I. General

A. Gifts received and commitments made during the period July 1, 2012 to June 30, 2019 will be credited to The Campaign for Chico State.

B. Campaign reporting will follow the Council for Advancement and Support of Education (CASE) Campaign Reporting Standards.

C. Subject to certain limitations, fund-raising results reported during the Campaign will include:
   1. Outright gifts (cash, securities, property, gifts-in-kind, etc.)
   2. Campaign pledges
   3. Deferred gifts:
      a. Pooled income funds
      b. Gift annuities
      c. Life estates
      d. Charitable remainder trusts
      e. Life insurance
      f. Testamentary pledges (bequests)
      g. Charitable lead trusts

II. Outright Gifts

A. Outright gifts will be counted at full fair market value.

B. The fair market value of noncash outright gifts shall be determined by reference to independent sources (appraisers, stock exchanges, etc.), where feasible.

C. Private grants from non-government sources (corporations, foundations, groups, and agencies) will be counted.

D. Gifts-in-kind
   1. Noncash donations of materials or long-lived assets that serve the purpose of the institution will be reported at the fair market value.
   2. If donor intends to claim a charitable income tax deduction, a qualified appraisal is required for gifts of property in excess of $5,000. If only campaign gift credit is desired, an estimate by a knowledgeable University employee will suffice.
   3. The California State University has established a policy regarding the acceptance of all software gifts. The Campus Software Acceptance Committee will review all gifts of software before acceptance to determine the recorded
gift value. Gifts of software will be recorded at the educational discount value. If the educational discount value is not available the amount recorded will be a twenty-five percent discount from the retail value.

E. Real Property
1. Accepted at fair market value as determined by a qualified appraisal paid for by the donor.
2. Gifts of real property are subject to University Foundation/University guidelines and due diligence procedures leading to formal acceptance of the gift by the University Foundation Board of Governors.
3. To be qualified, the appraisal must be performed by a person certified to perform such appraisals and must be performed no earlier than 60 days prior to transfer.

III. Campaign Pledges

A. To be counted, campaign pledges must be $5,000 or more and documented on a University Advancement Major Gift pledge form.

B. Campaign pledge documentation must include (at a minimum):
   1. Donor’s name and address
   2. Dollar amount pledged
   3. Gift designation(s)
   4. Pledge payment schedule
   5. Donor’s signature

C. Campaign pledges will be counted as follows:
   1. At full face value if payable within five years of the date on the signed pledge form.
   2. For pledges payable over more than five years from creation, pledge payments scheduled to be received beyond the five years will not be counted toward the Campaign.

D. Donors will be encouraged to provide for payment of any unpaid portions of campaign pledges through a testamentary commitment, documented on a University Advancement Declaration of Intent form.

E. Unfulfilled campaign pledges will be subtracted from totals when it is determined that they will not be fulfilled.
IV. **Life Income Gifts**

A. Gifts of remainder interests from pooled income funds, gift annuities, life estates, and charitable remainder trusts must be documented and include the following:
   1. Copy of pertinent trust agreement
   2. Value of assets placed in gift arrangement
   3. Pertinent actuarial information (birthdates, etc.)

B. Gifts of remainder interests from the above-described arrangement may be either internally or externally administered and/or trusteed.

C. If the life income gift is for a fixed term of years, the term must be twenty (20) years or less.

D. Gifts of remainder interests from the above-described arrangement will be counted two ways:
   1. At full face value
   2. At discounted present value

E. Revocable charitable remainder trusts and testamentary commitments from the above-described arrangement from donors who will have reached age 62 before the end of the public phase of the campaign will be counted and reported as future commitments or testamentary pledges.

V. **Life Insurance**

A. In order to be counted, the University Foundation must be assigned as the irrevocable owner and beneficiary of life insurance policies.

B. Gifts of life insurance must be documented and include the following:
   1. Copy of life insurance policy
   2. Net cash surrender value of policy at time of gift
   3. Pertinent ongoing terms (premium amounts, due dates, etc.)

C. Life insurance may be counted several ways:
   1. At a policy’s net cash surrender value at the time the University Foundation is assigned as the irrevocable owner and beneficiary.
   2. As premiums are paid by donors on policies for which the University Foundation has been named as the irrevocable owner and beneficiary.
3. At a policy's full (proceeds) value in those cases where the University Foundation receives the proceeds of a life insurance policy during the Campaign in which it was named beneficiary but not owner.

VI. Testamentary Pledges (Bequests)

A. Testamentary pledges (bequests) must be documented by the donor or donor's attorney or a binding pledge agreement or a contract to make a will, and include the following:
   1. Donor's name and address
   2. Donor's birthdate
   3. Estimate of dollar amount pledged (bequeathed)
   4. Gift designations (s)
   5. Copy of pertinent will provision
   6. Donor's signature

B. Donor must be at least 62 or turn age 62 during the campaign period (July 1, 2012 to June 30, 2019).

C. Testamentary pledges (bequests) will be counted either on the date of creation, if the donor is age 62 or older, or the date the donor turns 62 during the campaign period.

D. Testamentary pledges (bequests) will be counted in two ways:
   1. At face value
   2. At discounted present value

VII. Exclusions from Campaign Totals

A. The following types of funds will be excluded from campaign reporting totals:
   1. State and federal funds
   2. Advertising revenue
   3. Alumni membership fees/dues
   4. Contract revenues, including sponsored research funds
   5. Contributed services
   6. Discounts on purchases
   7. Earned income, including transfer payments
   8. Investment earnings on gifts
   9. Sale of merchandise
   10. Surplus income transfers from ticket based operations
   11. Tuition payments
VIII. Other Provisions

A. Discounted present value calculations shall be performed in accordance with generally accepted actuarial principles and/or current IRS regulations.

B. Discount rates and actuarial table used in calculating discounted present values will be based on the applicable federal mid-term rates (AFR's) and IRS mortality table in effect at the time of the calculations.

C. Campaign totals will be reported according to the format of the CASE Annual Survey of Cumulative Campaign Activity by Educational Institutions.

D. Campaign totals will also be analyzed and reported according to progress against goals:
   1. Overall
   2. By College and Unit

E. In situations where these guidelines are inadequate, the Vice President for University Advancement, President and the University Foundation Board will resolve questions regarding acceptance, valuation, and crediting.

IX. Charitable Lead Trusts

A. A charitable lead trust makes payments to a charitable organization for a term of years after which the remainder passes to a non-charitable entity.

B. Gifts of income interests from charitable lead trusts must be documented and include the following:
   1. Copy of trust agreement
   2. Value of assets placed in trust

C. Gifts of income interests from charitable lead trusts will be counted as follows:
   1. At full face value if payable within five years of creation.
   2. At the discounted present value if payable over more than five years from creation.

X. Exceptions

A. Exceptions to gift policies will be handled by the Vice President for University Advancement in consultation with the President and senior management of the University, as appropriate.