JACKSON STATE UNIVERSITY
Institutional Advancement Policies and Procedures

Office of Institutional Advancement
H.P. Jacobs Tower, 1400 John R. Lynch Street, Jackson, MS 39217, 601.979.2282

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POLICY OVERVIEW

These policies are established to govern the acceptance and disposition of all gifts made to Jackson State University. Jackson State University strongly encourages voluntary contributions and gratefully acknowledges all gifts that enable the Jackson State University Development Foundation (JSUDF) to fulfill its mission.

Solicitation of gifts is the specific responsibility of the Office of Institutional Advancement. Any other department or individual should only solicit with full knowledge and approval of the Office of Institutional Advancement.

In soliciting and accepting gifts, accounting for funds received, and reporting fundraising totals, the Board Members, staff, and volunteers endeavor to enhance the well-being of the Development Foundation and to treat all donors with respect and care. It is our mission to provide careful and professional stewardship for each donor and each gift.

The Development Foundation accepts gifts to which the transference and implementation are deemed consistent with state and federal laws. The Development Foundation will accept both *inter vivos* gifts (i.e., from one living person to another or others), and gifts from estates. Unrestricted gifts are encouraged; gifts with the fewest possible restrictions allow Jackson State University to address its most pressing needs.

The Development Foundation is a 501 (c) 3 organization. It is the Development Foundation through its Board of Directors, not departments or individuals that receives gifts by law. The Administrative Committee (see Section 2203 sixth paragraph) is empowered to receive or reject gifts to the Development Foundation on behalf of the Board and in accordance with Board approved policies.

Gifts that may expose the Jackson State University to adverse publicity, require excessive expenditures of Jackson State University's resources, or involve the University in unexpected responsibilities because of their sources, conditions, or purposes will be referred to the Administrative Committee to determine the feasibility of acceptance.

Gifts will be accepted only for purposes consistent with the University's mission and planning and that would not cause undue influence upon the mission or planning. The University will not accept gifts that infringe on its established policies and procedures for admissions, appointments of faculty and staff, and the conduct of teaching and creative endeavors, construction of facilities, or other activities. The final authority to accept or reject gifts rests with the Board.

Exceptions to policy may be made for good cause on a case-by-case basis. Such exceptions shall be reviewed by the Administrative Committee and, when appropriate, presented to the JSUDF Board of Directors for final approval.

The JSUDF adheres to the "Statement of Ethics" set forth by CASE (Council for the Advancement and Support of Education) and upholds it's "Donor's Bill of Rights". Gift accounting follows CASE/NACUBO (National Association of College and University Business Officers) "Management Reporting Standards for Educational Institutions: Fund Raising and Related Activities." This policy will be reviewed periodically.

2200 Definition of Institutional Authority for Fundraising

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

PURPOSE

To define institutional authority for fundraising.

Policy

In support of the institutional mission, the Mississippi Institution of Higher Learning (IHL) sets policy for institutional fundraising through the JSU President. The Board delegates to the president the responsibility and authority for control and operation of all JSU fundraising activities, exclusive of institution-related foundations that are independent and separately incorporated.

The president exercises control over institutional fundraising activities through the creation of the Office of Institutional Advancement, with oversight by the Vice President for Institutional Advancement. The Vice President of Institutional Advancement reports directly to the president.

2201 JSU Fund Raising Definitions

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

PURPOSE

To define terms and targeted numerical goals for fundraising purpose.

Policy Term Definitions

Annual Fund	If any gift received between July 1st and June 30th of any given year that is $25,000 or less shall be counted in that year's annual fund totals.
Major Gift	Any gift that is $25,000 or more and received in one year shall be considered a major gift. It is possible to have a $25,000 gift spread out over 5 years but the $5,000 shall be counted in the annual fund.

2202 Campus Wide Gift Solicitation Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To define JSU's Campus wide gift solicitation policy.

JSU recognizes the vital importance of private support. Gifts of real and personal property often allow us to accomplish objectives that would otherwise be impossible due to absence or shortage of resources. University employees or groups who wish to solicit contributions are encouraged to do so, but must receive written approval from the Office of Development prior to any solicitation of non-governmental or in-kind gifts being conducted or initiated. This includes the solicitation of alumni, friends, organizations, businesses, corporations, or private foundations for any University-related purpose or establishment, whether pending or currently in existence. Sponsorships are also covered by this policy.

The coordination of solicitations through the Office of Development is necessary to avoid duplicate solicitations, to protect donor confidentiality, to prevent over-solicitation of specific major donor prospects and companies, to ensure state funds and property are not misused, and to be certain JSU remains within its legal bounds in all fundraising and solicitation efforts.

In soliciting and accepting gifts, accounting for funds received, and reporting fundraising totals, the Board, staff and volunteers of JSU endeavor to enhance the well being of JSU and to treat all donors with respect and care. It is our mission to provide careful and professional stewardship for each donor and each gift.

Policy and Procedure

Gifts will be accepted only for purposes consistent with JSU's mission and planning and that would not cause undue influence upon the mission or planning. JSU will not accept gifts that infringe on its established policies and procedures for admissions, appointments of faculty and staff, the conduct of teaching and creative endeavors, construction and or renovation of facilities, or other activities. The final authority to accept or reject gifts rests with the JSU President and JSUDF.

Exceptions to the policy may be made for a good cause on a case by case basis. Such exceptions shall be reviewed by the Administrative Committee and when appropriate, presented to the Board of Directors for final approval.

All private gift and or grant fundraising is coordinated through JSU's Office of Institutional Advancement (OIA). JSU encourages multiple possible solicitors of gifts through a coordinated approach. Upon receiving the request for solicitation purposes, the Office of Institutional Advancement will require in writing; who the solicitor will be approaching and for what purpose? The office will also require a copy of the solicitation letter or proposal before any solicitation occurs.

All gift/fundraising is tracked on a prospect management system so that multiple solicitations from JSU are not going out to the same prospect.

Upon receipt of the request for solicitation and response information, the Office of Institutional Advancement will provide one of three answers to the originator of the request for solicitation:

1. Yes: Move ahead with the solicitation and please review additional policies regarding gift acceptance. Also, approved solicitors must keep the Office aware of progress and remember to bring all gift checks to the Office of Development for proper recognition and record keeping. If approved, that prospect(s) will be assigned a code to the approved solicitor and no other solicitation from that prospect will occur for 90 days. If no solicitation is made within 90 days then by this policy the prospect is freed up for another solicitation from another source.

2. No: The request is denied because:
    a. Another request is pending
    b. The prospect is already assigned
    c. Request does not fit into the department's mission

3. Combination: The Office will combine the solicitation request with that of another that is already in progress.

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2203 JSU's Gift Administrative Committee

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose:

The Gift Administrative Committee will serve as a gift acceptance committee of the college. The Gift Administrative Committee will review:

Any gifts that may expose JSU to adverse publicity, require expenditures of Development Foundation's resources, or involve JSU in unexpected responsibilities because of their sources, conditions, or purposes.

Other gifts may be brought to the Committee by the Vice President of Institutional Advancement.

In cases requiring additional reflection and discussion, the Committee may call upon the President and/or Chair of the Foundation Board.

The membership of the Gift Administrative Committee shall be selected by the President of the University.

The core membership of the IA Administrative Committee includes the positions of the President, Senior Advisor to the President, Vice President for Business and Finance, University Legal Counsel, and the Vice President of Institutional Advancement.

2204 Gift Acceptance - What is a Gift?

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

PURPOSE

To define what constitutes a donation to JSU as well as defining who can properly receive, record, and receipt gifts to JSU.

POLICY

What is a Gift?

