A Note...

I am not an attorney or CPA. You should consult one for legal or financial advice.
Today's Overview

IN THIS SESSION WE WILL DISCUSS

• Working with unique, tangible gifts (Coin collections, property, and more)
• Aligning gift acceptance policies to your organization’s values
• Handling controversial gifts (dispensaries, breweries, legal)
• Leveraging such gifts publicly

Gift Acceptance Policies

Who has one?
What are you curious about?
Purpose of A Gift Acceptance Policy

AVOID BRIGHT SHINY OBJECTIVES
Or awkward situations for fundraisers

CREATE CLEAR PARAMETERS
What will or won't your organization accept?

Components of a gift acceptance policy

BASICS
Methods of monetary donations that will be accepted - cash, stock, crypto

TANGIBLE GIFTS
Limits to in-kind gifts, gifts of property, etc. Clarity on appraisals and disposal of tangible assets.

ESTATE GIFTS
Willingness or limits to accept annuities, life insurance, etc.
Components of a gift acceptance policy

RESPONSIBILITIES
Details who has authority to negotiate gifts and when board approval is required

DONOR LIMITS
Describe any types of donors that will not be accepted

GIFT AGREEMENTS AND RECEIPTS
Logistics on handling of gifts

Tangible Items
Who has accepted an in-kind item that was more work than it was worth?
Accepting Tangible Items

The questions we often ask ourselves?
• How will my organization use this?
• Is it a current need?
• If not, do I have room to store it?

Accepting Tangible Items: Gift Acceptance Policy

Go one level higher:
• What parameters would help in making these decisions?
  ○ Need
  ○ Disposal
Tangible Items

• When working with an estate that has tangible items, it may be difficult to discuss, but ask them to liquidate and donate the cash.

NONPROFIT STAFF DO NOT NEED TO BECOME COIN/DOLL/FURNITURE EXPERTS!

Values Alignment

"You ever have one of those days where you just don't feel like aligning?"
Values Alignment

1. Review your organization's stated values

2. If they aren't written, review the mission and consider values that are necessary for the mission to be successful.

3. Think about transactions that would NOT be in alignment.

4. Determine themes or trends that can be codified.

Where do we see this most commonly?

CONTROVERSIAL gifts
AFP Code of Ethics

AFP Members recognize their responsibility to ethically generate or support ethical generation of philanthropic support.

What makes a gift controversial?

A donation (cash, in-kind, etc.) that could impact your ability to serve your mission, public perception, and ability to secure other donations.
Why Discuss Now?

- Don't end up out of alignment with your mission or values
- Don’t get bad press
- Make a strong, values-based stand
- May be able to access additional resources

Controversial Gifts

When you think of controversial gifts, what comes to mind?
Developing a Gift Acceptance Policy

• Step 1: Assemble your team
  ◦ Chief Executive
  ◦ Development Staff
  ◦ Board Member
  ◦ Volunteer and/or Donor

• Step 2: Figure Out Your Absolute "NO"s
  ◦ Type of Company
  ◦ Type of Gift
  ◦ Gift requirements of organization
Developing a Gift Acceptance Policy

• Step 3: Determine if you need a static policy or more agile decision-making process.

Decision Making Framework

• Mission and Clients
  ▶ Do the company’s products or services conflict with our mission?
  ▶ Do the company’s products or services create barriers for our clients?
  ▶ Has the company had a history of inclusionary policies and practice?
  ▶ Has the donor placed restrictions on the gift that would cause mission drift?
Decision Making Framework

- Donors and Key Stakeholders
  ▶ Would your donors take issue with this company?
  ▶ Are there ways to mitigate that?
  ▶ Would other companies have concerns about being associated with this company?
  ▶ Do we have any grants/contracts with strict provisions against these types of gifts?
Decision Making Framework

- Public Relations
  - Has the donor had negative publicity recently?
  - If so, is this gift an attempt to mitigate that?
  - Does the general public have positive or negative feelings about the company?
Decision Making Framework

• Gift Logistics
  ➤ Is the gift method one that we have the tools or capacity to process?*
  ➤ Is this gift in line with our financial policies?*
  ➤ Are we able to meet the donor's expectations of marketing/acknowledgement?

*May reside in financial P&P
Dodgecoin and the Jamaican Bobsled Team
2014 Olympics

Let's Try it Out
Case Study

- Organization: Mission is to support women returning from incarceration with housing, basic needs, and case management.
- Donor: Cannabis Industry. Will soon be opening a new dispensary in the organization’s primary geographic area. Looking to make community inroads.

Case Study

- Gift: Cash gift of $15,000 - 20,000.
- Donor Requests that organization be listed in community impact statement to the City Council. Does not require any independent marketing.
Discuss

- Would you accept the gift?
- If so, would you require anything else from the company or restrict their involvement?

Questions?
Contact

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