

This is the Time – A Campaign for Temple Sinai's Future Phase II

July, 2017

Gift Counting Policies

Our long term goal is to have a total endowment of at least \$10 million in order to reduce the percentage of the budget that comes from membership dues, and to secure the most meaningful programs and services provided by the Temple well into the future. Prudent fiscal planning by Temple Sinai's leaders and advisors suggests that an increase to the endowment is essential.

- While longer-term pledges, life-income vehicles and testamentary bequests are welcome and encouraged, the financial plan requires that new gifts of \$5 million must be funded by 2021. The policies that follow are designed to facilitate this requirement.
- To meet these objectives, ***This is the Time Campaign Phase II*** is being launched to secure a minimum of \$5 million in 5-year pledges by 2021. The 5-year pledge period will ensure that the endowment is in place by 2025.
- This is the second phase of the campaign. Prior gifts to ***This is the Time*** have been counted toward the total. Gifts to prior campaigns are appreciated but do not count towards this campaign.
- Pledges are generally payable over a period of three to five years at the request of a donor. The senior leadership of Temple Sinai shall be authorized to accept Letters of Intent from donors where circumstances do not permit an extended commitment beyond one year. All decisions regarding gift acceptance will rest ultimately with the Board.
- If a donor's financial circumstances changes, the terms of the pledge may be altered.
- Gifts of cash, marketable securities and realized bequests may be attributed to the campaign total. Gifts of marketable securities, including Israel Bonds, will be counted at their value as of the date of transfer to Temple Sinai.
- Real and other property may be accepted and reported in the campaign dollar totals upon the recommendation of senior leadership. A recommendation to accept will be based upon an evaluation of the usefulness, marketability and market value of the property.
- Closely held stock may be accepted and reported in the campaign dollar totals upon the recommendation of senior leadership.
- Life Income Gifts and Trusts may be accepted and counted at face value as long as they are considered legally irrevocable and are fully documented. Gifts given through the Pittsburgh Foundation or the Jewish Federation Foundation in the name of Temple Sinai may be counted.

- Members who communicate to Temple Sinai bequest intentions naming the Temple in their will are encouraged to do so, as long as the bequests are considered legally irrevocable and are fully documented. We are grateful for the appreciable number of planned gifts of all types established by our members and friends.
- Any funds accruing to Temple Sinai through bequests or unsolicited gifts during the campaign period, and not specifically designated for the purposes, will be credited 92% toward the endowment and 8% to the Memorial Park.
- The campaign will not count or record testamentary pledges that may be revoked. A few exceptions may be counted in the campaign totals on a case by case basis following the evaluation and upon the recommendation of senior leadership and the President of the Congregation. Exceptions will require a letter from the donor or the donors' attorney affirming the commitment and stating that Temple Sinai will be informed of any changes in the will affecting the commitment and stating that Temple Sinai will be informed of any changes in the will affecting the bequest that might be made in the future. Each exception must be approved by senior leadership before being reported.

Guidelines for Named Gift Opportunities

Overview

Naming Opportunities are available to recognize philanthropic support for Temple's key Rabbinic and staff positions, programs and services. All gifts made to the ***This is the Time Campaign*** will be invested within Temple's endowment and will support the unrestricted operating budget or donor-designated funds in accordance with Board-approved endowment spending policies. Endowment spending policies are contained within a separate document and are available for review. (Campaign expenses will be covered by campaign income).

- If the program or service identified by the donor is eliminated or significantly modified, the donor will be asked to select a new use for those funds. If the donor is not available for such a discussion those funds will be used for a comparable program as determined by leadership.
- Naming values are based on the significance and visibility of the program or position and may have no bearing on the actual cost or budget of the program. Endowment gifts for which naming is provided can be funded through a term-specific pledge, a life-income vehicle, an estate plan, or the transfer of an asset. Recognition for life-income or estate-plan gifts is governed by Board-approved policies. No asset will be accepted that could become a liability for Temple Sinai.
- Named gift reservations will be based on the date that a signed pledge agreement is received; recognition will begin when 80 % of the gift has been funded. Extended families or friends may combine their gifts to reserve a specific naming opportunity.

The campaign leadership will develop a list of naming opportunities. Named gifts serve to motivate donors and raise their giving sights. Care should be taken to assure that the majority of named gift opportunities are challenging for the donor constituency at a variety of major gift levels. Values that are established and published are not negotiable.

Naming is a form of donor recognition. Values are based upon perceived desirability rather than actual cost. Values do not restrict where the gift is spent or how it is used.

- Named opportunities for endowment gifts may be reserved when a properly executed pledge commitment form has been received. An appropriate plaque will be installed when 80% of the pledge has been paid.
- A gift of at least \$25,000 is required for a plaque. Donors will be invited to participate in creating the wording used on the plaque or other written recognition. However, reasonable policies concerning such wording may limit donor choices.

- The value of a named endowment gift is based on the total amount of the gift and the projected income to be generated by the endowment. A gift of at least \$25,000, contributed over a period of not more than five years is necessary to establish a named endowment.
- Named gifts to be funded by bequest are activated only when the bequest has been realized or legally identified as an irrevocable trust. Exceptions will be based upon the recommendation of senior leadership and the President of the Congregation with the advisement of the Executive Committee, before being reported.
- In general, wording on plaques for perpetual endowment will recognize the donor for *endowing* the position or program. On plaques for limited-term endowments wording will recognize generous *underwriting* provided by the donor.

Guidelines for accepting life insurance policies as Endowment gifts for full recognition

Gifts of Life Insurance policies may be accepted from donors who have attained the age of 70, provided that the policy names Temple Sinai as the irrevocable owner and beneficiary. The value of the gift is the face value of the policy, provided that the policy is fully paid during the pledge period. Otherwise, the value of the gift is equivalent to the premium or cash surrender of the policy.

- The insurance company issuing the policy should have an A or better rating from A.M. Best Company. Any company with a lower rating must be reviewed by a qualified committee for a recommendation on acceptability.
- Policies may be on an individual or on two or more people with the benefit payable at either the first death or the second death. Each type has its uses.
- The death benefit must be guaranteed to age 100 when the desired premiums are completed in five (5) years or less, but not to exceed seven (7) years. If the policy covers more than one life on a survivor payout, the guarantee should be based on the younger person reaching age 100. The projected interest rate to accomplish our above guarantee requirement should be 6% or less.
- The owner and beneficiary of the policy must be Temple Sinai, Pittsburgh, PA. Paid-Up policies will be accepted at full face value once ownership and beneficiary changes have been made to Temple Sinai.
- Whole life policies with dividend options should use the option to Purchase Paid-Up Additions. This adds the most value to the policy.
- Existing policies being transferred to Temple Sinai which are still in a payment mode must meet the same conditions as new policies with regard to company ratings, death benefit guarantees, funding terms, etc.
- A gift of a life insurance policy will be counted toward the campaign when the policy is purchased. Recognition of the donation will be made when the policy is at least 80% paid up
- No term life insurance will be accepted for recognition.