee; and
- No person with an interest in the property shall be able to compel the Foundation to make capital improvements, assume risk, or take other action regarding the property.

The Foundation may also accept a gift of an existing life estate interest subject to the conditions in this policy.

10.6 Donor Advised Fund, Charitable Gift Annuity, Charitable Remainder Trust, Charitable Lead Trust

- The Foundation has established a relationship with the University of Wisconsin Foundation to help donors create certain planned gifts for the benefit of the Foundation. The Development Director of the Foundation will connect a donor to the appropriate staff at the University of Wisconsin Foundation and assist as needed. The types of gifts contemplated by the Foundation include charitable gift annuities, charitable remainder trusts, and charitable lead trusts.
- The Foundation will accept gifts of business interests, intellectual property and life insurance, subject to restrictions deemed appropriate by the Gift Acceptance Committee.

11.0 GIFTS NOT ACCEPTED

The Foundation does not offer or accept the following gift instruments except as approved in advance by the Foundation Board Executive Committee:

- Term Life Insurance Policies
- Management of Donor Advised Funds
- Pooled Income Fund
- Loans (permanent or otherwise) of tangible personal property.

12.0 HANDWRITTEN CREDIT CARD SLIPS

The Foundation strictly prohibits the use, acceptance, or processing of handwritten credit card slips or any manually recorded credit card information. This includes credit card numbers, expiration date, and CVV code handwritten on forms, slips, loose paper, mailers, or any other non-secure format.

University of Wisconsin-La Crosse Alumni & Friends Foundation

GIFT ACCEPTANCE POLICY

APPENDIX A

GIFT FEES

The purpose of this Policy is to establish the gift acceptance fees (“Gift Fee”) that the Foundation will assess on charitable contributions received. The Gift Fees assessed by the Foundation will be used to support the Foundation’s mission including, without limitation, its administrative and fundraising costs.

The Foundation will in good faith make information concerning the Gift Fee available to donors and potential donors.

The Foundation has considered the prudence of assessing a Gift Fee on new gifts received by the Foundation, and has determined that Gift Fees will be assessed as follows:

- Five percent (5%) on all gifts.

Any Gift Fee will be calculated as of the date of receipt by the Foundation and will be transferred to the Foundation’s appropriate operating funds as soon as practical. For assets requiring liquidation, the Gift Fee will be calculated on the date of receipt and transferred to operating funds as soon as practical following liquidation.

13.1 Exceptions from the Gift Fee

The Gift Fee will not be assessed on:

- a. Payments made pursuant to a Gift Instrument that by its terms does not permit the assessment of such fee;
- b. Payments made on documented pledges executed prior to January 1, 2026;
- c. Real estate or in-kind gifts if they are to be retained (not liquidated) for use by the Foundation or University;
- d. Gifts from Private Foundations the governing board of which prohibits the assessment of such fee as an established organizational policy which can be documented in writing. (Note: Gift fees on any grant will not exceed the approved budgeted amount for indirect costs.) This exclusion does not apply to donor advised fund transactions.

*Gift Acceptance Policy
Appendix A*

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