

Gift Acceptance and Designation Policy

1 - Purpose

This policy is intended to outline United Way Greater Toronto's (UWGT) policies on the types of gifts that will be accepted by UWGT, and the restrictions a donor may place on the gift.

2 - Scope

This policy applies to all prospective and current donors contributing to UWGT's general fund, targeted initiatives and/or endowment.

3 - Policy

Type of Gifts Accepted

UWGT encourages and solicits contributions of cash, publicly traded securities, and some personal and real property. Other gifts may require management approval before being accepted. UWGT does not accept gifts through vehicles which have been created primarily for tax shelter purposes.

- **Cash:** UWGT includes cheques, electronic fund transfers and credit card donations in its definition of cash.
- **Publicly Traded Securities:** UWGT is pleased to offer the option to donate gifts of securities as a service to our Leadership donors (\$1,200+). Should a donor wish to designate part of their gift to other charities, a minimum of \$1,200, net of fees, per each sale of shares, must remain with UWGT community fund, UWGT priority and service areas, The Tomorrow Fund, or other United Ways in Canada.
- **Other Investments:** Gifts of real estate, shares in privately-owned companies, flow-through shares and other investments that are not readily negotiable must be approved by UWGT before being accepted. As these gifts are not readily valued, valuation documentation must be prepared in accordance with the Gift Valuation and Receipting Policy.

REVIEW PROCESS

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- **Other Gifts:** Any other gifts to UWGT that have not been addressed above will be reviewed by UWGT on a case by case basis, before the gift is accepted. In approving these gifts, consideration will be given to the size of the gift, its impact, the financial liability (if any) and possible risks (financial, reputational, brand) to UWGT. These gifts must be reviewed and approved by the Vice President of Finance & Administration, in consultation with the Senior Vice President of Donor Relations and Marketing.

Designations of Gifts

All donors can direct their gift (including bequests) to a specific project that supports the mandate of UWGT or any Canadian charity registered with the Canada Revenue Agency (CRA). UWGT reserves the right to decline a gift if these conditions are not met. Designations will be permitted for bequest gifts only if UWGT is also a beneficiary of the estate.

Donors may also endow their gift to our Tomorrow Fund. Please refer to the Endowment Policy.

Designations for which a donor receives a benefit from the recipient charity (i.e. special event registration fees, membership fees, tickets) cannot be permitted under CRA guidelines.

Designations on funds raised through workplace special events will not be permitted as they are held to generate increased interest in the UWGT campaign and raise funds to support UWGT's work in the community.

For designations to another Registered Canadian Charity, UWGT will, with donor permission, provide the donor's name, amount and program to which the designation should be attributed (i.e. Charity XX's Walk or Run, or Hospital XX's Research Dept. or Palliative Care) to the recipient charity. We are unable to capture pledges to individual special event participants, or specific charity sub-programs. The donor must communicate directly with the recipient charity to relay further instructions regarding their designation or stewardship needs.

4 - Procedures

Donors must provide direction on designation of their gifts no later than March 31st of the year after their gift was made. For example, a donor makes a pledge October 1, 2017. UWGT cannot change designations or add new designations after March 31, 2018 for that gift. If a designation has already been distributed to another charity, changes cannot be made, regardless of date requested. If no instructions have been given by March 31st. UWGT will assume the gift has no restrictions attached to it.

REVIEW PROCESS

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All directed gifts will be used for the purposes which they were given. If a donation is directed to an organization that is found to not have a valid CRA registration number, UWGT will make reasonable efforts to inform the donor and determine alternate designation instructions. If UWGT is unable to secure further direction from a donor, the funds will become available to UWGT for general charitable purposes.

It is the responsibility of the Senior Vice President, Donor Relations and Marketing to ensure that this policy is adhered to.

Breaches of this policy will be considered a serious matter and subject to disciplinary action up to and including termination.

REVIEW PROCESS