

**Valencia College
Foundation, Inc.**

Donor Stewardship Plan



VALENCIA
FOUNDATION

VALENCIA

Table of Contents

| | |
|---|-------|
| Table of Contents | p. 2 |
| Mission Statement | p. 2 |
| Defining Stewardship | p. 3 |
| Guiding Principles | p. 3 |
| Implementation | p. 4 |
| Lifetime Donor Recognition and Privileges | p. 5 |
| Special Membership and Stewardship Programs | p. 6 |
| Annual Giving Levels and Privileges | p. 8 |
| Faculty and Staff Giving Levels and Privileges | p. 10 |
| Appendix A: Gift Acceptance Policy | p. 11 |
| Appendix B: Stewardship Acknowledgment and Recognition Activity Timeline | p. 16 |
| Appendix C: Stewardship Reporting Activities | p. 20 |
| Appendix D: Campaign | p. 22 |

Mission Statement

Valencia Foundation’s mission is to enhance learning, workforce training and economic development in Central Florida through the support of scholarships, teaching chairs, programs and buildings for Valencia College.

Valencia College Foundation is committed to the principle of equal opportunity in education and employment in all of our programs and activities. We value the benefits of diversity in its many forms and respect the dignity of each individual. We do not practice unlawful discrimination on the basis of race, color, national origin, gender, religious creed, handicapping condition, age or marital status. We focus on supporting the mission of Valencia College and seek to unlock access to learning for individuals from all backgrounds.

VALENCIA

Defining Stewardship

Defining Stewardship at Valencia College Foundation, Inc.

Merriam-Webster defines stewardship as the conducting, supervising, or managing of something; especially the careful and responsible management of something entrusted to one's care. The Valencia Foundation chooses to go beyond responsibility to develop relationships with our donors. It is our intent to maintain three key elements of stewardship with each our donors: acknowledgement, recognition and reporting of donor activity. Each step a building block to a long term relationship with those who invest in Valencia College and the students we serve.

No practice is more important in the development process than stewardship, the continued involvement, cultivation and care of those who give.

Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment
---Kay Sprinkel Grace

Julia Emlen's *Intentional Stewardship: Bringing Your Donors to Their Highest Level of Philanthropy* (CASE, 2007) notes: a good stewardship program seeks to promote eight key behaviors among donors:

1. Giving regularly
2. Giving to priorities
3. Giving in usable ways
4. Giving to capacity
5. Feeling recognized
6. Willingness to participate
7. Spreading the message
8. Bringing others along

With those eight ideals of donor stewardship in mind the Valencia Foundation, in conjunction with Valencia College administration, may consider discipline and/or program specific 'mini campaigns' to move the college forward in areas of greatest need

VALENCIA

and economic impact to our community and the college as a whole. These campaigns may warrant a specific individual stewardship activities.

Valencia Foundation Guiding Principles

- to steward the resources entrusted to our care
- to make enhancement of student learning the center of our work
- to provide opportunities to individuals who might not otherwise be able to attend college
- to invest wisely and conservatively
- to partner with the college to meet its mission in the community
- to communicate openly, frequently and honestly with our constituents
- to honor the privacy of our donors and friends
- to value diversity in all its forms and respect the dignity of the individual
- to ensure we meet both the letter and the spirit of the laws that govern our work

VALENCIA

Implementation

The Manager of Donor Stewardship will implement and oversee the stewardship plan, in collaboration and consultation with the foundation president. This plan will be supported by Marketing and Resource Development, Special Projects and Scholarships.

This document and corresponding appendix will be reviewed each year and updated as the needs of the foundation and college fluctuate. Additional stewardship appendices may be added for special campaigns and programs.

VALENCIA

Lifetime Donor Recognition and Privileges

Benefactor Levels

Veritas - Truth, fact, accuracy, and honesty.

- Recognition in the Annual Donor Gala Program as lifetime gifts over \$500,000.
- Annual invitation to the Valencia Foundation Donor Gala.
- Prominent donor name recognition on the major donor wall at the Downtown Center under the Veritas level.
- Yearly special recognition in the Valencia Foundation's annual report.
- Recognition in the Valencia Foundation publications and on our website

Integritas - Integrity, soundness, and chastity.

- Recognition in the Donor Gala Program as lifetime gifts between \$200,000 – \$499,999.
- Annual invitation to the Valencia Foundation Donor Gala.
- Prominent donor name recognition on the major donor wall at the Downtown Center under the Integritas level.
- Yearly recognition in the Valencia Foundation's annual report.
- Recognition in the Valencia Foundation publications and on our website

Caritas - Charity, love, affection, esteem, favor, dearness.

