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**SUBJECT: DONOR RECOGNITION POLICY**

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**1.0 PURPOSE**

- 1.1. All donors to Snow College will be thanked and recognized as appropriate.
  - 1.1.1. The Foundation will take into account the size of the current or irrevocable deferred gift and total giving by that donor when determining the level of recognition.
  - 1.1.2. Under normal circumstances, individuals and corporate donors will be treated as separate entities. However, under special circumstances, recognition decisions will be made by the Snow College Foundation Board as recommended by the Donor Recognition Committee.
  - 1.1.3. Specific procedures for recognizing each level of giving have been developed and are reviewed from time to time by the Snow College Foundation Donor Recognition Committee.

**2.0 POLICY**

- 2.1. Heritage Plaza Donor Wall of Honor (these amounts will be recalculated annually on July 1<sup>st</sup>.)
  - 2.1.1. All donors with accumulated contributions equivalent to one year of tuition and fees at Snow College rounded up to the next \$100 or more may be recognized on the Snow College Donor Wall of Honor located in the Heritage Plaza.
  - 2.1.2. Recognitions levels are:
    - 2.1.2.1. Heritage Scholarship Wall
      - 2.1.2.1.1. Dollar amount equivalent to one year of tuition and fees rounded up to the next \$100\* up to the minimum value of the next level
    - 2.1.2.2. Heritage Endowment Wall
      - 2.1.2.2.1. Dollar amount equivalent to one year of tuition and fees rounded up to the next \$100\* x 20 - \$99,999 up to the minimum value of the next level
    - 2.1.2.3. President's Wall of Honor
      - 2.1.2.3.1. Dollar amount equivalent to one year of tuition and fees rounded up to the next \$100\* x 40 - and above
- 2.2. Other recognition
  - 2.2.1. Special donor recognition displays in specific divisions/areas may be developed by the Foundation's Donor Recognition Committee to recognize gifts to those divisions/areas, and/or for special campaigns.

- 2.3. Other types of recognition that may be approved by the Donor Recognition Committee include:
  - 2.3.1. Recognition events (dedications and receptions, among others)
  - 2.3.2. Publicity (press releases, newsletter articles and listings, among others)
  - 2.3.3. Premiums or gift items for donors (plaques or similar items within IRS minimum standards)
- 2.4. Naming of Buildings and Facilities
  - 2.4.1. Donors making gifts of \$100,000 or more may be considered for permanent recognition through the dedication of a large conference room or meeting area, as long as the gift is at least one half the replacement of that unit.
  - 2.4.2. Classrooms may be dedicated for a single gift or pledge starting at \$25,000.
  - 2.4.3. Conference rooms may be dedicated with a single gift or pledge starting at \$50,000.
  - 2.4.4. Lobby areas and lounges may be dedicated with a single gift or pledge starting between \$25,000 - \$50,000.
  - 2.4.5. Only the Snow College Board of Trustees can approve the permanent naming of a room, area or building for a person. This would follow approval by the Foundation Board.
- 2.5. Endowment Recognition
  - 2.5.1. Donors giving the amount equivalent to one year of current tuition and fees rounded up to the next \$100\* times 20, either during their lifetime or through a bequest, may create a named endowment. Recognition will include a listing in the annual report of the name and amount of the endowment and how endowment earnings were or are to be used.
  - 2.5.2. Upon receipt of an undesignated bequest, the Foundation Board may create an endowment in memory of the decedent. Recognition is the same as a named endowment as detailed above. However, at a subsequent time, the board may elect to terminate the endowment and use the funds, in whole or in part, to facilitate a current need regardless of where the funds will be used. Although endowment recognition in the annual report will cease, recognition of how the funds were used to satisfy the current need will be provided in accordance with Sections II, III, V and VI outlined supra, whenever practical and appropriate.

2.5.3. Upon receipt of a designated bequest exceeding the amount equivalent to one year of current tuition and fees rounded up to the next \$100\* times 20, the Foundation Board may create an endowment in memory of the decedent. The purpose of the endowment shall be limited to the specific use indicated in the will or trust, (i.e. Science, Business, etc.). Recognition is the same as a named endowment as detailed above. However, at a future time, the board may elect to terminate the endowment and use the funds, in whole or in part, to facilitate a current need which falls within the purview of the original designation. Although endowment recognition in the annual report will cease, recognition of how the funds were used to satisfy the current need will be provided in accordance with Sections II, III, V and VI outlined supra, whenever practical and appropriate.

### 3.0 PROCEDURES

#### 3.1. Calculation of Gift Value

- 3.1.1. Unless otherwise authorized by the Foundation Board, current gifts of property (both real and personal), or gifts in kind and irrevocable deferred gifts of property (both real and personal), will be recognized at the amount as determined by a qualified appraisal of the asset.
- 3.1.2. Irrevocable planned gifts will be recognized at the fair market value of assets irrevocably transferred for the benefit of Snow College.
- 3.1.3. Each special event sponsored by the Foundation and its support groups will provide mechanisms for recognizing participants. Only gifts exceeding normal participation costs of the event (deductible portion by IRS requirements), such as underwriting, will be calculated in accumulated giving.
- 3.1.4. Pledges and testamentary planned gifts may be recognized for the full amount when the appropriate documentation is received. In the event the pledge or bequest is canceled, the recognition will be removed or shall be reduced to a level equal to the portion of the pledge or testamentary planned gift actually received.