

DRAFT FOR APPROVAL

**Submitted to the Mt. Irenaeus Board of Trustees
February 8, 2025**

**Gift and Pledge Counting Guidelines
Endowment Campaign
Mt. Irenaeus**

- I. **The purpose** of this document is to provide guidance for clear, formal and consistent counting and reporting of charitable gifts and other philanthropic commitments to Mt. Irenaeus Franciscan Mountain Retreat received during the endowment-centric campaign that was approved by the Mountain Board of Trustees on September 21, 2024. These guidelines follow counting guidelines of the *Council for Advancement and Support of Education (CASE) Reporting Standards and Management Guidelines for Educational Fundraising*. CASE is recognized as the principal trade organization for the fundraising/advancement profession at colleges and universities in the United States and around the world. Given the Mountain's affiliation and ministerial co-missioning with St. Bonaventure University, it makes sense to align with generally accepted practices that universities follow.
- II. **Campaign period:** The Campaign period began on December 1, 2024. The campaign period will end on May 31, 2030. All gifts, for the purposes outlined in the campaign and unrestricted endowment contributions, received by the Mountain during this period will be counted toward the campaign goal under guidelines specified below. In the event we wish to offer campaign credit for a "reach back gift" (a gift made prior to December 1, 2024), approval must be granted by the Campaign Cabinet.
- III. **Pledge payment period:** Pledges will be accepted with a maximum 5-year payment period. Exceptions may be made for commitments of \$2 million or more by recommendation to the Advancement Committee of the Mountain. A Letter of Commitment will be prepared by the Mountain office for those who contribute through family foundations, donor advised funds and will be counted in the same fashion as a pledge recorded via a Gift Agreement.
- IV. **Counting Summary:** These types of gifts will be included in campaign totals.
 - A. Outright Gifts, Pledges and Realized Testamentary Gifts. Outright gifts and pledges, matching gifts and realized testamentary gifts to the endowment will be counted at face value. This includes gifts in the form of cash, marketable securities, closely held stock and philanthropic grants received from private,

non-governmental sources, including corporations and foundations. Gifts of real property or tangible personal property must be approved in advance by the Mt. Irenaeus Executive Director and Campaign Cabinet.

- B. Outright Gifts and Five-Year Pledges to the Mountain Fund** will be counted as part of the campaign total BUT not directed to the endowment fund. It is critically important that the Mountain maintain and grow its annual giving program during the campaign period. Example: If a donor pledges \$25K toward the endowment and \$5K a year for 5 years to the Mountain Fund, the donor would receive \$50K in campaign credit and, therefore, eligible for a \$50K naming opportunity.
- C. Irrevocable Planned Gifts.** Irrevocable planned gifts will be considered at the discretion of the Mt. Irenaeus Executive Director and the Campaign Cabinet.
- D. Conditional pledges.** Conditional pledges (which may include challenge pledges or pledges with other conditions) may be counted, based on review and recommendation of the Mountain Advancement Committee.
- E. Revocable Planned Gifts.** Revocable planned gifts, including documented bequest expectancies, life insurance designations, retirement plan designations and charitable remainder trusts with revocable designations, will be counted at a discounted value based upon the age of the donor on the last day of the campaign as follows, and will be reported separately in campaign progress totals. CASE does not provide specific discount values for these gifts. The formula below is based on general industry practice:

AGE OF DONOR ON LAST DAY OF THE CAMPAIGN (12/31/2029)		% CAMPAIGN CREDIT
66 and under		0%
At least 67 years old		100 % of the value of the estate

To be counted, expectancies must be in the form of a specified amount or a percentage of the donor's estate or relevant asset pool, as appropriate, based on a credible estimate of the future value of such estate or asset pool at the time the commitment is made. For verification, there must be written acknowledgement of the commitment by the donor or the donor's attorney with a copy of the relevant legal provisions, and, if available, supporting financial documentation.

Where the Mountain's interest is deferred until the death of a surviving spouse, both partners must be at least 67 years of age. Campaign credit will not be given if the Mountain's interest is deferred for more than one life beyond the death of the donor.

- F. Letters of Commitment:** A Letter of Commitment to make a gift may be accepted and counted at face value for campaign progress under limited circumstances and only with approval by the Mountain's Executive Director. The principal reason for accepting such letters is to accommodate donors who wish to give a gift to the Mountain through a donor advised fund or family foundation. Due to current tax law, donors may not fulfill binding pledges to a charitable institution through gifts from donor advised funds without risking tax consequences. Such gifts documented via Letter of Commitment, once approved, will be counted in progress reports produced for the campaign.
- V. Exclusions from Campaign Counting:** The following types of funds will be excluded from counting for campaign progress purposes:

 - A.** Mountain Auction "gifts" made in exchange for goods and services;
 - B.** Contributed services;
 - C.** Discounts on purchases;
 - D.** Earned income;
 - E.** Gifts or pledges, outright or deferred, to the extent that they have been previously counted for fundraising purposes;
 - F.** Investment earnings on gifts, if required under terms specified by the donor;
 - G.** Sale of merchandise;
 - H.** Verbal pledges (which remain verbal even after attempts to document in writing).