- Recognition in the Donor Gala Program as lifetime gifts between \$100,000 – \$199,999.
- Annual invitation to the Valencia Foundation Donor Gala.
- Prominent donor name recognition on the major donor wall at the Downtown Center under the Caritas level.
- Yearly recognition in the Valencia Foundation's annual report.
- Recognition in the Valencia Foundation publications and on our website

VALENCIA

Special Memberships and Stewardship Programs

The President's Circle

Recognizing that learning is at the center of the college's work, the President's Circle is a special organization to ensure members have a vital role in helping the college president and the foundation address critical issues facing education and workforce development in Central Florida.

A \$1,000 **unrestricted** annual gift to the foundation provides membership in the President's Circle. Connections include a wide array of exciting opportunities to interact with the college president and advocates of learning:

- Recognition in Valencia Foundation publications and website
- Invitations to the college president's home for private receptions with artists, authors, and notable individuals
- Invitations to college president's forums held throughout the year
- Invitation to the foundation's annual donor gala
- Recognition on The President's Circle honor roll
- President's Circle Valencia seal lapel pin

VALENCIA

Legacy Society

Another way to support Valencia, create student scholarships, and enhance education in our community is through membership in the Legacy Society. Donors may designate gifts for the future by leaving a legacy of learning through planned giving. Benefits include:

- Recognition in Valencia Foundation publications and website
- Invitations to the college president's home for private receptions with artists, authors, and notable individuals
- Invitations to college president's forums held throughout the year
- Invitation to the foundation's annual donor gala
- Valencia lapel pin

Alumni Association

The Valencia Alumni Association was established by a small group of committed alumni in 1979 to provide support to and promote the college. While growing into a 6,000 member organization, the Association currently works to develop a sense of community among alumni, and to promote the lifelong personal, educational and professional growth of the alumni and students of Valencia College. The Association focuses its efforts in five main areas: volunteerism, scholarship programs, recognition programs, academic support programs, and programs and services to meet the diverse needs of members and future members.

- Membership information and materials may be obtained by contacting the Alumni Relations Office at 407-582-2946 or by visiting the Association's website at valenciacc.edu/alumni.

VALENCIA

Annual Giving Levels and Privileges

Legacy Giving Level

\$100,000 or more annual gift to the foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Annual invitation to the Valencia Foundation Donor Gala
- Recognition in the foundation Annual Report as gifts over \$100,000 that year

Benefactor Giving Level

\$50,000 - \$99,999 annual gift to the foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Annual invitation to the Valencia Foundation Donor Gala
- Recognition in the foundation Annual Report as gifts between \$50,000 - \$99,999 that year

Altruist Giving Level

\$10,000 - \$49,999 annual gift to the foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Annual invitation to the Valencia Foundation Donor Gala
- Recognition in the foundation Annual Report as gifts between \$10,000 - \$49,999 that year

Patron Giving Level

\$2,500 - \$9,999 annual gift to the foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Annual invitation to the Valencia Foundation Donor Gala
- Recognition in the foundation Annual Report as gifts between \$2,500 - \$9,999 that year

VALENCIA

Advocate Giving Level

\$1,000 - \$2,499 annual gift to the Foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Annual invitation to the Valencia Foundation Donor Gala
- Recognition in the foundation Annual Report as gifts between \$1000 - \$2,499 that year

Contributor Giving Level

\$100 - \$999 annual gift to the Foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Recognition in the foundation Annual Report as gifts between \$100 - \$999 that year

Friend Giving Level

Up to \$99 annual gift to the Foundation.

- May designate funds to a specific scholarship, endowed chair or program
- Recognition in the foundation Annual Report as gifts up to \$99 that year

VALENCIA

Faculty and Staff Giving Levels and Privileges

Student Opportunity Circle

Valencia College faculty and staff know first-hand the realities, challenges, and struggles students face as they work to earn their degrees or certificates. Financial difficulties are frequently the reason students stop attending school as they must work to provide for families and other obligations. The Valencia faculty and staff have joined in make a lasting impact on the ability of the Foundation to provide scholarships to deserving students. Open only to Valencia Faculty and Staff – payroll deduction is available.

