

Gift Solicitation and Acceptance Policy and Guidelines Coastal Pines Technical College Foundation, Inc.

The purpose of this policy is to establish responsibilities and procedures regarding the solicitation and acceptance of gifts to the Coastal Pines Technical College Foundation, Inc. (CPTC Foundation). It is the policy of the CPTC Foundation that all donations or solicitations of gifts to the CPTC Foundation will be coordinated through the College Advancement Office.

The Executive Director of the Coastal Pines Technical College Foundation will be responsible for coordinating all types of fundraising activities and for solicitations from private individuals, businesses, industries, foundations or organizations sponsored by the CPTC Foundation.

It shall be the responsibility of the Coastal Pines Technical College (CPTC) College Advancement Office to officially accept, record, and acknowledge receipt of all gifts and donations to the College through the Foundation including cash, equipment and other in-kind gifts. This acceptance will be made according to established policies of the CPTC Foundation Board of Trustees. The College Advancement Office will be the custodian of original documents regarding gifts.

Gift Solicitation Guidelines

Gift solicitation conducted by the CPTC Foundation Board will be coordinated among the Foundation trustees, Executive Director of the Foundation, and College President. Gift Solicitation conducted by student organizations, instructional programs, faculty, staff, and other approved groups at CPTC must follow CPTC Procedure: Solicitations.

Gift Acceptance Guidelines

Unrestricted Gifts

Gifts of cash, equipment, property, trusts or annuities will be accepted and will be used where the College President and College officials deem best for the College.

Restricted Gifts

To avoid confusion about the nature and obligation of a restricted gift, the terms of a gift will be reviewed carefully to ensure that the gift does not hamper its usefulness and desirability to the College. If a gift is deemed unacceptable because of the restrictions it places on the College, the donor will be counseled to remove or modify the restrictions. Gifts will be refused or returned when the purpose (1) is inappropriate or not conducive to the best interest to the College, (2) is clearly a commercial endeavor, or (3) would obligate CPTC to undertake responsibilities, financial or otherwise, which it may not be capable of meeting for the period required by the terms of the donor.

Designated Gifts

A gift designated for a particular program or use will be used, whenever possible, according to the wishes of the donor.

Gifts In-Kind

Acceptance of all gifts in-kind to the College shall be reviewed by the Executive Director in consultation with the President, when appropriate, and the appropriate vice president to determine (1) if the College will benefit from the item donated and (2) whether the acceptance will involve financial commitments or other obligations disproportionate to

the usefulness of the gift. In-kind gifts may be loaned or leased to a unit or division of the College or sold.

The Executive Director and the President have final authority to accept or refuse in-kind gifts. Donations of sizable value or a donation with the potential to be sold will be recommended to the Executive Committee of the Foundation for final approval.

A donor must provide a third-party appraisal for any gift in-kind valued at \$5,000 or more to meet IRS regulations.

Disposal of Gifts

In the event a gift of real property or an in-kind gift is no longer useful, the gift will be disposed of in accordance with procedures established by the Board of Trustees.

Gifts of Cash, Pledges, and Real Property

The Executive Director of the Foundation shall receive cash gifts and pledges to the Foundation in accordance with established accounting principles. The Office of College Advancement will deposit all cash gifts into appropriate accounts in keeping with the donor's designation. All gifts of cash will be recorded at full value on the date of the gift.

Endowed Funds

Endowment funds are specifically designated funds in which the corpus of the fund is to be perpetual and the accruing interest can only be expended for the restricted purpose of the fund.

Real Estate Gifts

The Executive Committee must approve the acceptance of all gifts of real estate. Gifts of real property may be given outright, or as an undivided partial interest in property, or as a remainder interest in property. The donor may give their residence, vacation property or farm to the Coastal Pines Technical College Foundation in any of these ways. If the donor retains a life estate in the property, then they may continue to use it and maintain it for their lifetime and at their death the property will belong to the Foundation. A gift of real property must be accompanied by a qualified appraisal provided by the donor. In general, the gift is completed upon delivery of the recorded deed to the Coastal Pines Technical College Foundation, Inc.