Current outright gifts are those in which the donor retains no interest and which are placed at the immediate disposal of the Development Foundation. They may be either restricted or unrestricted in purpose. Unrestricted current gifts under $25,000 are counted in the Annual Fund, unless otherwise directed; per policy 2201 on fund-raising definitions.

Who can accept Gifts on behalf of JSUDF?

Any University agent acting in the interests of JSUDF, including Board of Directors, faculty, staff or other entities performing as an agent of JSUDF as approved through the solicitation clearinghouse system.

Who can receipt a gift?

The Office of Institutional Advancement is the only office authorized to receipt a gift.
(See Policy 2216: Gift Receipt Policy)

2205 Gift Acceptance – Credit Cards

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure the proper recording, processing and filing of all donor credit card activity.
The Development Foundation accepts Master Card, Visa, American Express and Discover.

Policy

All credit card information must be secured in locked safe for privacy issues.
Only authorized personnel, such as the Advancement Services Specialist, should have access to such files. Electronic information with credit card numbers must be stored on a password-protected, non-network, stand-alone computer. Only authorized personnel such as the Advancement Services Specialist should have access to such files.

2206 Gift Acceptance - Bank Wire

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure funds donated by wire are received by the Development Foundation and recorded by the office of Institutional Advancement in Raiser's Edge.

Policy

Accounting facilitates all gifts received via bank wire transfer.

If a donor wishes to make a gift to the JSU via wire transfer, the following wire instructions should be used to ensure prompt crediting of funds:

Bank Name:
Address:

ABA#:
For Credit to: The Jackson State University Development Foundation

Account#: ____________

Attn: (Department contact, telephone number and ORG number)

(For International wires only: SWIFT CODE: ____________)

Once funds are received and identified, the Senior Accountant will contact the recipient noted on the contact line by email or telephone. An internal 26-digit account number is required so that the General Accounting Department can record the entry in the Development Foundation financial system. The Senior Accountant will send a memorandum confirming the information, which includes a description of the wire transfer from the issuing bank for supporting documentation purposes.

The official gift date is the date the wire is received. The Office of Institutional Advancement will produce an acknowledgement letter/tax receipt. All identity information regarding the wire transfer form must be kept in a secure, locked safe for privacy issues. Only authorized personnel, such as the Advancement Services Specialist, should have access to such files. Electronic information with bank account numbers of donors must be stored in a password-protected, non-network, stand-alone computer.

2206 Continuation- Gift Acceptance - Bank Wire

Only authorized personnel such as the Advancement Services Specialist should have access to such files.

2207 Gift Acceptance - Donor Advised Fund

Effective: 8/1/2011
Revised: 8/19/2011
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Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To accommodate the needs of donors who wish to contribute to the Development Foundation through Donor Advised Funds.

To identify and meet relevant legal and tax issues associated with Donor Advised Fund.

Policy

Donors may wish to contribute using a Donor Advised Fund. Some Charitable Gift Funds or Donor Advised Funds require submission of a Grant Eligibility Application before making gifts to JSU. It is the responsibility of the Office of Institutional Advancement to sign all such applications. A copy of the Development Foundation's IRS 501(c) (3) letter must be provided by the office of Institutional Advancement, if requested.

2208 Gift Acceptance - Payroll Deduction for JSU Employees

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To guarantee accurate collection of information from the JSU employee and the University for gifts made via payroll deduction.

Policy

The office of Institutional Advancement and the Payroll Department are responsible for recording all gifts made by JSU employees via payroll deduction.

Payroll Deduction Form

The Payroll Deduction Form is located in the Office of Institutional Advancement.

All payroll deduction requests should be sent directly to the Office of Institutional Advancement: JSU Box 17144, Jackson, MS 39217

Deduction start date varies depending on payroll schedule.

Deadline

The Advancement Services Specialist works on a case by case timeline to meet Payroll's deadline for all deductions.

2209 Gift Acceptance – Corporate Giving

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To identify the policies and issues surrounding the acceptance of corporate gifts and sponsorships from corporations in coordination with the office of IA policies.

Policy

It is the duty of the Director of Corporate Relations and staff to obtain sponsorships for events and create relationships with corporations to benefit the students, faculty, staff, and academic programs that turn into gifts or sponsorships.

Corporate sponsors are given marketing exposure during various events depending on the event they are sponsoring and the level of their support. Details may be customized and vary from sponsor to sponsor.

Corporate/industry projects that provide an ‘economic deliverable’ to the University are not considered gifts and are coordinated through the Vice President for Sponsored Research’s Division. There is a close working relationship between the directors concerning what is a gift and what constitutes an economic deliverable. Each office should support each other’s activities to maintain a strong working relationship with the corporation providing the gift of sponsorship.

2210 Gift Acceptance – Memorial/Honorary Gifts

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To accept donations in memory/honor of persons associated with JSU.

Policy

If a donor of a memorial/honorary gift specifies a purpose for the gift, the donor's instructions will be followed to the extent possible.

Gifts arriving in memory/honor of a person without specific instructions from the donor or the family will be designated as an unrestricted gift.

Naming scholarship opportunities are available (See Policy 2216: Gift Acceptance – Scholarships or Policy 2215 Types and Gifts Minimums for Endowed Funds)

2211 Gift Acceptance – Matching Gifts

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To accept matching gifts in an effort to maximize donations.

Policy

Donors seeking matching gifts must contact the Human Resources Department of their organization/company and provide the necessary matching gift paperwork to the Office of Institutional Advancement with the initial donation.

Matching gifts received from organizations will be credited to the employee/individual that submitted initial gift.

Advancement Services is responsible for placing the matching gift in the data share system with soft credit given to the individual donor but the gift shall be from the corporation.

All matching gifts will be placed in corresponding gift accounts established by the original donor's wishes.

2212 Gift Acceptance - Gifts of Currency

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

The University accepts currency donations but must comply with IRS regulations.

Policy

The University is required by IRS regulations to complete Form 8300 for transfers of currency in amounts of $10,000 or more. Fees associated with the collection of gifts of cash are the responsibility of the school/center benefiting from the gift.

The Office of the Institutional Advancement will acknowledge promptly the receipt of gifts of currency in accordance with IRS requirements.

For gifts valued in foreign currencies, the gift value will be based on the exchange rate in effect on that date as published in the *Wall Street Journal*.

2213 Gift Acceptance - Gifts of Securities (liquid)

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

Gifts of appreciated securities offer donors an option of giving to JSU in a way that may provide tax benefits.

Policy

Security gifts generally include stocks, bonds, limited partnerships, closely-held stock, and mutual funds.

JSU accepts gifts of appreciated securities for immediate sale and does not retain securities for further appreciation.

The University will value the security as of the date the donor relinquishes control of the asset(s):

- For electronic transfers, this is the date the securities are deposited into the University's brokerage account.
- If mailed directly to Institutional Advancement, the gift is redirected to accounting. This means the postmark on the donor's envelope determines the date of the gift.
- For mailed physical certificates reissued into JSU's name, the certificate date determines the date of gift.

Stock gifts are valued by calculating the mean between the high and the low trading prices on the date of the gift as published in the *Wall Street Journal*.

Mutual funds are valued at their closing net asset value (closing price) on the date of the gift as published in the *Wall Street Journal*.

Government bonds are valued at the mean of the bid and asked prices at the end of the day, on the date of the gift, as recorded in the *Wall Street Journal*.

Corporate bonds may be valued by an alternate source, such as dealer pricing, in writing, depending on their liquidity. Valuations for corporate or government bonds include accrued interest as of the gift date.

Broker statements are reviewed by accounting monthly to confirm the date of transfer (date of the gift).

The Office of Institutional Advancement is the only authorized agent to accept, appraise and sell gifts of securities for the benefit of the University.

The Office of Institutional Advancement will issue the appropriate gift receipt for tax purposes to the donor. The IRS requires that all charitable gifts of $250 or more be supported by a receipt from the charity.

