

TITLE: PLANNED GIVING POLICY	
APPROVED: January 8, 2003	REVIEWED: June 24, 2011 (Approved by the Alumni/Foundation Board)
NEXT REVIEW: 2013-2014	
RESPONSIBILITY: Vice-President External Relations	
APPENDICES:	
CROSS-REFERENCE: Donor Relations Policy Canada Revenue Agency (CRA) Regulations	

POLICY STATEMENT:

GPRC is authorized to encourage donors to make both outright and deferred gifts. The types of gifts to be offered include life insurance, real estate, securities of publicly traded companies, bequests and such other gift arrangements as the Alumni/Foundation Board of Directors (hereinafter “the Board”) may from time to time approve. All programs, solicitation plans, and activities shall be approved by the Board.

PURPOSE:

The purpose of the GPRC Planned Giving Policy is to inform and assist potential donors who wish to support the College’s activities through a planned gift.

SCOPE:

The policy applies to all persons acting on behalf of GPRC while discussing a planned gift with a prospective donor.

DEFINITIONS:

Securities refers to gifts of stock and shares from a publicly traded company.

PROCEDURE/GUIDELINES:

The policy of the GPRC is to inform, serve, guide or otherwise assist donors who wish to support the College’s activities, but never under any circumstances exert pressure or unduly persuade.

Persons acting on behalf of GPRC shall in all cases encourage the donor to discuss the planned gift with independent legal and/or financial advisors of the donor’s choice to ensure the donor receives a full and accurate explanation of the proposed charitable gift, and understands fully its implications.

The Vice-President External Relations, or his/her delegate, is authorized to negotiate planned gift agreements with prospective donors, following program guidelines approved by the Board.

All planned giving arrangements requiring execution by GPRC shall first be reviewed and approved as to form by the College's legal counsel. Where substantially the same agreement is used repeatedly, only the prototype needs to be approved.

For giving levels and benefits relating to Planned Gifts, reference *Donor Relations Policy*.

As part of due diligence in accepting an outright or deferred gift, GPRC will ensure that CRA regulations have been properly adhered to when issuing a charitable receipt.

Deferred Gifts

1. Life Insurance

There are various methods by which a life insurance policy may be contributed to GPRC. A donor may:

- 1.1 Assign irrevocably a paid up policy to GPRC
- 1.2 Assign irrevocably a life insurance policy on which premiums remain to be paid; or
- 1.3 Name the GPRC as a primary or successor beneficiary of the proceeds.

Recognition will be based on the value of the death benefit.

When ownership is irrevocably assigned to GPRC, the donor is entitled to a gift receipt for the net cash surrender value (if any) and for any premiums subsequently paid.

2. Real Estate

Gifts of real estate may be made in various ways: outright, residual interest in the property, or to fund a charitable remainder trust. Where real estate is transferred to a charitable remainder trust, additional requirements of the trustee must be met.

- 2.1 Community Relations shall ensure a qualified appraisal of the property is conducted.
- 2.2 Unless GPRC has reason to believe this appraisal does not reflect the property's true value, a gift receipt will be issued for the appraised value. However, GPRC reserves the right to secure its own appraisal and issue a gift receipt based on it.
- 2.3 GPRC shall determine if the donor has clear title to the property.
- 2.4 GPRC shall review other factors, including zoning restrictions, marketability, current use and cash flow, to ascertain that acceptance of the gift would be in the best interests of GPRC.

2.5 GPRC shall conduct an environmental assessment, which may include an environmental audit, and accepts the property only if:

2.5.1 it contains no toxic substances or;

2.5.2 they are removed or other remedies taken assuring that the GPRC assumes no liability whatsoever.

3. Bequests

Bequests have historically been the most popular type of deferred gift, and they have contributed significantly to the success of fundraising programs at GPRC. The encouragement of bequests will be one of the highest priorities of GPRC. Sample bequest language for restricted and unrestricted gifts, including endowments will be made available to donors and their lawyers to ensure that the bequest is properly designated.

During the probate of estates containing a bequest to GPRC and during the post-death administration of revocable trusts containing provisions benefiting GPRC, the Vice President External Relations, in consultation with the College's legal counsel, shall represent GPRC in all dealings with the lawyer and executor of the estate.

4. Securities of publicly-traded companies

In order to constitute a gift for which a donation receipt may be issued, the ownership of the securities must be transferred to GPRC. No receipt can be given where only a pledge has been made – there must be a transfer of securities.

The securities must be given voluntarily. The donor must not be obliged to transfer the securities to the College, for instance as the result of a larger contract or court order.

GPRC will attempt to sell, as soon as reasonably practical, all gifts of securities at a reasonable price, consistent with market conditions and otherwise in accordance with this policy. Note: The College reserves the right to retain a security from time to time.

Capital gains, capital losses, commissions on securities, and deferred fees on mutual funds are absorbed centrally by GPRC unless, in unusual circumstances, there is an agreement to the contrary.

Upon receipt, ownership of gifted securities will be transferred, with appropriate approvals, into a GPRC account, from which the securities will be sold in the market as outlined above.

For publicly-traded securities, the fair market value will be determined by reference to the closing market price on that day or on the last preceding day for which there was a closing price.

Recognition will be based on the receipted value of the gift.