Donated real estate shall be free of all restrictions and encumbrances. The title to the property should be clear and unencumbered. Title to gift property should be made to the Coastal Pines Technical College Foundation, Inc.

Restrictive covenants for the use of the property shall be evaluated by the president, the vice president for administrative services, and the vice president for College Advancement. The evaluation shall be to determine factors such as limitation on marketability of the property.

Real property which does not produce income is unacceptable. However, the Executive Committee may recommend an exception should they feel the benefit to the Foundation will exceed any costs that may accrue.

If the real property is encumbered by a lease, acceptance of the gift will occur only after review of the lease by legal counsel, who will make a determination of the Foundation's benefits and liabilities.

Environmental concerns must be satisfactorily addressed.

All transfer costs, including warranty, title insurance, and appraisal (where required) shall be the responsibility of the donor.

A member of the faculty or staff shall not form, or assist in forming, any entity, corporate or otherwise, for the purpose of soliciting or receiving any gift, without prior written approval. A member of the faculty and staff shall not establish any account in a banking institution into which such funds are, or may be, deposited.

Personal Property Gifts

Personal property gifts include items such as equipment, supplies, art objects, jewelry, vehicles, etc. These gifts must be accompanied by the donor's estimation of value. The Executive Director of the Foundation will determine the need for an appraisal.

Trust Funds

Trust funds are those funds specifically given to CPTC as a trust and which are bound by the legal agreements of the trust.

Compliance

At all times, the Foundation will fully comply with the regulations of the Internal Revenue Service and other regulatory agencies regarding reports and accountings which must be made. These policies are not intended to amend or replace the Foundation policies regarding investments. These policies should be viewed as complimentary to the investment policies.

Use of CPTC's Name, Expressed or Implied

No group, organization or private individual may use CPTC's name, or imply that the College is the beneficiary of donations without prior knowledge and approval of CPTC through the College Advancement Office. All funds secured in this manner must adhere to the same policies and procedures governing CPTC's initiated gifts.

Preparation of Fundraising Literature

Any literature, including brochures, booklets, and letters used to attract private funds to the Coastal Pines Technical College shall be coordinated through the College Advancement Office.

Naming Opportunities Based on Financial Contributions

Naming of College buildings, grounds, or programs will adhere to State Board Policy 2.1.8 (I.C.3.) *Naming of Buildings*.

POLICY:

Specific college buildings, interior spaces, grounds, or programs may be named for living or deceased individuals, businesses, or organizations that have had a significant positive impact on the college over an extended period of time; have demonstrated outstanding and distinguished service to society, the community or the college; and/or have engaged in philanthropic giving directly benefiting the college.

Namings of new or existing buildings require approval by the State Board of the Technical College System of Georgia [TCSG]. Buildings, interior spaces or programs named for their general purpose or functions are not subject to this procedure. All namings will be consistent with the best interest of the college and with the TCSG and will maximize fundraising potential of the colleges. Naming requests shall be submitted to the Board in accordance with the procedures and guidelines established by the TCSG Commissioner.

The names of technical colleges will typically reflect the name of a political subdivision, a region, or a geographical feature of Georgia. As honored tradition of higher education, specific college buildings, facilities, grounds, and organizational units of technical colleges may be named for living or deceased individuals, businesses, or organizations that have made significant contributions to society or engaged in philanthropic giving to benefit colleges. All such namings require approval by the TCSG State Board.

Requests for the naming of colleges, buildings, facilities, grounds and organizational units shall be submitted to the Board in accordance with the procedures and guidelines established by the Commissioner. College presidents are expected to maximize the fundraising potential in association with naming requests submitted to the Board.

RELATED AUTHORITY:

O.C.G.A. § 20-4-11 – Powers of the Board

O.C.G.A. § 20-4-14 – TCSG Powers and Duties

Consideration for naming a facility, grounds, organizational unit, a section of the campus, or a building may be given to individuals making a financial contribution to the college, according to State policy. Levels of financial contribution for naming opportunities are established by the College.