Upon the sale of the security, net proceeds are journaled to the appropriate gift account designated by the donor. With the exception of restricted or privately held securities, net proceeds are not booked as the gift amount.

2214 Gift Acceptance - Planned Giving

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To identify the policies and issues surrounding the acceptance of planned gifts.

Policy

There are two basic types of planned gifts, revocable and irrevocable. The more common of the two is the revocable planned gift such as a bequest by will or living trust, or a life insurance policy with the Jackson State University as the final beneficiary, a pension plan remainder, or a bank account. The donor keeps the power to revoke the gift at any time and maintains control over the assets during their lifetime. Jackson State University does not receive the asset until the donor has died or other testamentary provisions have been satisfied.

Through an irrevocable planned gift, the donors transfer control of the assets to the University while they are living, but retain the right to either the income interest or the remainder interest in the gift for a period of years, or for the lives of one or more persons named in the gifts. Because the gift is irrevocable, the IRS grants to the donors certain income tax, capital gains tax, and gift and estate tax benefits depending on the terms of the agreement. Naming will occur with an irrevocable gift.

Because of the complexities of these gift agreements and the commitment made by the University when it agrees to accept a planned gift, guidelines to be used in evaluating the potential benefit of a gift and determining whether it should be accepted by the University are outlined below.

University staff and/or volunteers may initiate a planned gift discussion, describe the basic parameters the University follows in evaluating a planned gift, and may, in some instances, be the primary link between Jackson State University and the donor. However, in all instances, the Vice President for Institutional Advancement must be involved in the discussions and approve the gift prior to its being accepted by the JSUDF.

Advice of the Jackson State University's legal counsel may be sought in all matters pertaining to the planned gifts program. All prospective planned gift donors must be encouraged to seek advice from their own legal and/or financial advisors. No staff or volunteer representative of the University shall ever engage in offering legal counsel to a prospective donor.

The Administrative Committee shall have the authority to evaluate proposed gifts to the JSUDF that fall outside these guidelines, and to accept such gifts on behalf of Jackson State University.

Bequests

Bequests may be made to the JSUDF. A bequest may be particularly attractive as a gift option if a donor is unable to make a current (outright) gift, but would like to contribute to the University in a meaningful way. Bequests may be restricted or unrestricted and will be used where need is greatest.

“Specific” bequests are most common. The donor leaves a specific amount of money, a specific asset, or a specific percentage of his/her estate to the University. "Residual" bequests go to the University only after all debts, expenses, taxes, and other bequests have been paid.

"Contingent" bequests are ways for donors to contribute to the University even if you have young children. The contingent bequest takes effect only when all other bequests fail.

Example: "If my child should predecease me then I leave my entire estate to the Jackson State University Development Foundation for the benefit of the unrestricted endowment fund.

By their very nature, the University has little control over bequests and other planned gift commitments before they are actually received. Guidelines for discussion of bequest intention and other revocable gifts are:

Bequest language should clearly state that the bequest is made to the Jackson State University Development Foundation. If possible, the language should direct that the bequest be used for the general purposes of the University, or contain a contingency clause such as the following:

If, in the opinion of the University, all or part of the funds cannot be applied in conformance with the purposes stated, the Jackson State University Development Foundation may use these funds for such other purposes as the University deems practicable to effect the intent of the donor. All decisions of the Jackson State University Development Foundation and University President in the exercise of their discretion in this regard shall be final and binding on all concerned parties.

The rules governing naming opportunities are the same for bequests as they are for other gifts made for a designated person. If donors are interested in establishing a named fund through a bequest or other revocable planned gift, the gift must be of the appropriate amount and must meet the criteria in effect at the time it is received. The naming will occur when the asset is realized by the University

The JSUDF reserves the right to refuse a bequest or other revocable planned gift. Individuals considering a revocable planned gift for other than general purposes should check with the Office of Development prior to finalizing their plans.

Life Insurance

For a life insurance policy to be acceptable to the JSUDF as a gift, the following criteria must be met:

The JSUDF must be designated irrevocable owner and beneficiary of the policy.
Term policies are not acceptable as gifts. The policy should insure only the life of the donor, the donor's spouse, or another person roughly the same age as the donor.

If the policy is paid up at the date of the gift, the JSUDF should report the gift as follows: (a) if the donor is less that 65 years of age, the policy will be counted at the interpolated (approximately the cash surrender value) terminal reserve as a current outright gift, and (b) if the donor is 65 years of age or older, the policy will be counted at the death benefit value.

Paid-up whole life policies of any amount may be donated. If the policy is not paid up at the date of the gift, the following criteria must be met:

- The policy must be whole life or universal.
- The policy must have a face value of at least $10,000.
- The donor must agree in writing to make the remaining payments, either to the JSUDF or to the insurance company.

The JSUDF should report the interpolated terminal reserve of the policy as of the date of the gift, not the policy's face value.

Premium payments made by the donor shall be recorded by the JSUDF as outright gifts. When the death benefit is paid from a policy in which the JSUDF is named a beneficiary, the difference of the full amount received and any previously recorded cash surrender values or premiums shall be recorded as an outright gift. The donor should state the purpose or designation of the gift at the time the policy is donated. No naming will occur until the assets are realized by the JSUDF.

Planned gifts are handled by the Vice President of Institutional Advancement.

2215 Types and Gift Minimums for Endowed Funds

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

Endowed funds provide permanent support for JSU's most important activities: recruiting the finest students and faculty, supporting outstanding industry research and helping to improve the creative class in the world. This support is provided by generating a steady stream of income while leaving the principal untouched; endowment funds make it possible for JSU to weather the ebb and flow of other sources of funding.

An endowed gift is one in which the original principal is never invaded; the gift exists in perpetuity. Income paid out of the fund is distributed annually. The minimum for establishing an endowed fund benefitting JSU is currently $25,000, but there is no minimum gift if a donor wishes to contribute to an existing endowment.

Faculty Support – Professorships

Endowed professorships are a top JSU priority and a valued naming opportunity for donors. These professorships help JSU recruit and retain outstanding faculty. Income from endowed chairs may be used for salary, support, including course development, research, creative endeavors, graduate assistants, equipment, administrative support, and library resources.

Chair Professorship	$2 million
Professorship	$1 million
Faculty Scholar Professorship	$500,000

2215 continuation - Types and Gift Minimums for Endowed Funds

Scholarships

To provide an annual scholarship to be awarded to a student who qualifies based upon criteria established by the school or donor.

Endowed Scholarship or Book Award – can be created with gifts totaling a minimum of $25,000.

Women's Council Endowed Scholarship – can be created with gifts totaling a minimum of $50,000.

2216 Gift Acceptance - Scholarships

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To grow the endowments of existing scholarships and create new scholarships to meet the demand of students in need.

Policy

Donations to Existing Scholarships

Donors may contribute to already existing scholarships at any time. A full list of current scholarships is listed online at: http://www.jsums.edu/jsu_scholarships.pdf.

Information should be provided with donation that states to which scholarship the funds are to be directed.

Creation of Endowed Scholarship

Endowed scholarships may be created with a minimum donation of $25,000. The donor has the ability to select the scholarship name and create the criteria as long as it is in accordance with current Institutional Advancement practices.

The $25,000 may be donated through a one-time gift, multi-year pledge, or several donations by several different donors. The scholarship is not awarded until the $25,000 minimum is satisfied. After the scholarship has been endowed, it cannot be awarded for one year after the endowment level has been satisfied.

For endowed funds, accounting invests the corpus to preserve the capital in perpetuity and emphasize the long-term capital appreciation. JSUDF typically awards 4% of the endowment, which is a percentage of some of the yearly earnings, of the account each April (See Policy 2217 Scholarship Management Process).