Faculty and staff with donations totaling greater than \$1,000 in a lifetime will receive a Wall of Scholars tile on the campus of choice. Providing the faculty/staff donor is enrolled in payroll deduction, Giving Opportunity Lapel pins are provided for the following donor levels:

- Gifts of \$1,000 are enrolled into The Presidents Circle and receive the crystal stone Giving Opportunity lapel pin
 - Recognition on the online Student Opportunity Circle honor roll
 - May designate funds to a specific scholarship, endowed chair or program
- Gifts of \$500 - \$999 receive a red stone Giving Opportunity lapel pin
 - Recognition on the online Student Opportunity Circle honor roll
 - May designate funds to a specific scholarship, endowed chair or program
- Gifts between \$1 – 499 receive a gold tone Giving Opportunity lapel pin
 - May designate funds to a specific scholarship, endowed chair or program

VALENCIA

Appendix A: Gift Acceptance Policy

Overview

Valencia College Foundation encourages the solicitation of all forms of gifts to support Valencia College and its mission. Private gifts and grants enable Valencia Foundation to expand our reach and create new programs that address unmet needs.

Types of Gifts Accepted

Valencia Foundation accepts restricted and unrestricted private gifts and grants, provided these gifts are consistent with fulfilling the foundation's mission. Our mission is to enhance learning, workforce training and economic development in Central Florida through the support of scholarships, teaching chairs, programs and buildings for Valencia College .

The foundation reserves the right to deny or refuse acceptance of gifts that it believes are inconsistent with the mission of the foundation and college.

The foundation board of directors holds final authority for acceptance of gifts and may take action to waive requirements in this policy due to unusual or unexpected circumstances. In an academic environment, unforeseen internal or external circumstances may eventually cause the purpose of a gift to be inappropriate, impractical or unnecessary. If this occurs and the donors are deceased, disbanded or otherwise unable to consent to an amendment, the foundation board may redesignate the purpose of the gift, in adherence to both foundation policy and applicable state laws. The board shall designate a purpose as closely aligned as possible to the donor's original intent.

In addition to the provisions of this policy, the foundation board of directors will follow *NCPG Guidelines for Reporting and Counting Charitable Gifts* (National Committee on Planned Giving, 2005).

Outright Gifts

Outright gifts consist of cash, check or credit card gifts. The postmark date is the date for gifts of cash sent to Valencia Foundation. The date for gifts by check will be the check date. All major credit cards are accepted.

Quid Pro Quo Contributions

Individual donors who patronize special events such as galas and auctions make *quid pro quo* contributions. The IRS defines a *quid pro quo* gift as "a payment made partly as a contribution and partly in consideration for goods and services provided to the payer by the donee organization." The goods or services received by the payer are called "premiums." For gift reporting purposes, the gift value of *quid pro quo* contributions is equal to the total contribution minus the value of the premium.

VALENCIA

Gifts of Stock

Gifts of marketable securities, made directly through a brokerage transfer, through a “house account” established by the donor or through an executed assignment, shall be directed to the foundation’s brokerage account for disposition. All securities received are sold as soon as is reasonable, unless the foundation board deems otherwise through board action.

Gifts of Real Estate

Valencia Foundation may accept gifts of real estate, including houses, condominiums, commercial property, farm land, rental property and undeveloped land. Such gifts shall be independently appraised and, if needed, environmentally audited at the expense of the donor. The decision to recommend acceptance of gifts of real estate resides with the finance committee of the board of directors of Valencia Foundation after a complete review and assessment. The foundation board of directors has final authority for acceptance.

Gifts of Tangible Personal Property

Valencia Foundation may accept gifts of tangible personal property, including works of art, jewelry, antiques, minted coins, stamps, automobiles and manuscripts or books. Such gifts are subject to a review and assessment by the finance committee of the board of directors of Valencia Foundation as to the feasibility of acceptance. The foundation board of directors has final authority for acceptance.

If the donor estimates the value of such gifts at \$5,000 or more, he or she must obtain a written appraisal by a qualified independent appraiser to satisfy IRS requirements for tax-deductibility. Valencia Foundation cannot appraise or assign valuation to such gifts.

Unless the foundation board decides otherwise, it is Valencia Foundation’s intent to sell such gifts, rather than use them, and therefore the donor must be informed that IRS rules will likely limit the amount of the charitable deduction to the donor’s cost basis.

Planned Giving

These gifts involve the transfer of substantial assets that affect the distribution of the donor’s estate. They may be through a will, trust, life insurance or retirement plan.

Methods of such gifts are:

A. Irrevocable Planned Gifts

- Charitable Gift Annuities
- Charitable Remainder Trusts
- Lead Trust

For gift reporting purposes, irrevocable planned gifts are reported both at face value and at present value. Values will be determined based on the guidelines set

VALENCIA

forth in *NCPG Valuation Standards for Charitable Planned Gifts* (National Committee on Planned Giving, 2004).