Amendments

This policy and these procedures will be reviewed at least every five years. Policy and procedures may be amended from time to time as determined to be appropriate by trustees.

Adopted: June 2023
Next Review: June 2025

Procedure: 2.1.8p (I.C.3.)

Naming of College Buildings, Grounds or Programs

Revised: May 17, 2016; April 2, 2009

Last Reviewed: May 17, 2016

Adopted: May 3, 2007

I. PURPOSE:

Specific college buildings, interior spaces, grounds, or programs may be named for living or deceased individuals, businesses, or organizations that have had a significant positive impact on the college over an extended period of time; have demonstrated outstanding and distinguished service to society, the community or the college; and/or have engaged in philanthropic giving directly benefiting the college. Namings of new or existing buildings require approval by the State Board of the Technical College System of Georgia [TCSG]. Buildings, interior spaces or programs named for their general purpose or functions are not subject to this procedure. All namings will be consistent with the best interest of the college and with the Technical College System of Georgia and will maximize fundraising potential of the colleges.

II. RELATED AUTHORITY:

State Board Policy 2.1.8

O.C.G.A. § 20-4-11

O.C.G.A. § 20-4-14

III. APPLICABILITY:

All work units and technical colleges associated with the Technical College System of Georgia.

IV. DEFINITIONS:

- A. Cooperative Non-profit Organization: a corporation established under the laws of the state of Georgia and Section 501(c)(3) of the Internal Revenue Code for the purpose of stimulating voluntary private support from individuals, corporations, foundations, and others for the benefit of the College in carrying out its programs and activities. May also be referred to as a "Foundation."
- B. Grounds: outdoor areas of the college campus including pavers, benches, planters, fountains, gardens, statues or other outdoor artwork.
- C. Building: all real estate, structures and facilities on or off a college campus under the custody or control of colleges, including facilities leased from or by affiliated organizations of the college.
- D. Program: an academic unit of the college.
- E. Space of significant value: an auditorium, conference center, a major conference room, a specially equipped classroom or laboratory.
- F. Interior space: rooms, hallways, floors, and features, as well as other enclosed or conditioned space(s) within buildings.
- G. Local Board of Directors: a group of individuals representing business, industry or economic development in a college service area that are appointed by the

State Board of the Technical College System of Georgia to assist the State Board in carrying out its mission.

V. ATTACHMENTS:

Sample Pledge Commitment (**pending**)

Sample Local Naming Procedure (**pending**)

VI. PROCEDURE:

A. General Provisions:

1. College presidents should maximize the potential of fund raising in association with any naming. Naming opportunities should be shared with the local college Foundation to assist in their fund raising efforts.
2. No publicity shall be given to a recommended name that requires State Board approval until receipt of the Board's approval.
3. Colleges will be responsible for all costs associated with namings.
4. Naming requests associated with a former employee may not be submitted prior to one year after the employee has left employment unless special circumstances approved by the Commissioner warrant an earlier naming. A building may not be named for a current employee.
5. A given surname or business/organization name may be assigned to only one building on a specific campus.
6. No building, grounds, programs or other interior space may bear the name of an individual convicted of a felony or who has otherwise engaged in conduct that could bring discredit upon the college or the Technical College System of Georgia. Namings must be reserved for individuals of recognized accomplishment and character and/or entities whose association with the college does not create an appearance of a conflict of interest.
7. Each naming request will be considered on a case-by-case basis taking into account factors that are relevant to the community, the person or entity being honored and fundraising capacity.
8. A naming authorized by the State Board shall not be modified. Board approval is required to remove names that have been previously authorized.
9. Each college shall establish a local procedure describing all naming opportunities, regardless of whether they require approval by the State Board. The local procedure should establish minimums for financial commitments corresponding to various naming opportunities. In setting minimums, colleges should benchmark against higher education institutions similar in size, scope and mission. Each college president shall submit its naming procedure and any modifications thereto, to the Local Board of Directors, the TCSG Office of Stewardship and Development, and Board of Trustees of the local Foundation.
10. All namings will be in compliance with applicable state and federal laws and TCSG Policies and Procedures; colleges are encouraged to consult with the TCSG's Office of Legal Services and Office of Stewardship and Development prior to submitting naming requests for: Grounds, Interior Spaces and Programs.
 - a. The college president is authorized to name and remove a name of grounds, interior spaces and programs without prior approval of the State Board.