Creation of Annual Named Scholarship

Non-Endowed, one-time scholarships may be created with a minimum donation of $5,000. The donor has the ability to select the scholarship name and create the criteria as long as it is in accordance with current Institutional Advancement practices.

Restricted Scholarships

Annual Named Scholarship – $10,000 minimun
Annual Women’s Council – established $1,250 for four years.

Non-Endowed funds are not invested and are held in a temporarily restricted account managed by Accounting. The full amount in the account will be awarded by Institutional Advancement during the following academic year (See Policy 2217 Scholarship Management Process).

2217 Scholarship Management Process

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure that institutional scholarships for current students are awarded in accordance with donor wishes and in compliance with Federal and State regulations.

Policy

The Donor Relations Coordinator in the Office of Institutional Advancement working closely with the scholarship staff in Admissions, administers JSUDF scholarships for current students.

The scholarship application process is completely electronic and applications are submitted by clicking on the Scholarship link on the JSU homepage.

- The scholarship application process will be open twice a year prior to the Fall and Spring semesters. Times will be posted.

The Bursar manages disbursement of all awards.

The Office of Institutional Advancement is the record keeper of all donor-generated scholarships.

2218 Gift Valuation for Publicly-Traded Securities

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To appropriately record and receipt gifts of publicly-traded securities to the University and to comply with IRS requirements and University stewardship guidelines.

Policy

The valuation of a security gift is derived from the mean of the high and low price transactions per share on the date of the gift. These prices are typically recorded in trade publications, such as *The Wall Street Journal* or through electronic pricing services, such as Bloomberg.

For example:
100 shares of General Electric
Gift Date: February 19, 2002
High Price for the Day: $37
Low Price for the Day $36.32

(High + Low)/2=Mean Value per share
Mean Value per share x Number of Shares = Value of Gift
OR
[(37.00) + (36.32) / 2] * 100 = $3,666.00

Note: for bonds donated, accrued interest is also included in the gift amount. In addition, bond prices may be derived from a dealer(s) if pricing is not readily accessible from other published sources.

Privately held or restricted securities:

Because values are not readily accessible and there is an indeterminable discount for illiquidity, no valuation is included on the donor's receipt. The donor should consult his/her tax advisor to determine an appropriate deduction to take for such gifts. Gift credit for privately held or restricted securities is applied to the donor's record based on proceeds realized upon sale.

It is the fiduciary responsibility of the Office of Institutional Advancement to accept, sell and receipt gifts of securities.

2219 Public Entity Grants/Contents vs. Gifts

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure proper financial recording and reporting of grants vs. gifts.

Policy

All federal/state/local grants and corporate contracts carry an explicit quid pro quo relationship between the source of the funds and the University.

Grants carry with them obligations that must be fulfilled by the Division of Sponsored Research (i.e., special reporting and timetable and or economic deliverables) while gifts are usually direct with no conditions for deliverable back to the donor.

If there is a question whether money received is a grant or a gift, contact the following in OIA:

- Vice President of Institutional Advancement
- Accounting Consultant
- Senior Accountant

2220 Gift Date Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure proper gift dates for donors, in accordance with Internal Revenue Service rules and regulations.

Policy

Cash Gifts (Cash or Check)

The gift date is recorded as the date the gift is processed in Raiser's Edge. However, the "mailbox rule" applies at the end of the fiscal year and the end of the calendar year. This means the postmark on the donor's envelope (rather than the date of Raiser's Edge entry) determines the date of the gift.

Institutional Advancement photocopies all checks and additional paperwork that is provided with the donations. In addition, Institutional Advancement keeps a hard file of all documentation on all gifts and sends an acknowledgement letter/tax receipt to all donors.

Credit Card Gifts

The gift date is recorded as the date the gift is processed in Raiser's Edge. However, the "mailbox rule" applies at the end of the fiscal year and the end of the calendar year. This means the postmark on the donor's envelope (rather than the date of Raiser's Edge entry) determines the date of the gift

On-Line Credit Card Gifts

The gift date is the same day that the donation is submitted on-line.

Gifts of Securities

Gift of Securities are handled by Accounting who will advise Institutional Advancement upon receipt. (See Policy 2218 – Gift Valuation for Publicly Traded Securities)

For electronic transfers, the gift date is the date the securities are deposited into the Foundation's account.

2221 Gift Acknowledgement/Tax Receipt Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To meet Internal Revenue Service requirements and donor needs for gift information.

Policy

The Internal Revenue Service requires that institutions forward gift receipts to donors only for donations of $250 and above, but JSU sends acknowledgement letters/tax receipts to all donors. For all donations $1 to $249, a receipt is given to the donor. For all donations $250 to $4,999, an acknowledgement letter/tax receipt is sent.

The donor must be informed that "no goods or services were provided in exchange for this charitable donation," if that is the case. If a benefit is exchanged with the gift, such as event tickets or membership to a University organization, then the donor's tax deduction is reduced by the fair market value of the benefit. This is noted on the acknowledgement letter/tax receipt.

The Office of the Institutional Advancement is the only office with fiduciary authority to execute and issue tax receipts for gifts to the University.

2222 Gifts-in-Kind – General

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

There are various types of Gifts-in-Kind which may include: property, antiques, rare books, art, equipment, inventory, living specimens and software. The University accepts gifts according to the following policies:

Policy

Gifts-In-Kind should not be accepted unless they are able to be put to a related use by JSU. All non-cash donations must be approved by the Office of Institutional Advancement. It is the responsibility of the solicitor in the Office of Institutional Advancement to contact the appropriate department/building and verify the use of the donation before accepting.

Necessary Forms:

- Office of IA Internal Gift in Kind Form – must be submitted by donor*
- IRS Form 8282 –must be completed by JSUDF if item is sold within 3 years, if requested by donor
- IRS Form 8283 – must be completed by donor

JSU does not place a value on gifts-in-kind and non-marketable securities. (See IRS Publication 561 "Determining the Value of Donated Property"). It is the donor's responsibility to obtain substantiation of value according to IRS regulations. The University will not appraise or confirm or otherwise validate the donor's stated value.

If gift is valued over $5,000, it is the donors responsibility to obtain an appraisal from an external source. JSU will not accept donations valued at $5,000 or above without the submission of an appraisal.

The gift date is determined by the date the item(s) is transferred (either physically delivered, or in the case of real estate when the deed is signed) to the University.

Artwork:
The Vice of Institutional Advancement should be notified of all proposed artwork and collection donations for review and approval prior to accepting submissions.

Real Estate:
Real Estate donations should be approved by the Vice President of Institutional Advancement/Vice President of Budgeting and Finance.

**Internal Gift in Kind form can be found in the Office of Institutional Advancement.*

2223 Gifts-in-Kind – Living Specimens for Scientific Research

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure proper documentation of Gifts-in-Kind donations pertaining to Living Specimens for Scientific Research.

Policy

Gifts-In-Kind should not be accepted unless they are able to be put to a related use by JSU. It is the responsibility of the Development Officer in the Office of Institutional Advancement to contact the appropriate department/building and verify the use of the donation before accepting.

JSU does not place a value on gifts-in-kind and non-marketable securities. (See IRS Publication 561 "Determining the Value of Donated Property"). It is the donor's responsibility to obtain substantiation of value according to IRS regulations. The University will not appraise or confirm or otherwise validate the donor's stated value.

If gift is valued over $5,000, it is the donors responsibility to get an appraisal from an external source. JSU will not accept donations valued at $5,000 or above without the submission of an appraisal.

The gift date is determined by the date the item(s) is transferred (either physically delivered, or in the case of real estate when the deed in signed) to the University.

Living Specimens for Scientific Research:

The Vice President will collaborate with the Department of Biology to determine if the living specimens will benefit the University.