B. Revocable Planned Gifts

- Bequest Intention
- Charitable Remainder Trusts with a Revocable Remainder Interest
- Beneficiary of an IRA or retirement plan

For gift reporting purposes, revocable planned gifts are reported both at face value and at present value. However, revocable planned gifts will be reported separately from irrevocable planned gifts and will include a full disclosure of the revocable nature of such gifts. Values will be determined based on the guidelines set forth in *NCPG Valuation Standards for Charitable Planned Gifts* (National Committee on Planned Giving, 2004).

Each deferred giving instrument has tax consequences for the donor and benefits to Valencia Foundation and should be drawn up by the donor's financial adviser, tax adviser or estate planning attorney.

In the case of a bequest to Valencia Foundation, the donor should use the legal name of the agency—Valencia College Foundation, Inc.

Agency Funds

Contributions to the foundation from individuals or outside organizations made for the specific purpose of benefiting specific students designated by the donor are not considered charitable contributions and will not be recorded as gift income.

Tainted Gifts

No gift shall be accepted if there is any evidence or indication at the time the gift is made that the source of the funds may have been earned or accumulated by the donor through illegal means. However, should a gift be accepted in good faith that is later determined to have originated from a tainted source, the foundation has no legal obligation to return the funds.

Donor Intent

In the absence of any direction or donor stipulation, gifts to Valencia Foundation shall be considered unrestricted.

Donor Acknowledgement

The foundation will follow IRS substantiation requirements for gifts of \$250 or more and quid pro quo gifts. All gifts to the foundation shall be acknowledged to the donor within 48 hours of receipt.

VALENCIA

Policies Regarding Endowment Funds

An endowed fund for scholarships or programs may be created with a minimum goal of \$25,000 in private contributions and state matching grants prior to interest earned. An endowed fund for teaching chairs may be created with a minimum goal of \$50,000 in private contributions and state matching grants prior to interest earned. These goals may be reached through a single gift or through a series of pledged gifts to be completed over a period of one to five years.

Valencia Foundation shall make every effort to have donors sign a formal agreement clearly stating the restrictions, purposes and other criteria necessary for the orderly distribution of funds from the endowment. In the absence of any direction or donor stipulations, the gift shall be considered unrestricted.

Spending cannot occur from an endowed fund until the private gift goal or pledge has been met and the funds have been invested by the foundation for at least four quarters. If market conditions result in low or negative performance returns, the foundation board is authorized to restrict disbursements accordingly. The principal of the endowment must be maintained. Additional restrictions may apply and will be outlined in the formal written agreement signed by the donor and the foundation president.

Any endowed fund with the foundation that has no gift, matching grant or expenditure activity for a period of three years and has not reached its minimum threshold may be reclassified as temporarily restricted. Funds will be available for disbursement in a purpose as closely aligned to the donor's original intent as possible.

Policies Regarding Non-Endowed Funds

The minimum value to create a named non-endowed fund is \$3,000 annually. Isolated gifts below this amount not designated by the donor for the benefit of a specific fund or any series of gifts with like intent from an individual or various donors that cannot reasonably be expected to reach the annual minimum collective value of \$3,000, shall be placed in the foundation's general account.

There is no limit on the amount that may be expended from a non-endowed fund, though funds must be expended for the purposes and within the restrictions determined by the donor.

Any non-endowed fund or other temporarily restricted account with the foundation that has no gift, matching grant or expenditure activity for a period of three years may be closed at the discretion of the foundation. Funds will either be available for disbursement in a purpose as closely aligned to the donor's original intent as possible or placed into an unrestricted account.

VALENCIA

Appendix B: Stewardship Acknowledgment and Recognition Activity Timeline

2010-2011 Academic Year

| Acknowledgment and Recognition | Description of Activity | Date | Area of Responsibility |
|---------------------------------------|--|--------------------------|-------------------------------|
| Acknowledgment Letters | thank you from foundation president for current gifts, receipt for payment | Ongoing | DM |
| Annual Report | list of annual donors, endowed and non endowed scholarships, endowed chairs, lifetime donors, and current special membership | Spring 2013 | Lead: MKD Lists: DM |
| Articles and Online Blogs | articles about activities, community involvement, special gifts and scholarships | Ongoing | DM, Team one per week. |
| Articles in <i>Vitae</i> | articles about fund raising, planned giving, community support in collaboration with Alumni bi annual magazine | Fall 2012 Spring 2013 | JW List: DM |
| Birthday Card | appreciation of current and LYBUNT donors | Monthly | MD & JW List: DM query |
| Donor Recognition Gala | opportunity to appreciate current donors and memberships circles | Spring | Logistics & List: DM |