- b. Sections of buildings are generally named for donors who have played major roles in equipping, renovating, or constructing that portion of the building.
- c. Namings must be consistent with the General Provisions outlined above.
- d. Upon request, presidents will provide a report to the Commissioner on interior namings and/or removals.

B. New or Existing Buildings

1. Requests should be submitted to the Commissioner for review and further submission to the State Board of the Technical College System of Georgia. The submission of naming requests without associated fund raising should be the exception.
2. When possible, presidents should seek a portion of the gift associated with the naming of a new or existing building for endowment to support the facility or academic programs associated with the facility.
3. A naming request based upon philanthropic contributions must include proof that the gift is irrevocable and is to be paid within a five-year period. The request must be accompanied with a pledge commitment executed by the donor. In cases where a gift is to be paid over a period of time, the request may not be submitted until at least half of the total gift has been Failure to fulfill a pledge will result in the revocation of the donor's name for the building.
4. Requests for current naming opportunities should not be based upon deferred gifts such as life insurance and bequests. Colleges should discuss with the interested donor(s) possible naming opportunities that may be available when the gift is actually received.
5. Approved building names will remain for the useful life of the facility and not in perpetuity, unless removal is otherwise authorized by the State Board.
6. If a building is significantly modified, a named building or grounds may no longer exist. In that event, the college president may request that the name be transferred to another building and seek State Board approval.
7. Requests for naming college buildings for individuals, businesses, and organizations, whether or not such naming is associated with philanthropic contributions, should provide information regarding the following:
 - a. The historical significance of the contribution of the individual, business or group to the college;
 - b. The association of the individual, business, or group with the building to be named;
 - c. Any financial contribution of the individual, business or group to the college, whether or not associated with a specific building or area;
 - d. State, regional, national, or international recognition of the contributions and achievements of the individual or organization.
 - e. Demonstrated community support for the recommended naming.
 - f. Any other factors relevant to the request.
8. Each naming request will be evaluated by the Commissioner or designee(s) and a recommendation will be made to the Board by the Commissioner. All namings will be consistent with the interest of the college and with the Technical College System of Georgia.

C. Naming or Re-Naming a College:

1. In determining the name of a newly acquired/merged college or to change the current name of a college, the college president or if applicable, the Commissioner, will appoint a committee which should consist of representatives of college employees, students, the community and businesses in the service area. The committee will consider and recommend to the president a college name.
2. Any individual or group associated with the college may suggest a name for consideration by the committee.
3. The committee will submit a report to the president or Commissioner, if applicable, which includes a recommendation for the college name, documentation of all suggestions considered, and justification of its recommendation. The name should not be such that it is likely to cause confusion with another entity.
4. The president will consult with the TCSG Office of Legal Services to ensure the recommended name is in compliance with applicable state and federal laws.
5. The president will then present the recommended name to the Local Board and submit their recommendation, along with the committee's report and any additional supporting information deemed appropriate, to the State Board through the Commissioner.
6. The Commissioner may return the recommendation to the president for selection of an alternate name or submit the suggested name to the State Board for action.
7. The College President will be responsible for ensuring the Board-approved name is widely publicized and incorporated into all college operations.

D. Space of Significant Value

1. Auditoriums, conference centers, major conference rooms, and classrooms or laboratories which may be frequented by visitors to the college represent a significant fundraising opportunity for colleges.
2. The naming of such spaces is subject to the General Provisions outlined in this procedure and each college's local procedures.

VII. RECORD RETENTION:

All records relating to this procedure shall be maintained in accordance with the Georgia Records Retention Schedules maintained by Georgia Archives, University System of Georgia. Public disclosures of records identifying donors are subject to the provisions of Georgia's Open Records Act.