Necessary Forms Pertaining to Living Specimens for Scientific Research Donations:

- IRS Form 8283 – must be completed by donor
- IA Deed of Gift – must be completed by JSUDF
- Donation Agreement – must be signed by donor and University

Donation is not final until the 30-day trial period is complete. Once the trial period is complete, the Department of Biology will contact the Office of Institutional Advancement and report if the specimens will or will not be accepted as a donation to JSU.

2224 Gifts-in-Kind – Support of Events

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure proper documentation of Gifts-in-Kind donations pertaining to fundraising events.

Policy

Gifts-in-Kind in support of events are accepted to offset the cost of expenses and, in turn, increase the profits of the events.

Goods and services in support of the Office of Institutional Advancement's fundraising events are recorded and credited to the donor at fair market value.

Goods and services contributed for the purpose of being sold or auctioned at an event are recorded to the donor at the fair market value of the item, as determined by the donor.

Necessary Form

- Office of IA Internal Gift in Kind Form – must be submitted by donor

2225 Gift Acceptance

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To determine the JSUDF policy on gifts of real property, evaluation process for real estate, gifts, and gifts of tangible personal property.

Policy

Gifts of Real Property

Because these transactions are more complicated than gifts of cash or securities, it is important that the potential donors fully understand the JSUDF's policy on such gifts and consult their personal attorneys and/or tax advisors regarding the implications of the transfer on their estate and tax situation.

It is JSUDF policy to accept gifts of real property, provided the property has clear potential for contributing to the overall academic purpose and mission of the University and/or can be successfully marketed in a reasonable time period. Prior to acceptance, the JSUDF will evaluate the property through a process designed to identify any potential risks associated with it (outlined in detail below). *The Jackson State University Development Foundation may sell gift properties as soon after acquisition as possible in the absence of a compelling reason to retain the property.*

Evaluation Process for Real Estate Gifts

Discussion with the Vice President for Business and Finance and the Vice President for Institutional Advancement checklist

•Both Vice Presidents should be notified as soon as possible when a donor suggests a real estate gift.

•The potential donor must complete the "Disclosure Checklist" provided by the Office of Institutional Advancement. This document provides the University with important preliminary information regarding the property.

Site Inspection

•If practical, a JSUDF representative, in conjunction with the property owner or sales agent, will visit the property site.

Environmental impact study

•Prior to acceptance, the JSUDF may require a professional environmental impact study. The University will provide the donor with an estimate and receive the donor's approval before pursuing testing.

Establishing Value (The Appraisal)
•The IRS requires that the donor provide a Qualified Appraisal along with a completed Form 8283 for deductions claimed above $5,000. The appraisal must be done within sixty (60) days of transfer (or no more than 60 days in advance of the transfer) in order to satisfy the IRS requirements. The JSUDF may seek a second appraisal if circumstances warrant. The JSUDF will provide the donor with further information about the appraisal process if desired. The cost of the appraisal is tax deductible. The JSUDF will not pay for the appraisal.
•In addition, the JSUDF, through local brokers, will research the area where the property is located to determine a general value for the property independent of the appraisal.

Determining Marketability
•Particularly if the land in question is undeveloped, there may be expenses involved in determining the salability of such land. Such expenses will be the donor's responsibility and could include percolation testing, determining the availability of well water, obtaining necessary sub-division approvals, or a current survey. Gift property cannot be accepted until all contingencies noted above and others that pertain to the property in question have been satisfied. The JSUDF would work with the donor to arrange for the appropriate studies and estimated costs will be fully discussed with the donor before the studies are undertaken.

Decision Regarding the Potential Gift of Property
•Based on the information gathered through the evaluation process outlined above, the Vice Presidents and/or the Administrative Committee will determine whether to accept the gift of real property based on its estimated value, its sale potential, and any associated environmental hazards or other contingencies.

Transfer of the Property and Holding Costs

If the JSUDF decides to accept the gift, then it must be transferred to the JSUDF under the laws of the state in which it is located.

Institutional Advancement checklist:
•Title Search and Deed Preparation
•The donor will hire an attorney to search the Title for the property in question. Provided that the title is marketable, the University's attorney will then prepare a deed for the donor's signature. Once the donor has signed the deed, the University's attorney will then properly record the deed under the laws of the governing state.

•The date of delivery of a signed deed to the JSUDF or the University's agent is the date of transfer for gifts of property.

Special Considerations Associated with Unitrusts
•If the property is to be placed into a CRUT (Charitable Remainder Unitrust), the JSUDF will be responsible for preparing the unitrust documents. It is recommended, however, that the donor's attorney review the unitrust documents at the donor's expense.
•The date of transfer for gifts of property to a unitrust is the date the Board of Directors accepts the property into the trust.

Title Insurance
•The individual circumstances of each gift of property determine the need for title insurance. If the JSUDF decides that such insurance is necessary, it will obtain the insurance and pay for it.

Holding Costs during Sale of Property
•The JSUDF may request that the costs of maintaining the property during the period of time for which it is for sale be covered by the donor. Such costs include taxes, repairs, and maintenance. If the JSUDF holds the property directly, the donor may either pay the costs directly or reimburse the JSUDF if the JSUDF has paid them. Either way, all costs to the donor once the property has been transferred are deductible as gifts to a charitable organization.
•Note: Costs paid directly rather than through the JSUDF may be subject to a 30 percent deduction limitation as payments "for the use of" the JSUDF. Moreover, it may be easier for a donor to substantiate the gift and for the JSUDF to acknowledge it, if contributions to cover such cost are paid to the JSUDF.

Implications of Sale
•If the property is sold within three years of transfer to the JSUDF, the IRS requires that the JSUDF file Form 8282 (to be handled by the Vice President for Business and Finance) disclosing the sales price received by the JSUDF. The JSUDF will provide the donor with a copy of Form 8282.

Gifts of Tangible Personal Property

The JSUDF will consider gifts of tangible personal property, including but not limited to works of art, manuscripts, literary works, boats, motor vehicles, and computer hardware, only after a thorough review indicates that the property is:

1. readily marketable; or
2. needed by the JSUDF for purposes consistent with the tax exempt status of the JSUDF. See Policy 2222: Gifts-in-Kind - General

2226 Gifts of Service

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To ensure proper documentation of Gifts of Service.

Policy

Gift of Service is defined as a donation of time opposed to a product or cash.

Gifts of Service are accepted by JSUDF and treated as a Gift-in-Kind donation. Generally, the gifts are in support of a particular event and are accepted to offset the cost of expenses and, in turn, increase the profits of the event.

Necessary Forms

- Office of IA Internal Gift in Kind form – must be submitted by donor

2227 Gift Adjustment and Reallocation Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To guarantee the proper allocation of donations and make adjustments to accommodate donor intent or corrections of error in gift recording.

Policy

The Office of Institutional Advancement is responsible for the timely and accurate recording, deposit and accounting of all donations and pledges to the JSUDF.

The Office of Institutional Advancement receives gifts via check, credit card, cash and in-kind, and is responsible for ensuring that all methods of giving are accomplished efficiently and in compliance with our fiduciary duties.

The Office of Institutional Advancement reviews all adjustment and reallocation requests to ensure that the donor intent is met. If a fund requires an adjustment or a reallocation to a different designation is necessary, the Advancement Service Specialist must complete a reallocation/adjusting form with proper signatures to Accounting before making corrections in Raiser's Edge.

2228 Gift Return Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To comply with JSUDF practices, guarantee proper allocation of donations, avoid adjustments, and maintain consistent donor relations, on the occasion when a gift to the JSUDF shall not be returned to a donor unless a clear error in the amount of payment or payee has occurred.