VALENCIA

| Acknowledgment and Recognition | Description of Activity | Date | Area of Responsibility |
|---------------------------------------|--|--|-------------------------------|
| Donor Survey | opportunity to gather information on how we can serve donors better and expectations they have from the foundation, confirmation of database contact information, gather birthday, e-mail, phone numbers, interests, and alumni level (attended, graduate) | June <small>(note: requires Alumni collaboration)</small> | DM, JW |
| Electronic Newsletter | articles about planned giving and special gifts; donor touch with bi-annual electronic information offers for wills kit and planned giving guide | Minimum Quarterly <small>(note: Crescendo)</small> | DM |
| End of Year Request | letter from president outlining past years event with request for support <small>(note: fund raising mailing)</small> | November | DM, JW |
| End of Year Acknowledgement | appreciate and acknowledge donor support, provide annual giving report for tax purposes <small>(note: letter + giving report)</small> | January | DM, JW |

VALENCIA

| Acknowledgment and Recognition | Description of Activity | Date | Area of Responsibility |
|--|---|--|----------------------------------|
| Endowed Chair Annual Status Reports | update endowed chair donors on current faculty awards, provide results of faculty/student enrichment from previous year's recipient | Fall | DM GG to approve letter |
| Faculty and Staff Campaign Recognition | recognition of faculty and staff generosity to the foundation | Summer | DM and FS Committee Co-Chairs |
| Giving Level Review | recognition of lifetime giving levels on donor wall of honor | Quarterly Minimum | DM |
| New Donor Certificate | provide certificate of support to new donors acknowledging first gift to the foundation | Ongoing (note: NEW) | DM |
| Nominations for Philanthropic Awards | recognition of philanthropy by our donors to the organization and community as a whole | August | JW, DM, MD |
| Scholarship Donor Status Report | update scholarship contacts on current state of fund and provide budget and balance | Spring | JB, DM |
| Scholarship Student Thank You Note | opportunity to express appreciation to scholarship contacts and share the impact of their scholarship through student thank you | After awarding Fall Spring Summer | JB |

VALENCIA

| Acknowledgment and Recognition | Description of Activity | Date | Area of Responsibility |
|---------------------------------------|---|-------------------------------|--|
| Taste for Learning Event | opportunity for continued donor cultivation and community connection (note: fundraising event) | Spring Tentative | Lead: DM Specific area support: JB, MD, GG, JW, MM, PD, VR |
| Thanksgiving Card | opportunity to express appreciation to donors for ongoing support of the college | Fall | JW List: DM |
| The President Circle Events | engage circle members in current college events, opportunity for continued cultivation | Ongoing | MD, DM, GG |
| Wall of Scholars | recognition of past generosity from faculty and staff | Ongoing (quarterly review) | DM |

VALENCIA

Appendix C: Stewardship Reporting Activities

| Report | Description | Date | Responsibility |
|---|---|--|--|
| Annual Report | list of annual donors, endowed and non-endowed scholarships, endowed chairs, lifetime donors, and current special membership | Spring (note: also recognition activity) | Lead: JW Lists: DM Finance: MM |
| Benchmark Stewardship Report (note: in conjunction with VSE survey data pulled each year and provided to MM) | provide finalized measurable data, annual report of activities by calendar year (may be part of VSE survey results): to include total number of donors current year, LYBUNT, individual donors, organizational donors, historical donor profile by year (will help with recognition of lifetime donors), largest donors, number of FS donors (provide as %) | | DM Note: request GG guidance with requested parameter |
| Donor Survey | consolidate information from survey and provide report on areas of opportunity for further donor stewardship, update database with contact information | June (note: NEW GG requires Alumni collaboration) | BS, DM, JW |

VALENCIA

| Report | Description | Date | Responsibility |
|---------------------------------|--|--|-----------------------|
| End of Year Request | provide details on results from year end ask – cost analysis | February | DM |
| End of Year Giving Report | create and run query and annual giving report for tax purposes (note: letter + giving report) | January (note: part of year end recognition activity) | DM |
| Endowed Chair Annual Reports | update endowed chair donors on current faculty award, provide results of faculty/student enrichment from previous year's recipient | Fall (note: also recognition activity) | DM |
| Scholarship Donor Status Report | update scholarship contacts on current state of fund and provide budget and balance | Spring (note: also recognition activity) | JB, DM |
| Wall of Scholars | quarterly report of faculty and staff donors whose contribution level equals defined recognition on wall of scholars | Ongoing (quarterly review) | DM |

VALENCIA

Appendix D:
Campaign Opportunities – *SAMPLE*

Campaign Outline

Strategies

DRAFT