Policy

The JSUDF is a non-profit charitable organization. Under IRS or US law, a gift committed to charity may not be diverted from that charitable purpose. Therefore, once the JSUDF receives a gift, the gift must be used to further the JSUDF's charitable purposes. Thus, the JSUDF policy, consistent with IRS regulations, is that no gifts to the JSUDF shall be returned to a donor.

If the JSUDF is approached by a donor requesting that a gift be returned, the JSUDF should respond consistently that the return of gifts is prohibited by law and under the policies of the JSUDF.

In unusual cases, after review by the Office of Institutional Advancement, a gift may be transferred to another charity as allowed by law.

Upon a donor's request, the JSUDF may refund money to a donor who has erroneously overpaid on a pledge, or to entities which should have forwarded the check to a different institution. In each case, the donor must provide the appropriate taxpayer identification number. Verification of paying account is necessary to ensure the refund is made to original pay or account.

If a donor has taken a charitable tax deduction for all or part of a returned gift, the donor must report as part of gross income to the Internal Revenue Service the return of the gift.

2229 Pledge – Agreements and Management Process

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose:

To document the policies of pledge agreements and payment schedules

Policy:

Pledges represent a basic tool for soliciting and obtaining gifts for a variety of institutional purposes. Multi-year pledges play a particularly important role in major gift solicitations since they enable donors to manage their cash flow effectively and take advantage of tax-planning strategies that can maximize the value of their gifts. Pledges committed over specific periods of time, and the scheduled payments made to fulfill them, contribute to effective financial management by the JSUDF. They provide schools and centers with a clear idea of when and how to expect cash payments as plans proceed for implementing either programs or construction projects. Managing the pledge process effectively is critical to the financial stability and long-term growth of the University.

Agreement:

The pledge management process should begin with a clear and comprehensive written pledge agreement, which is an integral tool in managing the relationship between a donor and the JSUDF. A signed pledge agreement sets expectations and responsibilities for the donor and the JSUDF by outlining the intent of the gift, a payment schedule, and any special conditions regarding the gift. Signed pledge agreements are mandatory for all pledges (Verbal agreements are acceptable for Phone-a-thon pledges, but mailed follow-up documentation must be mailed to donors).

Documentation of all pledges must be kept on file in Institutional Advancement and made readily accessible to auditors during the lifetime of the pledge. It is the responsibility of the office of IA to ensure that fiduciary responsibilities are satisfied in order to preserve donor's intent.

Payment Schedule:
Payment schedule vary from pledges. However, pledges of $25,000 or more must be paid within 5 years.

2230 Pledge - Past Due and Write-Off Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose:

To ensure that the JSUDF has policies in place for appropriately recording, managing, and writing-off past due pledges.

Policy:

Pledge payment reminders/bills and resolving past due pledges:

Pledge payment reminders/bills are generated by Raiser's Edge and sent to donors following a review by the appropriate development officer. Billing instructions are recorded in Raiser's Edge based on donor instructions from the pledge agreement.

The Office of Institutional Advancement generates reports of past due pledges for development officers to review.

Following the review of these past due pledges, development officers must make attempts to contact donors in order to resolve the outstanding past due balance.

Revising Pledge Agreements to Resolve Past Due Pledges

- All new payment schedules must be in writing and signed by the donor.
- Development officers cannot revise the anticipated fulfillment date of a pledge without the approval of the donor.
- Revisions are appropriate only if there has been a change in the donor's financial circumstances or there exist other extenuating factors that preclude payment on the original schedule. Such a pledge then becomes conditional.
- All revisions require the approval of the Vice President of Institutional Advancement or the Development Director.

Write-Off

To write-off a pledge, there must be documentation from the donor or from the development officer who attempted to obtain such documentation. Depending on the dollar value of the pledge and its purpose, various officers must be involved in the decision to write-off a pledge. For pledges over $500,000, the decision whether or not to write-off a pledge is made by the Vice President for Institutional Advancement. Pledges should be written-off when there is relative certainty that no further payments will be received. Based on historical studies, pledges which are two years' beyond their final fulfillment date will be written off, unless Vice President of Institutional Advancement has received other indications.

Any unfulfilled pledge will be written off one year after the final expected payment date.

2231 Naming Policy

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

Purpose

To define terms and opportunities for donors to be eligible for naming opportunities.

Policy: Naming Opportunities

In order to encourage new levels of giving to the University and to recognize those gifts that are helping to advance the University at the highest level, the JSUDF has created naming opportunities. An updated listing will be approved by the Administrative Committee. All naming opportunities tied to endowments and or buildings are intended to last into perpetuity. The Administrative committee does reserve the right to review a named opportunity and the right to remove a name from a building or endowment.

Naming opportunities are presented to the Administrative Committee for review for all building opportunities that are tied to gift/donation opportunities.

The University reserves the right to name a building or space that is not tied to a gift/donor but in honor or recognition of some service to JSU.

Eligibility from fundraising techniques

Pledges

The announcement of a named endowed fund will be made upon receipt of a written pledge for the amount required, provided the pledge record extends no longer than three years. Establishment of a named endowed fund shall not occur until the gift is paid in full. Under special circumstances, the Administrative Committee may consider alternative funding formulas.

Bequests

Unless irrevocable, when a bequest forms a part of the amount required for an endowed fund, the named fund will be announced only upon receipt of the bequest and only when the amount received is sufficient to meet the requirement to fund the endowment on the testator's death.

Life Income Gifts

The endowment of a proposed named fund will be announced when a life income arrangement is irrevocably made and the present value of the remainder interest is in the amount required by policy at the time of the gift.

Prior Gifts

Prior restricted gifts to the JSUDF's endowment may count toward the amount required for the endowed fund if directed by the donor, and if both the donor and the JSUDF consent to the termination of the activity or program funded by the income from those funds. The amount credited will not exceed the amount of the gifts used to establish those funds. The amount cannot have been used for previous naming.

Matching Gifts

If the donor's gift will be matched by a corporation, the amount contributed by the corporation will be credited as part of the donor's gift. The anticipated match may be counted toward the minimum needed, provided the donor agrees in writing to be responsible for the entire anticipated amount should the corporation fail to match as expected.

The Naming of Building and other Spaces

In recognition of generous support of or devoted service to the University, JSU has named buildings and other spaces on the campus since its earliest days. *The following policies govern the naming of new or existing buildings and other campus spaces:*

Pledges

The announcement of a naming will be made upon receipt of a written pledge for the amount required, provided the pledge period extends no longer than five years and thirty-five percent (35%) of the pledge is received with the written pledge. If the pledge is not fully paid, the University reserves the right to re-name the building.

Bequests

Because of its revocable nature, when a bequest forms a part of the amount required for a building or other space, the naming will be announced only upon receipt of the bequest and only when the amount received is sufficient to meet the naming requirements in effect at the time of the testator's death. *Exceptions may be made for naming of buildings when there has been extraordinary service to the University*.

Life Income Gifts

The naming of a building or other space will be announced when a life income arrangement is irrevocably made and the present value of the remainder is in the amount required by policy at the time of the gift.

Prior Gifts

Prior non-named endowment gifts may count toward the amount required for a naming opportunity if directed by the donor, and if both the donor and the University consent to the termination of the activity or program funded by the income from those funds. The amount credited will not exceed the amounts of the gifts used to establish those funds.

Matching Gifts

Cash gifts received from organizations to match gifts of cash or securities by individuals associated with that organization or corporation will be credited as part of the donor's gift. The anticipated match may be counted toward the amount needed to name a building provided the donor agrees in writing to be responsible for the entire anticipated amount should the corporation fail to match as expected.

<u>Projected Minimum Funded Levels for Naming Opportunities</u>

Large Opportunities	*Minimum gifts/donations*
Name of College	$5 million
Name of School	$2.5 million
Name of Department	$1 million
Named Center or Institute	$500,000-$1 million
Land or area around buildings or complex	$500,000
Atrium	$700,000-$1 million

2231 Continuation- Naming Policy

Buildings

New Construction	30%-$50% of costs
Sale price	30%-$50% of costs
Renovation Costs	30%-$50% of costs
Large spaces in buildings such as high-tech classrooms, ballrooms, lounges, and outdoor terraces, building floors and suites for academic programs	$500,000
Laboratory	$50,000
Large conference and seminar rooms, schools and colleges, large classrooms and dormitory lounges	$300,000
Small classrooms, conference rooms and administrative suites	$100,000
Faculty and administrative offices	$25,000
Dormitory rooms	$10,000
Benches, flower gardens, fountains and other outdoor structures	$3,000-$10,000

Faculty Support

Endowed Chair	$2 million
Visiting Chair	$1 million
Endowed Professorship	$1 million
Endowed Fellowship	$50,000-$100,000
Endowed Lecture Series	$25,000-$50,000
Named Eminent Professorship	TBD
Named Professorship	TBD
Named Term Professorship	TBD
Name Visiting Professorship	TBD
Career Development Award	TBD
Teaching Excellence Fund	TBD
Faculty Development Fund	TBD

Program Support

Library Fund	$25,000
Guest Lectureship Fund (Endowed Lecture Series)	$25,000-$50,000
Departmental Fund	$700,000
Visiting Artists Fund	TBD
Festival Exhibition and Concert Funds	TBD
Performance Fund	TBD
Studio Art	TBD

2231 Continuation- Naming Policy

Scholarships

Guest Lectureship Fund	TBD
Endowed Scholarship	$25,000
Annual Named Scholarship	$10,000
Graduate Fellowships	TBD

2232 Investment Policy Statement (pre-established)

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

PURPOSE

This document established the Investment Policy Statement (IPS) for the long-term portions of the Jackson State University Development Foundation Endowment. The IPS is designed to assist in effectively supervising, monitoring and evaluating the investment of JSU's long-term assets (Funds). A thorough investment program is defined throughout this document to achieve the following:

- Document the JSUDF's Endowment investment objectives, performance expectations and investment guidelines for the Funds.
- Establish an appropriate investment strategy for managing the Funds' assets, including an investment time horizon, risk tolerance ranges and asset allocation. The goal of this strategy is to provide sufficient diversification and overall return over the long-term horizon of the Funds.
- Establish investment guidelines to control overall risk and liquidity, within the agreed upon investment strategy.
- Establish performance reporting requirements that will effectively monitor investment results and ensure that the investment policy is being followed.
- Comply with fiduciary, prudence, due diligence and legal requirements for the Funds' assets.

The Investment Committee has arrived at this Investment Policy through careful study of the returns and risks associated with alternative investment strategies in relation to the current and projected spending policies and fund raising requirements of the Funds. This policy has been chosen as the most appropriate policy for achieving the objectives of the Funds which are described in the Statement of Objectives section of this document.

BACKGROUND

The JSU Development Foundation is a tax-exempt, non-profit organization established in 1969. The Foundation has the primary role of generating, managing and distributing funds for the enhancement of JSU. The JSUDF is governed by a board of directors consisting of alumni, business and community leaders, faculty, staff, administrators and friends of the University. Over site of the Foundation's endowment and formulation of an investment policy are responsibilities of the Investment Committee of the Board of Directors. The Board of Directors shall report to the chairman of the Board of Directors on a quarterly basis regarding the endowment funds and the investment policy. Management of the endowment fund will be in keeping with the investment policy. Management of the endowment fund will be in keeping with the accepted norms for such management in higher education (as described in the 1998 Criteria for Accreditation as published by the National Association of College and University Business Offices, Inc. – Endowment Policies).

STATEMENT OF OBJECTIVES

The objectives of the JSU Development Foundation Endowment Fund shall be defined as follows:

- To preserve and enhance the purchasing and earning value of the Fund.
- To seek an average annual total rate of return of CPI plus 5%. Attainment of this objective shall be measured over 3 to 5 year time frame.
- To seek competitive investment performance versus appropriate and relevant market benchmarks. Attainment of this objective shall be measured primarily by comparing investment results over a 3 to 5 year time period or full market cycle.

SPENDING POLICY

The Spending Policy for the Jackson State University Development Foundation as set forth by the Investment Committee shall be as follows:

> The current spending policy used for the Endowment Fund is up to 4% of the ending balance in the Fund, measured on December 31.

DUTIES AND RESPONSIBILITIES

The Investment Committee is responsible for managing the investment process in a prudent manner with regard to preserving principal while providing reasonable returns. Responsibilities include: investment policy, investment selection, monitoring fund performance and compliance with the Investment Policy.

<u>Investment Committee Responsibilities</u>

Establish the investment policy of the Fund. This includes, but is not limited to, allocation between equity and fixed income assets, selection of acceptable asset classes and investment performance expectations.

Regularly review investment performance of the Fund to assure the policy is being followed and progress is being made toward achieving objectives.

Determine and implement the investment strategy. This strategy shall be within investment policy guidelines as set forth in this statement and otherwise provided by the Investment Committee.

Monitor asset allocation among all asset classes and verify on a quarterly basis that allocations are within targets set by this investment policy statement and approved by the Investment Committee.

Monitor the investment performance of the Fund and provide annual performance advisory reports to the Board of Directors.

Report in a timely manner substantive developments that may affect the management of the Fund assets.

INVESTMENT POLICY AND GUIDELINES

Portfolio

The Fund assets will be held in investment portfolios with a long-term strategic asset allocation strategy. These assets will be well diversified and highly liquid.

The investment adviser(s) is responsible for managing the assets in accordance with the stated objectives and policies of the Investment Committee.

Time Horizon

The Fund objectives are based on a long-term investment horizon, so that interim fluctuations should be viewed with the appropriate perspective. The Jackson State University Development Foundation Investment Committee has adopted this investment horizon such that the chances and duration of investment losses are carefully weighed against the potential of appreciation of assets.

Diversification

Investments shall be diversified with the intent to minimize the risk of losses to the Fund. Consequently, the total portfolio will be constructed and maintained to provide prudent diversification with regard to the concentration of holdings, individual issues, corporations, or industries. Diversification should occur at several levels.

The portfolio will be managed in accordance with the diversification and industry concentration restrictions set forth in the Investment Company Act of 1940, as amended (“the 1940 Act”). Pursuant to the provisions of the 1940 Act, diversified mutual funds may not, with respect to 75% of their assets, (i) purchase securities of any issuer (except securities issued or guaranteed by the United States Government, its agencies or instrumentalities) if, as a result, more than 5% of its total assets would be invested in the securities of such issuer; or (ii) acquire more than 10% of the outstanding voting securities of any one issuer. Certain mutual funds in which the Fund may be invested are considered non-diversified for 1940 Act purposes. These non-diversified funds are not required to follow this procedure.

Asset Allocation

Academic research indicates that the decision to allocate total account assets among various asset classes will far outweigh security selection and other decisions that impact portfolio performance.

The Investment Committee believes that to achieve the greatest likelihood of meeting the Fund objectives and the best balance between risk and return for optimal diversification, the Fund should allocate assets in accordance with the targets for each asset class as stated below:

Asset Class	Strategic Allocations
Total Domestic and International Equities	50% (+ or – 10%)
Domestic Fixed Income Plus Cash	50% (+ or – 10%)

Rebalancing Procedures

From time-to-time, market conditions may cause the Fund investment to vary from the established allocation. To remain consistent with the asset allocation guidelines by this IPS, the Fund will be reviewed on a quarterly basis and rebalanced back to the normal weighting if the actual weighting varies by 10% or more.

Risk Tolerance

The Investment Committee recognizes that the objectives of the Fund cannot be achieved without incurring a certain amount of principal volatility. The Fund will be managed in a style-neutral manner that seeks to minimize principal fluctuations over the established time horizon and that is consistent with the Funds' stated objectives.

Performance Expectations

Over the long-term, the investment objectives for the Fund shall be to achieve an average total annual rate of return which consists of the Consumer Price Index (CPI) plus 5% (less commission) for the aggregate investments under this Investment Policy Statement. Returns may vary significantly from this target year to year.

GUIDELINES FOR PORTFOLIO HOLDINGS

As described previously, this Investment Policy is implemented through investments in funds and other pooled asset portfolios. Such investments are acceptable investments provided they conform to the diversification restrictions set forth below.

Domestic Equity

The Domestic Equity asset class may be comprised of mutual funds and other pooled asset portfolios that are invested principally in equity securities of U.S. companies. These securities may be listed on registered exchanges, or actively traded in the over-the-counter market, or considered to be restricted securities (provided that the percentage of the fund's assets invested in such securities conforms to the fund's prospectus).

Domestic Fixed Income

The Domestic Fixed Income asset class may be comprised of mutual funds and other pooled asset portfolios that are invested principally in fixed income securities that are rated investment grade or better, i.e., rated in one of the four highest rating categories by an NRSROs (Nationally Recognized Statistical Rating Organizations) at the time of purchase, or if not rated, are determined to be of comparable quality.

International Equity

The International Equity asset class may be comprised of mutual funds and other pooled asset portfolios that are invested principally in common stocks and other equity securities located in at least three countries other than the United States.

Cash Equivalent Reserves

Cash equivalent reserves shall consist of money market mutual funds that comply with rule 2a-7 under the 1940 Act. These requirements currently mandate securities with a maturity of 397 days or less and an average weighted maturity of 90 days or less.

CONTROL PROCEDURES

Review of Liabilities

The Investment Committee will review all policies, objectives and guidelines at least annually. This review will focus on an analysis of major differences between the Funds' disbursement assumptions and actual experience.

Review of Investment Objectives

Investment performance will be reviewed quarterly by the Investment Committee to determine the continued feasibility of achieving the investment objectives and the appropriateness of the investment policy for achieving these objectives. In addition, the validity of the stated objective will be reviewed annually. It is not expected that the investment policy will change frequently.

Review of Investment Performance

The Investment Committee will provide written reports of investment performance on an annual basis and will meet with the chairman of the Board of Directors as requested. In addition, the chairman of the Board of Directors will be responsible for keeping the Investment Committee advised of any material change in University operations that may impact investment decisions.

STATEMENT OF INVESTMENT POLICY AND OBJECTIVE FOR THE ENDOWMENT

This statement sets forth the objectives and guidelines to be used in the management of endowment. In a broad sense, the assets and endowment will be managed in a manner in keeping with the fiduciary role of the Board of Directors.

Investment Objectives

a. The primary investment objective shall be to enhance the purchasing and earning value of the endowment.
b. To seek an average annual total rate of return of CPI plus 5%. Attainment of this objective will be measure over a 3 to 5 year time frame.
c. Therefore, this objective would yield an annual rate of growth including interest, dividends and capital appreciation to preserve the endowment from inflation and to provide for an annual rate of spending currently set at 4 percent.

2232 continuation - Investment Policy Statement (pre-established)

Performance Management

For comparative purposes, the equity portion of the portfolio will be reviewed relative to the results by the Standard & Poors "500" Index. The bond portion of the portfolio will be measured against the Lehman Brothers Aggregate Index. The case portion of the portfolio will b3 measured against ninety-one (91) day Treasury note interest rates.

The primary measurement of success will be the consistency with which the portfolio meets the stated investment objectives and performance goals.

Quality and Diversification

a. Equities: The Equity portion is expected to range between 45-70% of the total portfolio.
b. Fixed Income: the Fixed Income portion of the portfolio is expected to range between 30-55% of the total portfolio.
c. The endowment's investments shall be diversified both by asset classes and by sectors within asset classes. The purpose of diversification is to provide reasonable assurances that no single security or class of securities will have a disproportionate impact on the endowment's aggregate results. Except for government securities, no concentrations of a single security in excess of ten (10) percent of the total portfolio shall be held in the portfolio.
d. Investment quality of bonds is to be investment grade with ratings at least "Baa" by a recognized rating service, such as Moody's or equivalent.
e. Common stocks and convertible security investments must be traded on U.S. security exchanges or publicly available in the U.S. over–the-counter market.
f. Short-term cash equivalents can be invested in commercial paper, U.S. Treasury Bills, Bank CDs and other comparable securities that are rated A-1 or P-1 by a recognized rating service. Bank CDs shall not exceed the FDIC insured amount at any one institution.
g. At no time will investment in charities be permitted.
h. Pooled investment funds (i.e., mutual funds) are acceptable investments, as long as the individual investments in the portfolio meet the standards described in this policy.

Duties and Responsibilities

The Investment Committee is responsible for managing the investment process in a prudent manner with regard to preserving principal while providing reasonable returns. In carrying out these duties, the Investment Committee may retain an investment consultant or investment manager to provide for the investment of assets including investment policy, investment selection, monitoring fund performance, and compliance with investment policy.

<u>Other Investment Limitations</u>

a. Speculative securities are not appropriate investments in the portfolio.
b. No assets shall be invested in real estate, or in direct ownership of income producing real property.
c. Transactions on margin or short sales are not permitted.
d. Donations from these funds are not permitted.

<u>Review of Performance</u>

The Investment Committee will review all policies, objectives, and guidelines annually. Investment performance will be reviewed quarterly. Performance will be evaluated based upon the criteria set forth in these guidelines.

The chairman of the Investment Committee, or his designee, will report annually to the Board of Directors on both the current endowment investment policies, objectives, and guidelines as well as annual investment performance.

2233 Appendix – Donor Bill of Rights

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

A DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- To have access to the organization's most recent financial statements.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgement and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailings lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

2234Appendix – CASE Statement of Ethics

Effective: 8/1/2011
Revised: 8/19/2011
Last Reviewed: 8/19/2011
Responsible: Office of Institutional Advancement
Approval: 8/19/2011

CASE Statement of Ethics

Institutional advancement professionals, by virtue of their responsibilities within the academic community, represent their universities and schools to the larger society. They have, therefore, a special duty to exemplify the best qualities of their institutions, and to observe the highest standards of personal and professional conduct.

In so doing, they promote the merits of their institutions and of education generally, without disparaging other institutions;

Their words and actions embody respect for truth, fairness, free inquiry, and the options of others.

They respect all individuals without regard to race, color, marital status, sex, sexual orientation, creed, ethnic or national identity, handicap, or age;

They uphold the professional reputation of other advancement officers, and give credit for ideas, words, or images originated by others;

They safeguard privacy rights and confidential information;

They do not grant or accept favors for personal gain, nor do they solicit or accept favors for their institutions where a higher public interest would be violated;

They avoid actual or apparent conflicts of interest and if in doubt, seek guidance from appropriate authorities;

They follow the letter and spirit of laws and regulations affecting institutional advancements;

They observe these standards and others that apply to their professions, and actively encourage colleagues to join them in supporting the highest standards of conduct.

The CASE Board of Trustees adopted this Statement of Ethics to guide and reinforce our professional conduct in all areas of institutional advancement. The statement is also intended to stimulate awareness and discussion of ethical issues that may arise in *our professional activities. The Board adopted the final text in Toronto on July 11, 1982, after a year's deliberation by national and district leaders and by countless volunteers throughout the membership. The Board reaffirmed the Statement of Ethics on March 10, 1997.*